

Markham 2017 Business & Investment Mission to Japan: November 24 to December 2, 2017 Report on Outcomes and Activities

**Presentation to
Development Services Committee
January 29, 2018**

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Background

- The City of Markham conducted its first ever Business Mission to Japan in November/December 2017.
- Japan is the City's 2nd largest source of foreign direct investment, with 18 firms providing over 2,200 jobs (including sales, administration, engineering, R+D, service retail, warehouse/logistics, and finance)
- The Mission is an integral part of Markham's Economic Strategy (*Markham 2020*) and focused on several targeted priority sectors including:
 - Research + development
 - Automotive software and automation
 - Electronics
 - Advanced manufacturing
 - Energy and sustainability technologies

Mission Overview - Objectives

- Strengthen business ties to Japanese firms already established in Markham.
- Learn about Japanese corporate investment and expansion plans.
- Identify opportunities to attract investment and create jobs in Markham.
- Learn about innovative companies and organizations in Japan.
- Promote awareness of Markham as the preferred business and investment destination in Canada.
- Demonstrate Markham's interest and commitment to increasing investment, trade and collaboration with Japan.

Mission Overview

- **Markham Delegation: 12 members**
 - City of Markham: Mayor Scarpitti, Councillor Chiu, Councillor Campbell, Director Stephen Chait
 - Business Community:
 - Kevin Au-Yeung, Innovision Holdings Corp. (President ACCE)
 - Andy Chan, Miller Thomson LLP (President MRHVCBA)
 - Michelle Cowan, RBC Royal Bank (Regional VP, Markham)
 - Brian O'Connor, Reed Jones Ltd. (Principal)
 - Dagmar Teubner, The Wemat Group (Principal)
 - Post-Secondary Education:
 - Hana Jung, Seneca College (Bus. Devt. Mgr., Asia-Pacific)
 - Robert Hache, York University (VP, Research & Innovation)
 - Richard Hornsey, York University (Interim Dean, Lassonde School of Engr.)

Partners in Success

- Canadian Chamber of Commerce in Japan (CCCJ)
- Consulate-General of Japan in Toronto
- Embassy of Canada in Japan
- Ontario International Trade & Investment Office
- Honda Canada Inc.
- Mitsubishi Electric Sales Canada Inc.
- Murata Power Solutions, Inc.
- NGK Spark Plugs Canada Limited
- Seneca College
- Toyota Canada Inc.
- Weins Canada Inc.
- York University

Mission Products

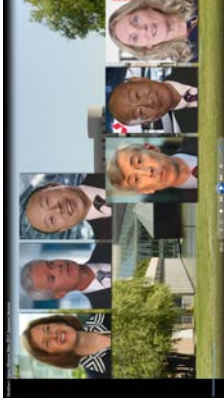
Delegation Brochure
& Business Cards



Framed Certificates
of Thanks



Markham Japanese
Video



Summary of Meetings

- Nov. 24-26: Japan Ministry of Foreign Affairs hosted Mayor and Markham Director for orientation meetings & visits in Tokyo
- Nov. 26: Markham Business Delegation arrives in Tokyo
- Nov. 27: Business Meetings & reception in Tokyo
- Nov. 28: Business Meetings & site visit in Tokyo & area
- Nov. 29: Business Meetings & reception in Yokohama
- Nov. 30: Business Meetings & site visit in Nagoya
- Dec. 1: Business Meetings & site visit in Kyoto
- Dec. 2: Markham Business Delegation returns to Toronto



Summary of Meetings

Friday, November 24, Tokyo:

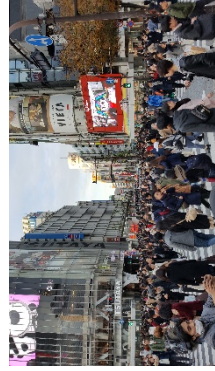
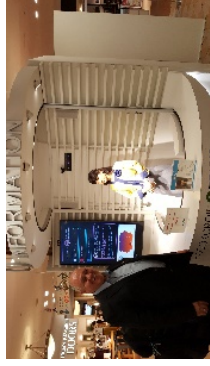
- Meetings with Ministry of Foreign Affairs.
 - Deputy Director-General, Asia and Oceanian Affairs
 - Deputy Director-General, North American Affairs
- Meeting with Chair of Japan-Canada Parliamentary Friendship League.
 - Ms. Tsuchiya, Member of the House of Representatives
- Meeting with Parliamentary Vice-Minister for Foreign Affairs.
 - Mr. Okamoto, Member of House of Representatives
- Meeting with Dr. Inoguchi, Member of the House of Councillors and Professor at Sophia University.



Summary of Meetings

Saturday-Sunday, November 25-26, Tokyo:

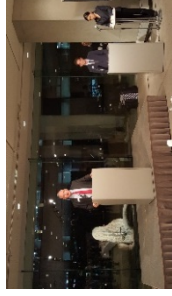
- Visit new Tokyo waterfront development.
 - Fully-automated LRT
 - Information desk staffed by robot
- Visit Shinto shrines.
 - Places of worship and community gatherings
- Visit Tokyo Station and Shibuya Crossing.
 - Crowd management and way-finding
- Visit Asakusa and Electric City.



Summary of Meetings

Monday, November 27, Tokyo

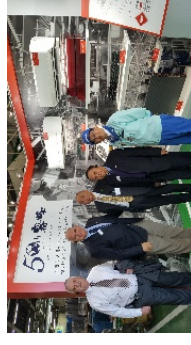
- Briefing at Ambassador's Residence, Canadian Embassy.
- Meeting with senior executives at Honda Motor Co. HQ
- Meeting with senior executives at Mitsubishi Electric Corp. HQ
- Co-hosted business reception organized by Canada-Japan Chamber of Commerce (CJCC) at Canadian Embassy.



