

THE 14TH ANNUAL BRITISH BUSINESS AWARDS  
PRESENTED BY THE BRITISH CHAMBER OF COMMERCE IN JAPAN



# BRITISH<sup>20</sup><sub>21</sub> BUSINESS AWARDS

NOVEMBER 5 | 1900-2030

TRANSFORM THE NORM





Welcome to the British Business Awards 2021 (BBA)! Organised annually by the British Chamber of Commerce in Japan, the BBA gala celebrates excellence whilst showcasing success and innovation across all industries. Under this year's theme, 'TRANSFORM THE NORM', the reimagined virtual Awards will highlight stand-out contributions made by British and Japanese organisations through their commitment to sustainability, community, and ethical behaviour, as well as their response to challenges faced in 2021.

Of our 38 nominees, who will lift a BBA marble trophy this evening? All will be revealed ... For now, please sit back and enjoy the most significant and glamorous event in the UK-Japan business calendar.

### ブリティッシュ・ビジネス・アワード 2021 へようこそ!

ブリティッシュ・ビジネス・アワード 2021 (BBA) へようこそ! BBA は、あらゆる業界における成功とイノベーションを紹介し、その卓越性を称えるイベントで、在日英国商業会議所により毎年開催されています。今年度のテーマ「Transform the Norm」のもと再構想された本授賞式では、2021 年に我々が直面した現代的課題と同様に、サステナビリティ、コミュニティ、倫理的行動への取り組みを通じて日英の組織が成し遂げた傑出した社会的貢献に焦点が当てられます。

38 の候補者のうち、BBA のトロフィーを獲得するのは誰になるのでしょうか。今夜明らかになります。発表まで、日英ビジネスにおいて最も意義深く華やかなイベントをどうぞごゆっくりお楽しみください。

**#BBA2021**



### Message from HM Ambassador to Japan, **Julia Longbottom CMG**

I am delighted to be hosting the British Business Awards 2021 with the BCCJ at the British Embassy in Tokyo. I am sorry that we are not yet able to welcome you in person but I hope that the virtual streaming from the Residence will be a fitting setting for this prestigious awards ceremony.

The British Embassy is pleased to be part of this event. It is one of the many ways that the Embassy in Tokyo and the Consulate-General in Osaka work with the Chamber to help advance the commercial relationship between the UK and Japan. The British Business Awards is a true celebration of the contribution that British and Japanese companies make to the ever-stronger UK-Japan relationship, both here in Japan and in the UK. So tonight, I would like to congratulate all of the nominees from across the categories and remind you all that whether or not you win, you and all your staff should feel very proud of everything you have achieved.



### Message from President of the BCCJ, **DAVID BICKLE OBE**

Welcome to the 14th annual British Business Awards (BBA). The theme this year is Transform the Norm – inspired by the response of resilient companies and individuals to the shifting challenges and emerging opportunities of the uncertain and complex world in which we live. It is an invitation to explore whether to do things differently or to do different things. Or even to conclude with renewed confidence and conviction that existing business models are best.

The BBA is no exception. Whilst circumstances dictate that we bring you the ceremony virtually, the British Chamber of Commerce in Japan has relished the opportunity to innovate and collaborate with generous sponsors to deliver an occasion worthy of our nominees. We sincerely hope that you will enjoy this opportunity to celebrate their myriad achievements. For that is the purpose of the BBA – to recognize the excellence of endeavour in the Japan-UK business ecosystem, and to encourage ever expanding partnership and collaboration between the companies and entrepreneurs connected with these two great countries.

## BBA 2021 RAFFLE

*You've got to be in it to win it!*



### 30+ top-notch prizes to win, courtesy of Chamber members

#### How much?

1 ticket for JPY1000  
ラッフルチケット 1 枚一組 1,000 円

#### How can I buy?

You can purchase raffle tickets online via credit card, PayPal or bank transfer.  
Details can be found on the BBA 2021 web page or scan the QR code below.  
(Raffle closes at 19:30)

抽選のチケットはオンラインにて、クレジットカード、PayPal または銀行振込で購入できます。詳細については、BBA2021 の Web ページを参照、または以下の QR コードをスキャンしてください。(チケットの購入は 19 時 30 分が締切です)

#### What can I win?

We have some truly fabulous prizes courtesy of our sponsors.  
View the following page to learn more!

