



## Ontario Construction Mission to Japan and Korea

February 28 - March 09, 2012

Seoul\*, Osaka, Sapporo, Tokyo

### MISSION OVERVIEW

The mission will exhibit at the Ontario pavilion at the Architecture + Construction Material 2012 at Tokyo. Prior to the exhibition, the mission will visit selected industry hubs in Korea and Japan.

In each city visited, delegates will participate in business networking events and pre-arranged meetings with key players in the construction sector.

The mission is an opportunity for Ontario companies interested in the Japanese and Korean market to review latest industry trend and market development, first hand information about new projects and insights into where opportunities exist.

|              | Seoul*<br>(optional) | Tokyo | Osaka | Sapporo |
|--------------|----------------------|-------|-------|---------|
| Trade Show   |                      | ✓     |       |         |
| Briefing     | ✓                    | ✓     | ✓     | ✓       |
| Seminar      | ✓                    |       | ✓     | ✓       |
| 1:1 Meetings | ✓                    |       | ✓     | ✓       |
| Networking   | ✓                    | ✓     | ✓     | ✓       |

### PARTICIPATION FEE

Participation fee \$1200 (per company) includes:

- Exhibiting at the Architecture + Construction Material 2012 trade show
- Promoting your company throughout the mission, with the Ontario/Canada brand
- Participating in the market awareness seminars and networking events arranged in each city, hosted by MEDT, Canadian Embassies /Consulate/ Trade offices in Korea and Japan
- The opportunity to give a brief presentation of your company's products/services to an invited audience of local construction industry people at the seminars
- Assistance with identifying business prospects in each of the markets visited in the region - including pre-arranged one-on-one meetings based on information provided
- Marketing materials such as mission directory and trade show directory
- On-site logistic and post-mission follow-up support

### PRE-REGISTRATION DEADLINE

**December 16<sup>th</sup> (Friday) 2011**

Show spaces are based on "First come, First Served" basis, so please act fast.

### WHO SHOULD PARTICIPATE

Ontario companies involved in construction or building material/ products, and energy efficiency technologies that want to access the Japanese and Korean markets, or expand their sales in these markets, would benefit from the mission.

### POSSIBLE FUNDING

**Export Market Access (EMA)** is an initiative of the Ontario Chamber of Commerce, with support and funding from the Government of Ontario. It is designed to assist small to medium size organizations (SMEs) to access and expand their growth in new foreign markets. Companies having 5 or more employees and annual sales of \$500,000 or more may qualify for a **grant** covering up to 50% of eligible costs incurred to develop export sales (up to C\$30,000). To find out if your company qualifies, please visit: [www.exportaccess.ca](http://www.exportaccess.ca)

**Export Development Canada (EDC)** offers Export Express Credit to companies in the form of unsecured **loan** of up to \$50,000 with flexible repayment terms of up to two years. The loan can be used to cover travel costs and other related expenses. For more information, please visit:

[http://www.edc.ca/english/financing\\_export\\_express\\_credit.htm](http://www.edc.ca/english/financing_export_express_credit.htm)

**Business Development Bank of Canada (BDC)** also offers Market Xpansion Loan™ to companies. The up to \$50,000 long-term **loan** assists companies to finance their business expansion of the domestic or foreign markets. For more information, please visit:

[http://www.bdc.ca/en/my\\_project/Projects/financing/fs\\_market\\_expansion.htm](http://www.bdc.ca/en/my_project/Projects/financing/fs_market_expansion.htm)

### PARTNERS AND SUPPORTORS

- Embassy of Canada to Korea
- Embassy of Canada to Japan
- The Consulate of Canada, Nagoya
- Canadian Government Trade Office, Kitakyushu
- Canadian Government Trade Office, Sapporo
- Canada Mortgage and Housing Corporation (CMHC)
- Ontario Wood
- Canada Wood (TBC)