Summary of Meetings

Tuesday, November 28, Tokyo-Shizuoka-Yokohama

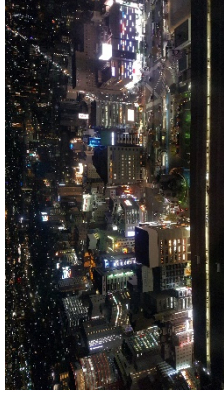
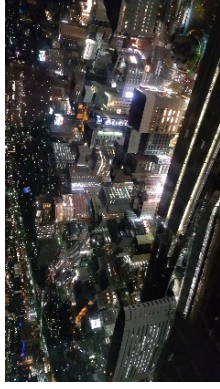
- Inter-city travel by bullet train.
- Site visit: Mitsubishi Shizuoka Works.
 - Heating, A/C and home appliances factory
- Visit Yokohama's revitalized waterfront district.
 - Brownfield redevelopment
- Attend Welcome Reception hosted by Yokohama Toyopet.
 - Owners of Weins Canada



Summary of Meetings

Wednesday, November 29, Yokohama – Nagoya

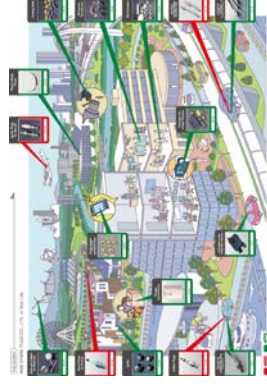
- Site visit: Yokohama Toyopet (WEINS) HQ and retail auto showroom.
 - Discussed plans for Weins expansion in Markham.
 - Viewed car sales and work flow processing system.
- Site visit: Motomaki Factory Park.
 - Yokohama Toyopet used car reconditioning centre.
- Travel to Nagoya.
 - Tour Nagoya Station.



Summary of Meetings

Thursday, November 30, Nagoya-Kyoto

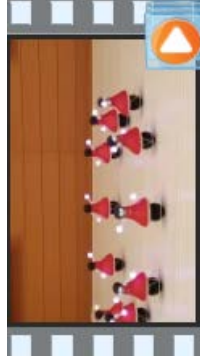
- Site visit: Toyota Commemorative Museum of Industry and Technology.
- Meeting with senior executives at Toyota Motor HQ.
- Site visit: Meeting with senior executives at NGK Spark Plugs and visit to Komaki Factory.
- Transfer by bullet train to Kyoto.



Summary of Meetings

Friday, December 1, Kyoto-Nagaoka-Takefu-Kyoto

- Meeting with most senior executives at Murata HQ.
- Site visit: Tour Murata's Chip Monolithic Ceramic Capacitor factory at Takefu.
- Travel to Kyoto.



Mission Outcomes

Strengthened business ties and promoted new collaborations and investment

- ✓ Promoted Markham at Canadian Embassy in Tokyo business reception
 - Canadian ex-pats, variety of business organization execs, corporate execs;
 - Strengthened awareness among Canadian diplomats and commercial officers

- ✓ Promoted awareness of new York University campus
 - Potential to host Japanese university students;
 - Possible connection to Sophia University in Tokyo

- ✓ Advanced planning by Weins for major new investments in Markham
 - New corporate HQ and car showroom on Telson;
 - Expanded auto campus and car prep centre north of existing dealerships

Mission Outcomes

Strengthened business ties and promoted new collaborations and investment, cont'd

- ✓ Promoted Markham as a location for R+D collaboration with Japanese companies
 - Hydrogen fueled vehicles;
 - Advanced battery storage solutions;
 - Autonomous vehicles;
 - Automotive-related software solutions;

- ✓ Promoted establishment of a “Sustainability Institute”
 - Mitsubishi interested in Markham’s pursuit of “Net Zero 2050” objective;
 - Murata interested in energy saving solutions in collaboration with Alectra & York University

Mission Outcomes

Raised Markham profile in Japan:

- ✓ Met with top elected members of Japan-Canada Friendship League (senior members of Japan's Diet);
- ✓ Established relationship with Canadian Chamber of Commerce in Japan and with Ontario's Investment Office in Tokyo;
- ✓ Worked with members of Shokokai to build networks of interest and open doors;
- ✓ Showed Markham's Japanese video at all events;
- ✓ Discovered that as a result of Weins' 40-year history in Markham, many Toyota HQ execs have visited or lived in Markham

Mission Outcomes

Other observations:

- ✓ 2018 is 90th anniversary of Canada-Japan diplomatic contact
- ✓ Japanese companies are very concerned about future of NAFTA
- ✓ Every Japanese company we met/visited has an impressive investment in R+D and is totally focused on innovation, quality and customer satisfaction
 - Increasing investments outside of Japan;
 - Proprietary technologies and solutions;
 - Multiple sector market leadership

Mission Outcomes

Other observations: cont'd

- ✓ Tokyo is getting ready to host 2020 Summer Olympics
- ✓ Retail stores are open everyday
 - “Premium Fridays” are slow to catch on
- ✓ No tipping
- ✓ Anime is everywhere
- ✓ Hotel rooms are incredibly comfortable
 - Best washrooms
 - Totally quiet and temperature controlled

Follow-on Activities

- Ministry of Foreign Affairs officials are coming to Canada re. TPP
- Invite Japan-Canada Friendship League to meet/visit Markham
- Support Canadian efforts to conclude TPP and NAFTA treaties
- Install Markham's Japanese video on YouTube
- Host Shokokai meetings in Markham
- Explore opportunities to engage Japanese companies in future "Sustainability Institute"
- Explore opportunity to host Japanese anime festival in Markham