我々のスポンサーのご厚意により、とても素晴らしい色々な賞品をご用意しております。  
詳細については、次のページをご覧ください。



Or visit the BCCJ website: [www.bccjapan.com](http://www.bccjapan.com)

## PRIZE SPONSORS

AN *d*AZ. | TOKYO  
TORANOMON HILLS

Suite Room for one night  
including breakfast, for two  
people

CONRAD  
TOKYO

An accommodation voucher  
of a one night stay in Bay View  
Room including breakfast for  
two people

HILTON  
WORLDWIDE

Two night stay in Jr Suite with  
dinner in Metropolitan grill for  
two

IHG<sup>®</sup>

HOTELS & RESORTS

Fourteen luxury prizes as listed  
on the following page



Exclusive KI NO BI 5G bottle  
set

PALACE HOTEL TOKYO

One complimentary night in  
deluxe room with breakfast  
included

PARK HYATT TOKYO™

One night in a Park View Room  
with complimentary breakfast  
for two

SHANGRI-LA 東京  
SHANGRI-LA  
TOKYO

One complimentary gift  
certificate for Bosa Nova  
Saturday Brunch at Piacere  
for two



Three x ¥5,000 coupons to be  
used towards products on on-  
line shop or in-store purchases

TITANIC  
WHISKEY - TOKYO

- Dunville's PX twelve-year old  
- Echlinville Gin
- Knappogue Barolo Heisei  
Whiskey twelve-year Old
- Knappogue sixteen-year old  
- Kalak Single Malt Vodka

THE TOKYO  
TORANOMON  
EDITION

One-night in Deluxe King room  
plus complimentary breakfast  
for two in The Blue Room

Zentis  
OSAKA

One complimentary night in  
studio room with breakfast



With special thanks to our sponsors  
for making this event possible

ROBERT WALTERS JAPAN

ROBERT WALTERS

JAGUAR LAND ROVER JAPAN

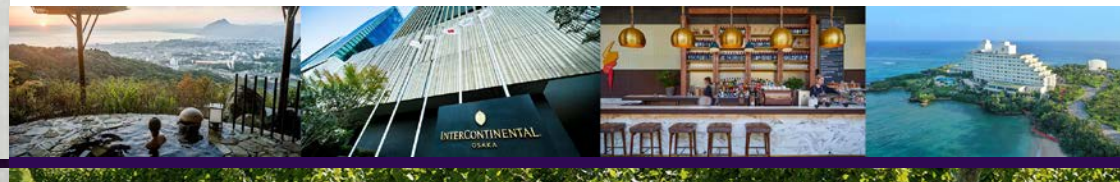


IHG®

HOTELS & RESORTS

It is with great delight that we share fourteen luxury raffle prizes  
courtesy of BBA 2021 Gold Sponsor, IHG ANA Hotels Group Japan

**InterContinental Osaka** – One night Delux room with breakfast for two  
**InterContinental Tokyo** – One night room for two persons with club lounge access  
**ANA Crowne Plaza Osaka** – One night Club room with breakfast for two  
**ANA InterContinental Beppu Resort & Spa** – One night premium room with breakfast for two  
**The Strings by InterContinental Tokyo** – Lunch course menu for two  
**The Strings by InterContinental Tokyo** – One night club room with lounge access  
**ANA Crowne Plaza Hiroshima** – One twin room with breakfast for two  
**ANA Crowne Plaza Kanazawa** – One twin room with breakfast for two  
**ANA Crowne Plaza Toyama** – One Twin room with breakfast for two  
**ANA Crowne Plaza Fukuoka** – One twin room with breakfast for two  
**Kimpton Shinjuku Tokyo** – Brunch for two with champagne at District  
**Kimpton Shinjuku Tokyo** – Dinner for two with champagne at District  
**Hotel Indigo Karuizawa** – One night twin room riverview with breakfast for two  
**ANA InterContinental Manza Beach Resort** – Two nights superior ocean side with breakfast for two



NYETIMBER

PRODUCT OF ENGLAND

BBA 2021 Silver sponsor, Nyetimber is  
offering an exclusive 20% discount on  
a bottle of British sparkling wine (as  
well as other Nyetimber goodies) to all  
BBA attendees and BCCJ members!

