

# BCCJ

## 2022-2023

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Executive Committee Election Booklet



# OVERVIEW

For 74 years, the British Chamber of Commerce in Japan (BCCJ) has been at the heart of UK-Japan business. Thanks to the efforts of countless companies and individuals, the Chamber has developed into an exceptionally active, not-for-profit private membership organisation comprising almost 200 firms.

This is an exciting time for UK-Japan relations, which we hope will be further bolstered by the UK's accession to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). The UK is looking to secure its membership by the end of this year, and doing so will lay down new foundations and accelerate trade opportunities, modern working attitudes and cross-industry collaboration between the UK and other CPTPP members.

As a 21st century business development hub, the BCCJ has been finding new ways to facilitate access to new connections, clients and customers. While developing creative platforms for knowledge sharing, the Chamber continues to deliver traditional member services, including events, promotion, business concierge and consultancy. Our nimble BCCJ executive team commits to further enhancing our membership value proposition with the aim of providing even-greater influence, exposure and connectivity for all BCCJ members through enhanced digital services.

All of the above will be achieved with the guidance and strategic direction from the 2022-2023 BCCJ Executive Committee (Excom).

## What is the Excom?

The Excom consists of a minimum of twelve (12) and a maximum of fifteen (15) members. The role of Excom is primarily a strategic one. The Excom decides the purpose and the overall goals of the BCCJ and sets a framework for their implementation and achievement.

The key responsibilities of Excom are to:

- Set suitable organisational aims and objectives
- Set a budget which allows the BCCJ to fulfil its purpose
- Agree policies, targets and priorities
- Monitor and review the performance of the BCCJ and the executive team

The Excom seeks an appropriate balance of members of the business community with specific skills and experiences that will benefit the BCCJ and its membership at large. Excom members serve for a one-year term (April 2022 - March 2023). This can be reviewed annually. The Excom meets 11 times during the year, excluding the month of August. Excom members are expected to attend the monthly Excom meetings and the BCCJ Annual General Meeting held in April.

Please find in this booklet, 17 Excom candidate pledges followed by two Presidential candidate statements.

## Pledge to Excom

What skills make you a good candidate for a BCCJ Excom role, and what specific value will you bring to BCCJ members?

\*Candidates are displayed in alphabetical order of BCCJ organisation name



**KENTARO KISO**  
**President and Representative Director, Barclays**

Thanks to the tremendous support of the BCCJ community, I have had the pleasure of serving the Chamber as a committee member since 2018. It has been a wonderful journey working with so many talented and passionate individuals from all different sectors and backgrounds. I have gained 33 years of experience in finance, working outside of Japan for 20 years in New York, Singapore, Hong Kong and London (for over 16 years). Working in global finance, I have mastered key skills that I believe will benefit the BCCJ, including critical thinking & leadership in navigating unpredictable environments. I hope to bring my experience and knowledge to the support of the BCCJ for another year.



**JUNKO KUBOKAWA**  
**Representative Director & President, Croda Japan K.K.**

I am passionate about bridging the relationship between the UK and Japan through my work as head of Croda JP, a UK-headquartered speciality chemicals company. I have experience living in the UK and other European countries, working in Japan as a mother and wife and also in making a career as part of an earlier generation. Over the years, I gained plenty of insight into the value DEI brings to the workplace, and on modern challenges being faced by BCCJ member companies today. I have served for 2-years on Excom and the DEI Task Force, and hope to continue contributing, especially during a time of such transformation and cultivation of new business mindsets.



**DAVID BICKLE**  
**Partner, Deloitte Tohmatsu Tax Co**

More than twenty years experience tackling business and sporting challenges as part of teams in Japan - as an employee of Deloitte and Kobe Steel, and as a rugby player capped for Japan. With a chartered accountant's professionalism, I want to ensure that the BCCJ offers greater opportunities to members at a vitally important time for UK/Japan relations. In particular, to create a more effective platform for business exchange and networking through a vibrant events program, and by helping our members to make great connections with the people who matter to them in business.