### CONTACT INFORMATION

Any questions or enquiries, please contact:

Wenbo Pan

Area Director – Japan, Korea, Australia and New Zealand  
International Trade Branch

**Ontario Ministry of Economic Development and Innovation**

Tel: (1-416) 325-6782

E-mail: [wenbo.pan@ontario.ca](mailto:wenbo.pan@ontario.ca)



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### PASSPORT AND VISA

**Japan:** Canadian passport holders don't need a visitor visa to enter Japan.

As of September 2009, Japan had taken measures concerning the waiver of visa requirements with 63 countries and regions, including Canada. Nationals of these countries and regions are not required to obtain a visa to enter Japan when the purpose of their visit is commerce, a conference, tourism, visit to relatives/acquaintances, etc.

For more details, please visit Consulate General of Japanese in Toronto's website: <http://www.toronto.ca.emb-japan.go.jp>

**Korea:** Canadian passport holders don't need a visitor visa to Korea.

Canada is among the countries under Visa Waiver Agreements with Korea and Canadian citizens can enter Korea without a visa as long as the purpose of their visit is tourism or temporary visit.

Canadian passport holders are allowed up to 6 months of visa-free sojourn for tourism or visitation.

For more details, please visit the Consulate General of Republic of Korea's website: <http://www.koreanconsulate.on.ca>

### LOGOS AND PHOTOS

Company logos and mission participants' photos submitted to MEDT will be printed/used in the directory to promote the mission and participating companies.

#### Preferred logo formats:

1) Illustrator EPS (also known as vector-based artwork) - This format will provide the best print quality as the size can be increased/decreased without compromising quality. Note - to be a "true" Illustrator EPS, the logo must have been created in Illustrator, not in any other program and then imported into Illustrator.

2) High resolution JPEG - If providing logos in this format, it would be best if the file is at least 2" x 2", 300dpi. Note that we can use files that are a lower resolution (ie.100dpi) but the dimensions need to be larger than 2" x 2".

Please note that logos taken from websites are not recommended for use in print because they are usually low resolution (72dpi).

### Photographs:

Please attach a digital photo in .jpeg or .gif formats at 300 dpi, with each delegate profile showing a full face view against a light background. Approximate size should be 3.5 cm x 3.5 cm.

### HEALTH AND SAFETY

The [Public Health Agency of Canada](http://www.phac-aspc.gc.ca/) (<http://www.phac-aspc.gc.ca/>), and the [World Health Organization](http://www.who.int/) (WHO, <http://www.who.int/>) report on disease outbreaks that occur throughout the world. For the latest travel health advisories and related information, visit the Public Health Agency of Canada's Travel Health Web site <http://www.phac-aspc.gc.ca/>.

There is no official warning for Japan and Korea (the cities that the mission plans to visit). However, please visit the Foreign Affairs' Web site for latest information [http://www.voyage.gc.ca/countries\\_pays/menu-eng.asp#C](http://www.voyage.gc.ca/countries_pays/menu-eng.asp#C)

### AIR TRAVEL

Mission participants are responsible for booking their flights. Please check with your travel agent for further details.

### ACCOMMODATION

Mission participants are responsible for all the costs associated with their accommodation, meals, and other personal expenses.

The mission organizers will provide recommended hotel(s) in each of the cities visited at the best available rate and you must guarantee your reservation directly with a credit card.

### CONSENT AND RELEASE

The company and personal information we received from the participating companies for the Ontario Construction Mission to Japan and Korea (February- March 2011) will be used for advertising, promotions, newsletters, brochures, both printed and Internet based, in respect to this trade mission.



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### MISSION ITINERARY DRAFT

(Draft as December 6, 2011)

The itinerary draft is for your information only and subject to change. Please do not book your flights and hotels at this stage.