Simply use the discount code: **BCCJKOMI**

- Discount code will be valid from Oct 26-Dec 31 2021  
should you wish to make further purchases after the  
BBA2021 event.





## British Business Awards 2021 Ceremony

British Business Award (BBA) nominations are judged against specific criteria, founded on the BBA values of success, innovation and ethics. The BBA employs a well-defined and tested framework to ensure that the judging process is fair and free of influence.

The decision on a winning BBA 2021 entry is the result of the combined score of six unrelated judges, who independently score each submission using the same scoring matrix.

### Points

For each BBA 2021 award category, the Nomination Forms contain "criteria for nominations". Our BBA judges are looking to see each of these criteria addressed in submissions. Points are awarded using the following scoring matrix:

0 point	No evidence
1 points	Minimal evidence
2 points	Reasonable evidence
3 points	Good evidence
4 points	Clear, strong evidence

### The 2021 Judges



**Noel Thatcher MBE**  
Paralympian,  
Team GB



**Carolyn Davidson**  
British Consul-General, Osaka



**Miwa Seki, Kathy Matsui,  
Yumiko Murakami**  
General Partners, MPower Partners



**Hideo Tomita**  
Managing Director,  
Refinitiv Japan K.K.



**Liza Aono**  
Presenter, Cool Japan TV



**Adrian Gillespie**  
Chief Executive, Scottish Enterprise

# BBA 2021 NOMINEES

38 NOMINEES  
ノミネーション数38

6 AWARD CATEGORIES  
部門数6

## Responsible Business

Open to any eligible company that has driven exceptionally effective responsible business (social / environmental) programmes or initiatives in Japan over the past 12 months.



### AstraZeneca

AstraZeneca declared "Ambition Zero Carbon" to have zero carbon emissions from operations and ensure the company's entire value chain is carbon negative by 2030, bringing forward decarbonisation plans by more than a decade. Astrazeneca's nonprofit COVID-19 vaccine, co-developed with Oxford University, is produced in Japan contributing to local and international communities.



### BARCLAYS

Building on the momentum from the company's COVID-19 Community Aid Package launched last year in response to the pandemic, Barclays in Japan has continued to help vulnerable communities through a recovery phase while ensuring the company's regular employability programme continues to support the disadvantaged.



### British Airways

British Airways are an industry leader in tackling climate change, having taken a progressive approach to managing growth in carbon emissions for more than 20 years. Despite the challenges of the pandemic, BA continues to put sustainability at the heart of its business, and recently launched the BA Better World programme which focuses on people, planet and responsible business.



### Calon Wen

After the rules changed for Japanese JAS Mark organic certification for animal-based products last year, Calon Wen is the only European dairy product to have risen to the challenge of certifying under the new standards, flying the flag for sustainable farming and organic products in Japan.

## Responsible Business (continued)

Open to any eligible company that has driven exceptionally effective responsible business (social / environmental) programmes or initiatives in Japan over the past 12 months.



### Global Perspectives

In consultation with corporate leadership in Japan, Global Perspectives pivoted into a sustainability consultancy, resulting in two food industry giants setting ambitious goals that will have a tangible impact on food waste, supply chains, greenhouse emissions, and biodiversity. GP is now positioned as global influencers, connectors and network-builders in responsible business.



### imageMILL

The company's Northern Irish founder and team have, despite the challenges presented by COVID-19, worked across a number of sectors to promote environmental awareness. Among various client outcomes, the company has delivered "zero waste shoots" as well as "sustainable cocktail competitions" and is a proud member of 1% for the planet.



### Jennifer Shinkai

Facilitator and Executive Coach, Jennifer Shinkai, created a flagship programme during the pandemic, Make March Matter, to support SDG 8 "Decent Work and Economic Growth". The mental and financial strains on SMEs have been severe, but the supportive and caring nature of this free, online and sustainable community of 365 owners has led to both friendships and business opportunities over the last 20 months.