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**ANDRIJANA CVETKOVIK**  
**Director, North Asia, The Economist Group**

I bring a wealth of knowledge from my 18 years of life and work experience in Japan, four of which as an Ambassador of Macedonia. I am an advocate for the SDGs and ESGs, including supporting entrepreneurship and innovation. I am a CEO of Japanese corporation BrioNexus, KK, along with serving as a Non-Executive Director of a publicly listed Japanese corporation. In my current role at The Economist Corporate Network, I oversee North Asia and have a deep insight into the regional economy and geopolitics.



**JAMES LITTLEWOOD**  
**Partner, EY Strategy and Consulting Company**

My career at EY has allowed me to work with clients in 35 countries and I have significant cross border experience across multiple cultures and industries. I enjoy working with diverse teams of people and try to bring energy and enthusiasm. BCCJ members could benefit from my understanding and connections within the Financial Services in Japan and across APAC.



**TOVE KINOOKA**  
**Director, Global Perspectives K.K.**

Having served on Excom for a few years now as part of the Responsible Business Task Force I have developed strong connections with the BCCJ team and our members. Along with my background and extensive network in sustainability, this enables me to understand and bring together the diverse needs and interests of the BCCJ community to drive progress in responsible business practices. I would relish the opportunity to continue this work as a member of Excom, helping our members and the broader business community in Japan and the UK to engage, collaborate, and learn from each other.

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### EDWARD WEEKS

#### President and CEO, Country Manager Japan, HSBC

I have been honoured to serve on the BCCJ Excom in 2021-2022, and contribute both to general discussions and the Responsible Business Task Force. I would be proud to continue my involvement in the coming year, bringing my own experience and insight, while leveraging the broader resources and network of my organisation. I believe the BCCJ offers excellent opportunities for information exchange to support members. In an ever-changing environment, it is essential that the Chamber remains proactive and relevant in promoting links between Japan and the UK, and I hope to have the opportunity to support that.



### LISA FOX

#### Individual Member

My 20 year career to date has been zig zaggy from trading desks, business analysis, projects to commercial all from the global financial hubs of Johannesburg, London, NY and now Tokyo. I bring with me a joy of connection and continuous learning, a passion for sharing knowledge and more open communications. Female Rep Directors in the financial industry are not common in Japan. Through ExCom, I'd like to be more involved in fostering conversations about DE&I & guidance about more inclusive career development and the positivity of networking whilst taking into account cultural sensitivities.



### KEN KATAYAMA

#### Individual Member

I have been an Individual Member of the BCCJ for over six years, and on the Executive Committee for two years (Digi- Tech TF). My career started at JETRO (stationed in London and New York), followed by Microsoft where I worked on digital policy issues. I am now at Toyota Motor Corporation. With this background, I hope to continue to be able to contribute to the diversity and brave conversations at the ExCom. In addition, my focus will be creating interest in the BCCJ from former Japanese expats to the UK as myself.

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**JAMES NEPAULSINGH** (Presidential Candidate)  
**Individual Member**

I am a corporate lawyer and I have worked in the UK, the Middle East and Japan. On Excom I have leveraged my cross-border business sector knowledge to build connections between key stakeholders in the business community. I am passionate about promoting Britain's rich cultural and racial diversity, and I led the DE&I Taskforce, which has been transformative for the Chamber. I have been in Japan for over 15 years. I am proud to promote the benefits of English law, and I look forward to strengthening business links between Japan and the UK through a continued BCCJ leadership role.



**RICHARD LYLE** (Presidential Candidate)  
**VP Trade & FDI, Intralink KK**

As an international trade professional working with hightech companies, I'm passionate about Anglo-Japanese relations and how the Chamber can help its members forge great connections and pursue valuable commercial opportunities. As the pandemic abates, I intend to embrace the vision project "Brave Conversations, Positive Transformations" to seek new ways the Chamber can become more relevant to all stakeholders, by engaging experts and inspirational leaders to ensure topical and thought-provoking activities. By serving on Excom, my ambition is to listen, lead and deliver - so the Chamber can innovate and provide enhanced value to all members.