#### Option 1 – Join the whole mission

**Sun, Feb. 26<sup>th</sup>**

08:30

**Toronto > Seoul**

Depart from Toronto for Seoul via AC063 ([Air Canada](#))

**Mon, Feb. 27<sup>th</sup>**

16:30

**Seoul**

Arrive at Seoul International Airport (Incheon)

18:00

Hotel Check-in (please contact Wenbo Pan for a complete recommended hotel list)

**Westin Chosun** (10 min. walk distance)

87, Sogong-dong, Chung-gu, Seoul

Tel: (82-2) 771-0500

[www.echosunhotel.com](http://www.echosunhotel.com)

Embassy rate – Deluxe: KRW 240,000 (approx. CAD220)

Embassy rate – Executive Club: KRW 295,000 (breakfast inclusive)

10% Service fee and 11% VAT apply

**Other options: Hotel Lotte** (10 min. walk distance)

[www.lottehotel.com](http://www.lottehotel.com)

Embassy rate – Superior Room (Main Wing): KRW 185,000

Embassy rate – Deluxe Club (Main Wing): KRW 260,000

**Other options: Millennium Seoul Hilton** (10 min. by car from Embassy)

[www.hilton.com](http://www.hilton.com)

Embassy rate – Deluxe: KRW 190,000

Embassy rate – Executive Floor: KRW 245,000 (Breakfast Inclusive)

**Tue, Feb. 28<sup>th</sup>**

09:00-10:30

**Seoul**

*Briefing Session and Seminar Preparation*

Schofield Hall, Embassy of Canada

21, Jeongdong-gil, Jung-gu, Seoul

Tel: (82-2) 3783-6081

Contact: Ms. Hyun-Mi, Park, Trade Commissioner

10:30-12:15

*Business Seminar*

Schofield Hall, Embassy of Canada

12:15-16:30

*Networking Lunch and One-on-One meeting*

Schofield Hall, Embassy of Canada

**Wed, Feb. 29<sup>th</sup>**

**Seoul > Osaka**



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a.m. Site/company visit and individual follow-up meetings at Seoul

p.m. Travel from Seoul to Osaka

Flight Options:

13:30 Seoul (Incheon: ICN) – 15:05 Osaka (Kansai: KIX) via ANA 172 ([ANA](#))

14:10 Seoul (Incheon: ICN) – 15:50 Osaka (Kansai: KIX) via Asiana 114 ([Asiana Airlines](#))

Hotel Check-in: Hotel TBD

### Option 2 – Join the Japan portion only

**Tue, Feb. 28<sup>th</sup>**

**Toronto > Osaka**

12:00

Travel from Toronto (Pearson Airport) to Tokyo (Narita) via Air Canada 001 (Air Canada)

**Wed, Feb. 29<sup>th</sup>**

**Osaka**

15:10

Arrive at Tokyo Narita Airport

Travel from Tokyo Narita Airport to Osaka

Flight Options:

17:55 Tokyo (Narita: NRT) – 19:15 Osaka (Itami: ITM) via ANA 2179 ([ANA](#))

18:30 Tokyo (Narita: NRT) – 19:55 Osaka (Itami: ITM) via JAL 3007 ([JAL](#))

18:00 Tokyo (Narita: NRT) – 19:35 Osaka (Kansai: KIX) via JAL 3019 ([JAL](#))

Hotel Check-in: Hotel TBD

**Thu, March 1<sup>st</sup>**

**Osaka**

**Osaka > Sapporo**

08:00

*Breakfast Briefing* (Hotel restaurant)

By Mr. Naoki Makino, Trade Commissioner at Canadian Consulate in Nagoya

10:00 – 12:00

*Business Seminar* (Venue TBD)

Presentations by Ontario companies (20 minutes per company)

12:10 – 15:00

*One-on-one Meetings*

(Ontario Companies – 30 minutes per meeting)

(Local attendees - Working Lunch until 14:00)

Early Evening

Travel from Osaka to Sapporo

Flight Options:

19:40 Osaka (Kansai: KIX) – 21:30 Sapporo (Chitose: CTS) via JAL 2513 ([JAL](#))

19:45 Osaka (Itami: ITM) – 21:30 Sapporo (Chitose: CTS) via JAL 2019 ([JAL](#))

19:45 Osaka (Kansai: KIX) – 21:35 Sapporo (Chitose: CTS) via ANA 1719 ([ANA](#))

Hotel Check-in: Hotel TBD



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### Fri, March 2<sup>nd</sup>

08:00

#### Sapporo

*Breakfast Briefing* (Hotel restaurant)

By Mr. Shinichi Tsujio, Trade Commissioner at Canadian Trade Office in Sapporo

10:00 – 12:00

*Business Seminar* (Venue TBD)

Presentations by Ontario companies (20 Minutes per Company)

12:10 – 15:00

*One-on-one Meetings*

(Ontario Companies – 30 minutes per meeting)

(Local attendees - Working Lunch until 14:00)

Free Time

### Sat, March 3<sup>rd</sup>

a.m.

#### Sapporo

Ad Hoc Meetings with Sapporo companies

(Hotel or at the company visiting)

p.m.

Free Time or travel to Tokyo

### Sun, March 4<sup>th</sup>

#### Sapporo > Tokyo

Travel to Tokyo via flights operated by [ANA](#), [JAL](#), [Air Do](#), [Skymark](#)

There are as many as 69 daily flights from Sapporo to Tokyo.

Fights between Chitose Airport and Haneda Airport recommended

Hotel Check-in: Tokyo Bay Ariake Washington Hotel (TBC)

(5 minute walking distance to the exhibition centre)

3-7-11 Ariake, Koto-ku, Tokyo, Japan 135-0063

Tel : +81 3 5564-0111 Fax : +81 3 5564-0525

Rate per Room/Night: JPY12000

### Mon, March 5<sup>th</sup>

10:30 – 11:30

#### Tokyo

*Market Briefing* (Hotel Boardroom, TBC)

By Mr. Akira Kajita, Trade Commissioner at Canadian Embassy in Tokyo

12:00

*Booth preparation for the Japan Architecture + Construction Materials 2012*

Tokyo Big Sight (Tokyo International Exhibition Centre), East hall6 - Booth AC5210#

### Tue, March 6<sup>th</sup>

10:00 – 17:00

#### Tokyo

Exhibiting at Japan Architecture + Construction Materials 2012

Tokyo Big Sight (Tokyo International Exhibition Centre), East hall6 - Booth AC5210#



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**Wed, March 7<sup>th</sup>**

10:00 – 17:00

**Tokyo**

Exhibiting at Japan Architecture + Construction Materials 2012

Tokyo Big Sight (Tokyo International Exhibition Centre), East hall6 - Booth AC5210#

**Thu, March 8<sup>th</sup>**

10:00 – 17:00

**Tokyo**

Exhibiting at Japan Architecture + Construction Materials 2012

Tokyo Big Sight (Tokyo International Exhibition Centre), East hall6 - Booth AC5210#

**Fri, March 9<sup>th</sup>**

10:00 – 16:30

**Tokyo**

Exhibiting at Japan Architecture + Construction Materials 2012

Tokyo Big Sight (Tokyo International Exhibition Centre), East hall6 - Booth AC5210#

**Sat, March 10<sup>th</sup>**

17:00

**Tokyo > Toronto**

Depart Tokyo for Toronto via AC002 ([Air Canada](#))

15:00

Arrive at Toronto



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### SNAPSHOT - CONSTRUCTION SECTOR IN JAPAN

(DFAIT Japan, Business Monitor International)

The reliance of the Japanese government on the construction industry has often caused it to be termed *doken kokka* (construction state). Throughout the 1990s, more than 18% of Japan's GDP was absorbed by the construction industry. While construction spending is down from its peak during the last decade, it is still a significant element of the economy, employing almost 10% of the population.