## Digi-Tech Innovation

Open to any eligible company that has driven transformation through the delivery of effective Digital / Technological Innovation, services or solutions in Japan over the past 12 months.

### BESPOKE

#### BESPOKE

Bespoke has gained recognition for its Chatbot AI system which is transforming the hospitality industry by offering easy-access communication support which has already been a shining light amidst unprecedented disasters, such as COVID-19.



#### Doddle & Yamato Holdings

The partnership between Yamato and Doddle has enabled Yamato to launch transformational, digital and innovative solutions for handling the growing volumes of e-commerce deliveries and returns across Japan. These solutions deliver clear benefits for consumers, bricks & mortar and online retailers, logistics providers and the environment.



#### Exscientia

Exscientia's nomination is as a result of the successful application of AI to the design of two of the world's first three AI-designed drug molecules to enter clinical trials, in collaboration with Sumitomo Dainippon Pharmaceutical Co Ltd. and the successful 2021 series D fund raise led by SoftBank Vision Fund 2 that preceded Exscientia's IPO.



#### TBSJ

Financial, legal, and pharma translation firm TBSJ is the creator of Leveraged AI, an integration of best-in-class technologies with human expertise. In the past year, TBSJ has been evolving this system, launching related tech tools, training more staff to use the system and raising awareness of AI translation capabilities in the language industry.

## Diversity, Equity and Inclusion [DEI]

Open to any eligible company that has driven exceptionally effective Diversity, Equity and Inclusion initiatives, services or solutions in Japan over the past 12 months.



#### BARCLAYS

Barclays believes that everyone of its employees, clients and stakeholders brings a set of unique talents and perspectives to the table. This nomination is a testament to the inclusive culture Barclays is fostering with our Race at Work agenda in Citizenship, aimed to attract, develop and increase representation of different races and ethnic minorities across Barclays.



#### The British Council

The British Council is promoting the inclusion of disabled people in the arts and culture sector through UK-Japan collaborations that increase disability awareness, knowledge of barriers to access and improving accessibility, creating opportunities for participation, delivering training for practitioners, and showcasing high-quality work by disabled artists.



#### Catherine O'Connell Law

The LAWYER ON AIR Podcast is the top legal podcast in Japan hosted by Japan's first lawyer podcaster, Catherine O'Connell, who unlocks the black box of diverse lives of Japanese and foreign women lawyers, providing leadership insights & career tips for NextGen lawyers and building a unique women lawyer community.



#### Custom Media KK

Custom Media this year featured more Diversity, Equity & Inclusion than ever before in BCCJ Acumen and by any other English-language publication in Japan. Editorial includes the first female UK ambassador to Japan, Paralympians, LGBT and Black History Month. With seven nationalities, Custom Media helps change business, government and charity.



## Diversity, Equity and Inclusion [DEI] (continued)

Open to any eligible company that has driven exceptionally effective Diversity, Equity and Inclusion initiatives, services or solutions in Japan over the past 12 months.



### Guardian

The reason for this nomination is for the recent development of the Guardian app, designed to reveal child abuse, bullying and mental health issues, within Japanese students, both at school and at home. Caitlin Puzar is a British national based in Kumamoto, Japan.



### Price Global

Companies struggled to cultivate inclusion in ever-changing conditions. Workshops were cancelled due to on-line fatigue. Inclusion initiatives had to be not only transformational, but wow participants with a unique approach. Price Global innovated the company's highly engaging, Inclusion Theatre into equally transformative and interactive virtual experiences.



### Unilever

To recognise Unilever for its leading initiatives on Equity, Diversity, and Inclusion – such as gender and nationality balance in management, the inclusion and support for LGBTQ+ persons in the workplace, and combating stereotypes and social norms – all created with a view to changing and creating a more inclusive society in Japan.

## Entrepreneur of the Year

Nominees should be individuals who exemplify entrepreneurialism and have created commercial success through an entrepreneurial spirit. Nominees will typically be leading non-listed organisations in Japan with 25 employees or fewer.