**JOHN PARKINSON**  
**Clean Air Production System, Manager, Johnson Matthey Japan, G.K.**

With my skills as a professional in the Operations and HR area in the manufacturing industry in Japan, I will try to bring new perspectives to the BCCJ. I can bring value by sharing best practices from the experiences I have had in Japan and in Asia, especially in the areas of sustainability, operational excellence and leading change. Building on the strong ties that the UK and Japan already have, I would like to engage the extensive human resources that BCCJ has, to help build an even more positive future in 2022 & beyond.

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**TAKUJI OKUBO**

**Global head of Thought Leadership, NEC**

I would like to contribute to the BCCJ through my extended networks with policymakers, opinion leaders and senior corporate executives in Japan, helping BCCJ and its members deepen their interaction and understanding of Japanese society. For 2022, I would like to particularly focus on helping the BCCJ increase its membership by inviting my personal contacts to BCCJ events and also helping BCCJ organise events.



**ALISON BEALE**

**Director, University of Oxford Japan Office**

I have been on Excom for seven years, the last five as Vice-President. I have been active in the Digi-Tech Innovation Task Force, and before that the Events task forces. My career has principally involved building long-term and mutually beneficial partnerships between the UK and Japan. Through Excom I would like to continue contributing to ensure the UK is at the heart of the business, cultural and educational relationship with Japan, and to ensure the BCCJ provides excellent value and opportunities to all members.



**BEN LOVELL**

**Commercial Manager, PTS Japan KK**

My background in the practical application of technology will support the Digi-Tech Innovation Task Force and bring value to BCCJ membership. I enjoy communicating and am interested in the ways technology shapes our lives. The current reinvention of work presents an excellent opportunity to strengthen bridges between the UK and Japan. I hope to continue learning about technology and workplace change and share my findings with you. In the spirit of collaboration, I pledge to provide enthusiasm, education and support to the BCCJ.

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**MARK MCFARLANE**  
**Representative Director, TACCHI K.K.**

I have spent over a decade working in mobile and web technology, UX design, product strategy, client services, and community-building, starting as a solo consultant and expanding to my current six-member team. I'm interested in using that experience to help develop the BCCJ's support for its smaller members alongside contributing to the Digi-Tech Innovation Task Force.



**SVEN PALYS**  
**Founder & Co-CEO, Yuzu Kyodai**

A young entrepreneur, ten years in Japan, I pledge to be energetic, creative and collegiate if offered this role. My market research and branding agency is entirely predicated on understanding what is happening in Japan, and I would welcome sharing this knowledge productively and generously. This year I want to focus on fostering dialogue between the BCCJ and the Japanese business community. I hope to bring different people around the table to make it possible to learn from each other.

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### **BCCJ EXECUTIVE COMMITTEE - VOTING**

On April 4, all BCCJ Nominated Representatives will have received a unique, encrypted electronic voting link by email. Election candidates are displayed in a randomised display order, also unique to each voter. The electronic voting ballot will allow BCCJ Nominated Representatives to vote for up to 15 out of the 17 BCCJ Executive Committee candidates, and separately, for their choice of BCCJ President for the 2022-2023 financial year.

All votes are submitted anonymously and cannot be accessed by BCCJ staff. If you would like to learn more about the voting process, please contact the BCCJ at [info@bccjapan.com](mailto:info@bccjapan.com)

# Presidential Candidate Statement



**JAMES NEPAULSINGH**  
**Individual Member**

We are in unique times, and the BCCJ needs a unique leader to bolster trade and cultural relations between the UK and Japan.

I propose engaging with you to assess the extent to which you are getting value for money as a BCCJ member. We can slip back into tried-and-trusted methods post-COVID, such as face-to-face networking events, but I feel we can be more creative here. We can explore via working groups what your pain points are, and what the BCCJ can do to help. One suggestion is to get your input on market access and trade policies between Japan and the UK, and then work with the Embassy to lobby the Japanese government for changes.

Face-to-face networking events aren't for everyone due to work and personal commitments. We can look into targeted marketing that works best for you. For example, as an idea, BCCJ podcasts where we coach business leaders on any bumps in the road they may face. Not only will the content be informative for all members, but you can also promote your brand.

I am heavily involved in each of the BCCJ pillars during my day job as senior legal counsel at one of Japan's best-known institutions. I can therefore give a real-time point of view to each BCCJ taskforce on what the key priorities are, and how we can adapt to a rapidly changing global environment.