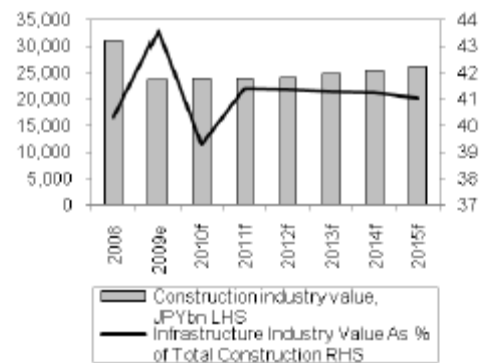
According to the latest Business Monitor International (BMI) Japan Infrastructure reports, positive signs for the building and construction sector are surfacing with expectations of growth beyond 2010. Current BMI estimates forecast Japan's construction industry to grow at an annual average rate of 1.3% over the medium term (2012-2015), which will likely increase opportunities within the green building market as the country grapples with its own priorities of addressing climate change.

The creation of a sustainable society remains a top priority for Japan. In 2008, the Japanese National Plan, known as the "Fukuda Vision" was launched and has subsequently been reinforced by both the Hatoyama Initiative in 2010 and recent commitments by current Prime Minister Naoto Kan to set Japan on a sustainable development pathway. The Fukuda Vision sets ambitious CO2 emission reduction goals of 60 to 80% by 2050 and the Hatoyama Initiative sets an even more aggressive target of 25% reduction by 2020 compared to 1990 levels. These commitments reflect the country's vision of becoming a world leader in environmental protection and related technologies.

With a strong foundation in innovation, Japan's green building sector is expected to grow in parallel with the building and construction sector. Limited space, higher energy costs, and a culture of environmental awareness, is expected to fuel Japan's green building sector as the country transforms to operate in a low carbon economy. Already a number of key projects have started to surface that demonstrate how this market is currently evolving

With a strong foundation in innovation, Japan's green sector is expected to continue its growth, with green buildings becoming an important part of its low carbon economy. Already, most Japanese cities are participating in some shape or form in developing eco-city principles, either through CASBEE commitments or through the Eco-Model City Project. Japanese companies are well established in advanced energy efficiency technologies and should present important partnership opportunities for Ontario companies looking to support and complement the emerging market.

### Still Growing Gradually Construction Industry Value And Infrastructure Share



e/f= estimate/forecast, Source: BMI, Department of National Accounts, Economic and Social Research Institute, Cabinet Office

|   | 2012f  | 2013f  | 2014f  | 2015f  | 2016f  | 2017f  |
|---|--------|--------|--------|--------|--------|--------|
| Construction industry value, JPYbn          | 24,185 | 24,768 | 25,362 | 26,123 | 27,037 | 28,119 |
| Construction industry value, US\$bn         | 266.5  | 264.2  | 260.1  | 254.9  | 257.5  | 261.6  |
| Construction industry, real growth, % y-o-y | 1.5    | 1.9    | 1.2    | 1.3    | 1.2    | 1.3    |
| Construction industry, % of GDP             | 4.9    | 5.0    | 5.0    | 5.0    | 5.0    | 5.0    |



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In Japan, market entry should be focused on those cities where green building initiatives are strongest, including Tokyo, Nagoya, Osaka and Kyoto. The eastern part of Tohoku, the region most affected by the earthquake, could be an important focus for Ontario companies as this area will need massive rehabilitation and should present an important market for new cleaner green building developments. The Tohoku region is expected to result in the building of more than 100,000 buildings.