VULCANIZE LONDON

### BLBG (Toshiyasu Takubo)

The British Luxury Brands Group, led by Toshiyasu Takubo, has introduced and launched many British fashion brands in Japan, and has held British cultural events in the center of Aoyama, Tokyo for over 20 years. This past year has seen BLBG's opening of the Playhouse, Toshiyasu's most recent concept store and hub for British culture in Japan.



### Clarence Education Asia (Fei Fei Hu and Ayahi Suda)

Fei Fei Hu and Ayahi Suda, husband and wife co-founders of the education management company Clarence Education Asia (CEA), have seen great success in launching a family of new British international schools in Tokyo, including Phoenix House International School in September 2021, significantly increasing the UK's presence and influence in Japan.



### Dream Drive (Jared Campion)

This nomination is to recognise the transformation of Dream Drive, from a rental company to selling customised campervans in Japan, which has seen exemplary development in business status during the coronavirus pandemic.



### Diamdel (Akhil Naheta)

Diamdel Inc is a 30-year-old diamond wholesaler and bespoke jeweler that, over the last year diversified into the field of luxury handbags, to cater to the ever-evolving needs of a luxury shopper. Spearheaded by Akhil Naheta, Diamdel Inc, with its innovative approach, is set to be a premier destination for rare pink & blue diamonds and unique jewelry, as well as all things fine.



### Sarah Furuya Coaching (Sarah Furuya)

Sarah at Sarah Furuya Coaching is recognised for business transformation between 2012 and 2021, from a one-person start-up to a tightly managed multi-collaborator operation that creates opportunities to empower and co-create in a multicultural setting. SFC seeks to push cultural boundaries through coaching, podcasting, clothing exchanges, leadership programmes and community engagement.



### Urban Heroes Tokyo (Anna Jung)

Under Anna's fearless entrepreneurial style and charismatic leadership, Urban Heroes Tokyo is a rapidly growing community of multi-national members who enjoy challenging outdoor workouts and activities, with the common goals of physical and mental wellbeing, and connecting with like minded people.



## UK-Japan Partnership

Nominees should be joint-ventures, alliances, or other partnerships that have made demonstrable contributions to the enhancement of the UK-Japan economic or commercial relationship



### Drax Group and Mitsubishi Heavy Industries

This nomination is to recognise the UK's first carbon capture contract which combines UK innovation and Japanese technology, with the potential to deliver the world's largest carbon capture project. Drax Group are renewable energy giants, and a negative emissions pioneer - and Mitsubishi Heavy Industries Engineering, Ltd is a world leader of carbon capture technology.




### Moixa Energy Holdings and Itochu Corporation

The partnership leverages London-based Moixa's cloud-based, high-tech GridShare software, with ITOCHU's global reach and scale capability to deliver low-cost solar power. GridShare is now available as part of ITOCHU's home battery product offering to consumers in Japan. This pairing has been a big success with tens of thousands of households across Japan now using the AI optimised energy platform, storing an aggregate of 300MWh of energy and resulting in significant cost savings for customers.




NEC Software Solutions UK



Orchestrating a brighter world

### NEC Software Solutions UK x NEC Corporation

Through this collaboration - by which NEC has welcomed NEC-SWS, formerly known as Northgate, into the group - NEC is enabling smoother flow of digital government practice between the UK, Japan and beyond. By joining the NEC group, NEC SWS gained financial clout to grow faster through acquisition and enjoy the benefit of advanced technology residing in the global NEC network. Products from this partnership are being actively used in UK public services such as the NHS, police force and ambulance services.



### Ocado Group x AEON Group

This nomination is to recognise the vital progress over the past 12 months - in challenging global conditions - of a partnership between two significant Japanese and UK businesses that are set to transform the nature of online grocery retailing in Japan.



