



CANADIAN CHAMBER OF COMMERCE IN JAPAN
CHAMBRE DE COMMERCE DU CANADA AU JAPON

Connecting Canada
and Japan

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THE CANADIAN

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Happy 141st Birthday Canada

Happy Canada Day! With the arrival of July, the CCCJ provides a brief history of the importance of this special day and how Canadians celebrate the 141st birthday of Canada on July 1st, marking the establishment of Canada as a new federation with its own constitution. The holiday was originally established by statute in 1879, under the name Dominion Day. There is no record of organized ceremonies after this first anniversary, except for the 50th anniversary of Confederation in 1917. On October 27, 1982, July 1st which was known as Dominion Day became Canada Day.

In 1958, 91 years after the confederation of Canada, the government arranged for an annual observance of Canada's national day. The format chosen provided for a Trooping the Colours ceremony on the lawn of Parliament Hill in the afternoon and a sunset ceremony in the evening. This custom would be followed by a mass band concert and fireworks display. The Trooping of the Colours is a military ceremony performed by regiments of the Commonwealth of Nations—formerly the British Commonwealth.

The official frivolities changed slightly in 1968 with the addition of multicultural and professional concerts held on Parliament Hill, but the general spirit of the day has long remained one of fun and community. Individuals may participate in a wide variety of events such as charity runs, culinary festivals, firework displays, artistic/cultural fairs, sport activities, barbecues, concerts or just having a relaxing day off work spent with family and friends. As Canada's main patriotic holiday is in early summer, it is generally a chance for outdoor activities.



Canada Day 2007

The celebrations in Ottawa are particularly grand and lavish. Every Canada Day, hundreds of thousands gather on Parliament Hill to celebrate Canada. The event in Ottawa is normally presided over by the Governor General, though the Queen, Elizabeth II, has attended Canada Day ceremonies in 1990, 1992, and 1997. Although the largest celebration in Canada is in our nation's capital of Ottawa, organized parties and merriment can be found from coast to coast. Many cities include a citizenship ceremony for new citizens. Canadian flags and red maple leaves abound, and some individuals paint their faces in Canada's national colours of red and white.

Canada Day is observed on July 1, unless that date falls on a Sunday, in which case July 2 is the statutory holiday, although celebratory events generally take place on July 1, even though it is not the legal holiday.

CANADIAN FACTS

- Canada was named by the French explorer Jacques Cartier in 1535. The name "Canada" comes from the Huron and Iroquois word "Kanata" meaning "village."
- Canada became a country on July 1, 1867.
- Canada has over 33 million people.
- Forests cover almost half of Canada which account for one-tenth of the world's forests.
- Canada has the world's largest coastline.
- Canada has about 2 million lakes. Nearly one-fourth of all the fresh water in the world is in Canada.
- Canada covers six time zones.
- The only indigenous culture in Canada is that of the Native peoples since all other Canadians were originally immigrants.
- Ice hockey is the national sport of Canada.

Foreign Firms Forecast Gains in Sales and Profitability

The Foreign Chambers in Japan (FCIJ) conducted its 13th business confidence survey in April 2008, with 497 responses from 17 chambers and business organizations.

As expected, the sentiments about the Japanese economy were much more pessimistic than in the 12th survey conducted in October 2007. On a scale ranging from -2 (strong decline) to +2 (strong improvement), the survey's response for forecasting Japan's economy over the next 6 months had an overall index of -0.33 (down from +0.43 in the October 2007 survey) and a rating of -0.07 for the next predicted events over the next 12 months (falling from +0.54 in October 2007).

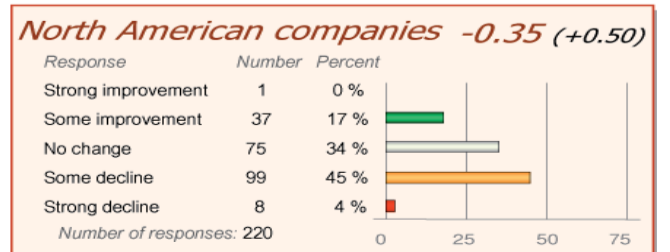
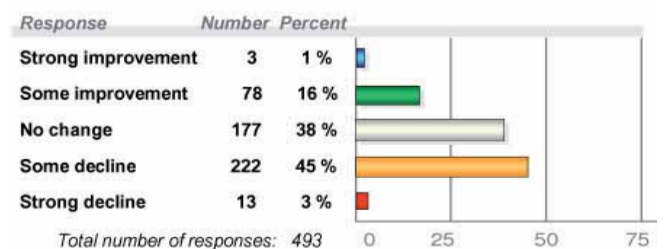
In spite of the unenthusiastic views on the economy, participating companies anticipated gains in sales and profitability, although on a slightly lower level than in the previous survey. In the past six months, 54% saw gains in their sales and only 24% suffered a decrease and in the forecast for the coming six months, 62% expected growth and only 16% pre-

dicted a decrease. In terms of profitability figures, 51% saw gains in the past six months (28% reported a decrease) and 55% expected a further increase in the coming six months (19% expected a decrease).

Concerning the strategies of the foreign-affiliated companies in Japan, most respondents remain optimistic despite the less than positive view on the economy and see Japan as a market with room to expand, with 76% looking for further growth and 21% expecting to sustain their current level. Only 3% of respondents reported that they plan to downsize and only one company out of the 497 surveyed are considering withdrawing from the market.

For full survey results and participant comments, visit www.fcc.or.jp/fcij/bcs.html. The next survey will be conducted in October 2008.

Forecast of Japan's economic situation for the next six months:



CCCJ Corporate Sustaining Members



Thank you for reading this sample issue. If you would like to read the full issue, or find out more about the Chamber of Commerce in Japan, please contact our office.

The Canadian is the Chamber's bi-monthly newspaper for members and is also distributed to a targeted and influential audience of businesses, public and private-sector business organizations, and key decision makers with an interest in the Canada and Japan relationship.

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