I have gained in-depth knowledge of various sectors as a lawyer, having worked at British institutions, major global OEMs and financial institutions. I also know the education sector well, and I am on the Board of Trustees of the British School in Tokyo. I come from a creative background, and I studied art and design at the Royal College of Art. I can therefore service all corporate groups effectively as I know their businesses.

We do have a diverse membership base, however, including young entrepreneurs, SMEs and retirees. I want to ensure that we do not neglect any group, and will seek ways to best service each member's needs, building on the BCCJ's biggest strength: its sense of community. Tailored workshops and social events would be effective, I feel.

We are looking to expand our membership reach outside of Tokyo. I worked in Toyota City as an assistant language teacher when I first came to Japan, and I go back to Aichi regularly. I know rural Japan well, and I can leverage my relationships to expand our membership.

In terms of supporting and leading Excom and the BCCJ office team, my legal background will be useful for the day-to-day running of the institution. I've chaired several committees from an early age. I am also a qualified and accredited mediator and executive coach, and so I lead with empathy via active listening.

The BCCJ is entering into an exciting chapter, and I very much look forward to the prospect of taking on the presidential role during this transformative journey.

BCCJ Presidential Candidate - James Napaulsingh Video: <https://vimeo.com/695535348>

# Presidential Candidate Statement



**RICHARD LYLE**  
**VP Trade & FDI, Intralink KK**

**What would the BCCJ look like under my leadership in the coming year?**

I strongly believe that the Chamber should serve its members by putting them at the heart of all activities. In doing so great outcomes can be realised from great connections.

I am a bilingual international trade professional with extensive experience of working in both the private and public sectors. I am commercially minded and have a practical understanding of what is important to business regardless of company size or sector. I can engage and work with C-suite and VIP/ministerial level contacts in both English and Japanese. As a long-term British resident of Japan, I am passionate about maintaining and enhancing relations between our two great nations.

Honesty, integrity and excellence have always been my guiding principles in search of the best outcomes in whatever I do. I have consistently led by example and with humility, recognising my shortcomings and ensuring to draw on the expertise, energy and support of those around me to achieve results.

With the pandemic abating we have the opportunity to build on the excellent work of the outgoing Executive Director to address some of the most pressing issues of our time: Climate change, the environment, ageing populations and regional security threats. Through promoting trade and the exchange of ideas between the UK and Japan solutions can be found and new opportunities generated.

**As President of the BCCJ I would focus on the following:**

- **Maintaining the BCCJ as a leader and innovator:**
  - o Develop new initiatives to address global challenges and confront local issues.
  - o Further develop the Chamber's three core pillars of Diversity, Equity, and Inclusion, Responsible Business & Digital-Technology Innovation.
  - o Ensure the Chamber is a thought-leader and influencer at the forefront of the international business community in Japan.
- **Greater transparency:**
  - o Ensuring that members and other stakeholders fully understand what the Chamber can do for them.
  - o All activities have clear purpose and rationale.
- **Provide positive support for all members:**
  - o Continually engage with members to better understand their needs and challenges.
  - o Seek ways to help members within the bounds of the Chamber.
- **Delivery of high-quality events:**
  - o Focus on member-centric and cutting-edge topics presented by inspirational speakers.
  - o Enhance events through increased collaboration with the British Embassy, British Council, other stakeholders and Chambers.
  - o Make events more accessible through greater use of digital tools.
- **Revitalising membership:**
  - o Seek out and engage with relevant networks to sign up more young professionals, entrepreneurs and Japanese companies.

My vision is ambitious and achievable. By working closely with the Executive Director and wider BCCJ team, the Excom and Chamber members, I will listen, motivate and empower all to generate positive results for the Chamber. There is much work to be done so with your support I believe that as President I can steer the Chamber into new and exciting waters. Embracing the project "Brave Conversations, Positive Transformations" I will continually challenge, innovate and deliver.

**BCCJ Presidential Candidate- Richard Lyle Video:** <https://vimeo.com/695540552>



The British Chamber of Commerce in Japan

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