## UK-Japan Partnership (continued)

Nominees should be joint-ventures, alliances, or other partnerships that have made demonstrable contributions to the enhancement of the UK-Japan economic or commercial relationship




### Octopus Energy and Tokyo Gas

Octopus Energy, a UK-based energy disruptor using unique digital technology to spread renewable energy around the world, and Tokyo Gas, one of the largest new entrants to the Japanese electricity market since full deregulation, have partnered to form a new joint venture in Japan called TG Octopus Energy (consumer facing brand is 'Octopus Energy'). TG Octopus Energy, will work towards achieving its mission of providing affordable, renewable energy in Japan while delivering award-winning customer service like in the UK.




### Sunderland City Council x Nissan Motor

In July 2021, Nissan with partners Envision AESC and Sunderland City Council launched the EV36Zero project, a £1billion electric vehicle and battery hub investment in the UK which aims to deliver 100% renewable energy and save 55,000 tons of carbon annually. This partnership is set to create 6200 jobs, and accelerate the journey towards electrification and carbon neutrality in the automotive sector.



### Wrightbus International x Hato Bus Co Ltd

Wrightbus International and Hato Bus Co Ltd have been delivering excellence in their respective regions for 75 years. This year sees the two iconic companies come together to showcase their excellence in innovation, sustainability and customer service on the streets of Tokyo and beyond.

## Company of the Year

Company of the Year nominees are required to show resilience, excellence and innovation across all aspects of their organisation in Japan, focusing on outstanding achievements in the past 18 months



### A, Inc.

Lifestyle pre-school CHATEAU SCHOOL is uniquely designed to help parents in the creative industry and bring together children and the international community in Tokyo through its signature World Diplomacy program. This nomination is to recognise the BCCJ member school's ten year anniversary, and the successful delivery of its WD programme, covering over 130 countries - including the UK - each academic year.



### Aggreko

This nomination is to recognise the 10 year anniversary since UK firm Aggreko set up presence in Japan, to provide 200MW of emergency power to TEPCO in following the triple disasters of March 2011. This year, the company successfully delivered rental power to all 47 prefectures during the Tokyo 2020 Olympic and Paralympic Games. Following the successful powering of all 13 venues during the Rugby World Cup 2019 in Japan, Aggreko supplied power to all of 45 competition venues during the Tokyo 2020 Games.



### Finsbury Glover Hering

This nomination recognises the significant expansion FGH has seen in Japan in 2021, specifically an increase in revenue of 32% from 2020 (doubled since 2019), 50% growth in headcount, and a notable improvement in diversity - 4 men were recently recruited in order to balance the majority of women. Additionally, FGH has innovated their service offering, adding crisis communications, content creation, and M&A services, to further expand the firm's reach to new clients.



Klein Dytham architecture

### Klein Dytham architecture

This nomination is to recognise the trailblazing year Klein Dytham architecture (KDa) has had, being nominated for both the World's Best Hospitality Building and the World's Best Short Stay Hotel in 2021. The firm has also been recognised for their PechaKucha show-and-tell format, which has pivoted online and led to over 500 hybrid events being held globally, resulting in PechaKucha being invited to COP26 as a partner of the global #GetOnWithIt classroom for children.

## Company of the Year (continued)

Company of the Year nominees are required to show resilience, excellence and innovation across all aspects of their organisation in Japan, focusing on outstanding achievements in the past 18 months



### MICHAEL PAGE INTERNATIONAL (JAPAN) K.K.

Michael Page KK has been nominated for their support of the increased domestic IT demand during the pandemic, and their forward-thinking vision to deploy internal resources for resource management services in the Healthcare and Legal & Compliance sectors. Their achievements have led to promising business results for both themselves and their business partners in Japan.



### Shikoku Tours Co., Ltd.

Since it was established in 2020, Shikoku Tours has quickly become one of the leaders in adventure travel in Japan. Representing the island of Shikoku in the Adventure Travel World Summit in 2021, the Shikoku Tours website also contains the largest collection of information about Shikoku online (shikokutours.com), making Shikoku Tours the island's de facto destination marketing company.



### TKP

This nomination is to recognise TKP's independently operated COVID-19 Vaccine Centre initiative, and the successful inoculation of employees and family members from 1,200 companies in Japan over a period of two months, including 3000 individuals linked to BCCJ member companies. TKP's involvement in the country's vaccination rollout is considered to have greatly supported the return of businesses and helped boost Japan's economy.

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