### SNAPSHOT - CONSTRUCTION SECTOR IN SOUTH KOREA

(DFAIT Korea, Business Monitor International)

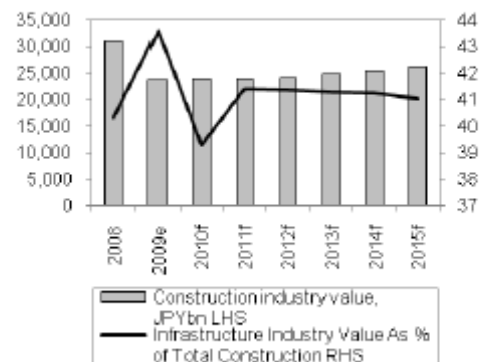
According to the Construction and Economy Research Institute, Korea had approximately 12,200 companies and more than 1,810,000 people engaged in the construction and building engineering industry in 2008. The overall Korean market for construction and engineering products and services in 2010 is expected to reach 11.8 trillion won (or \$10.78 billion), or a 3.6 percent increase from 2009, in terms of the total value of orders in the local market.

Consumption of treated wood products in Korea is on the rise, with importers and retailers reporting significant growth and strong future prospects thanks to the growing demand for landscaping materials and decking. The market is valued at CDN260 million, with imports valued at CDN69.6 million. Decking accounts for 55% of these imports, with dimension lumber accounting for another 43%.

There is a strong recognition by the Korean government that a focus on low-carbon technologies, and particularly green buildings in the construction sector, will be critical in not only reducing energy demands and greenhouse gas emissions, but also contributing to the development of new skills, employment and corporate competitiveness for the country. This growing awareness of environmental issues in the country coupled with increasing energy costs is driving demand for environmentally-friendly building materials, technologies and services.

In Korea, the green building market may be best leveraged within the small municipal towns that have already initiated green city plans to respond to Korea's National Five Year Plan for Green Growth. Within the bigger cities, opportunities to market products and services would be especially promising in Incheon, Seoul, Jeju and Daejeon, given their growing investments in low-carbon green growth plans.

**Still Growing Gradually**  
Construction Industry Value And Infrastructure Share



e/f= estimate/forecast, Source: BMI, Department of National Accounts, Economic and Social Research Institute, Cabinet Office



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### ARCHITECTURE + CONSTRUCTION MATERIALS 2012

<http://www.shopbiz.jp/en/ac/>

- Asia's leading comprehensive exhibition
- Japan's leading construction show
- Synergistic effects – to interact with exhibitors/visitors of other leading exhibitions held in concurrently with
- Extensive networking opportunities

#### Concurrently held exhibitions:

[LIGHTING FAIR](#)

[SECURITY SHOW](#)

[IC CARD WORLD](#)

[JAPAN SHOP](#)

[RETAILTECH JAPAN](#)

[FRANCHISE SHOW](#)

#### Architecture + construction Materials 2012 – Links:

Visitor and Exhibitor Profile

<http://www.shopbiz.jp/en/ac/>

2011 Exhibitor List

<http://www.shopbiz.jp/w/?page=El&expo=ac&lang=en>

Architecture + Construction materials 2012 Exhibitor Brochure

[http://www.shopbiz.jp/en/ac/2012/yoko\\_ac2012\\_e.pdf](http://www.shopbiz.jp/en/ac/2012/yoko_ac2012_e.pdf)

#### Visitor Profile:

- Building / Design Office (Architect)
- Contractor
- Housing maker
- Real estate, Developer
- Trading company, Wholesaler
- Material, Fixture and Furniture suppliers
- National / Local government
- Distributor (Retailer, Service Industry)
- Outsourcer (Building owner)
- Tent and sheet industry, Home center industry and more

There are a few market reports available upon request. For further mission details or registration, please contact Wenbo Pan ([wenbo.pan@ontario.ca](mailto:wenbo.pan@ontario.ca); 416-325-6782).

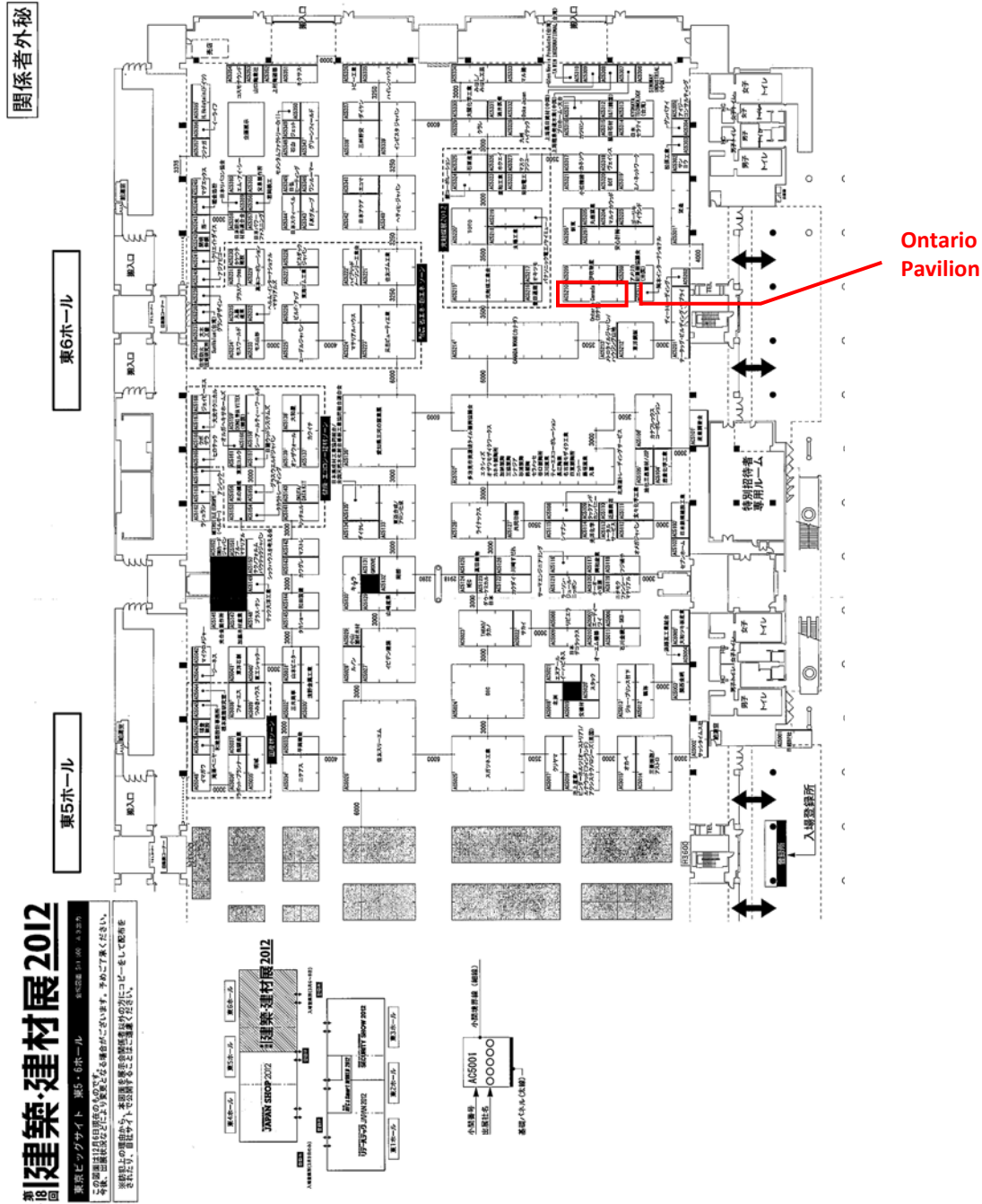


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Ontario Pavilion at the exhibition:



第18回建築建材展2012

東京ビッグサイト 東5・6ホール  
 本展覧会は、建築関係者のみならず、建築関係者以外の関係者もご来場いただけます。予めご了承ください。  
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