



JAPANESE COMMUNITY IN LONDON

Global companies and international communities are an essential part of London's social and business fabric. Locating in London is about more than realising business opportunities. It's about discovering a whole new way of life. Through our knowledge of London's communities, we make you feel at home the moment you arrive.

London's Japanese population

The Anglo-Japanese Alliance of 1902 was instrumental in strengthening relations between Japan and the UK. A Century on, London is home to over 19,000 Japanese people – over half of the UK total. London's Japanese communities are arranged in several small clusters rather than one large community, with the highest-density populations to be found in Barnet, north London, and in Ealing, west London. Camden in north-west London and the central boroughs of Westminster and Kensington & Chelsea are also popular areas.

The presence of the Japanese School in Camden, now relocated to Acton in west London, may account for some of the clustering patterns identified in the *Census 2001*.

<p>Nissan Design Europe Leading global automotive company</p>
<p>"You can't really compare London to anywhere else – it's a European city and it's a global city. It's a great mix of different cultures, nationalities and lifestyles. London has the best of everything from everywhere, which is why it attracts the best designers." Mr David Godber, General Manager</p>

Japanese investment in London

Anglo-Japanese trade relations remain strong, with the UK attracting one third of all Japanese Foreign Direct Investment (FDI) into Europe, according to Ernst & Young's *European Investment Monitor*. London remains an attractive business location, accounting for one in six of all Japanese investments into the UK. Japan's overall contribution to FDI currently accounts for around 10% of Think London's active work in the Asia-Pacific region. Overall, Japan remains the largest Asian investor in London.

An influential city for global business, there are over 20 Japanese companies listed on the

London Stock Exchange and over 400 Japanese companies now present in the capital. Japanese business investors show a strong preference for locating in central London, particularly around Westminster and the City financial district, with smaller clusters in west and south-west London.

One in three Japanese companies offer financial and business services. A further 10 per cent are involved in the media industry, with ICT & software, clothing & footwear and the electronics industry also significant sectors. Over two-thirds of London-based Japanese companies operate sales and marketing hubs or European Headquarters, using the city as an ideal springboard to the rest of Europe.

Japanese business support

Behind London's thriving Japanese business community sits a sophisticated and well-developed support network. The *Embassy of Japan*, based in Westminster, the *Japanese Chamber of Commerce & Industry*, based in the heart of the City financial district and *JETRO (Japan External Trade Organisation)* in the West End are the principal means of trade and investment support.

Through its vast network of support services, *JETRO* is able to help small and medium-sized Japanese companies access business support in London, whilst also promoting Japan as an inward investment location.

The Japan Information and Cultural Centre (JICC) – part of the *Embassy of Japan* – provides a

comprehensive information service about Japan and promotes Japanese culture in the UK. Other collaborative organisations include *The Asia Pacific Technology Network*, a West End-based not-for-profit organization which encourages UK-Asia promotion of high technology. Its flagship annual conference, which alternates between the UK and Japan, is now in its 20th year.

<p>Menicon Manufacture and sale of medical goods</p>
<p>"London offers not only business benefits, but also personal ones. It is a city with such a cosmopolitan nature that you feel comfortable here, and its attitude to business and large customer base make it an ideal place to expand and grow." Mr Yamashita, Managing Director.</p>

Travel between Japan and London

London is the most internationally accessible city in the world and has long been a popular destination for the Japanese. Over 230,000 Japanese people visited London in 2003. Every week there are 49 direct flights between London Heathrow and the Japanese cities of Osaka and Tokyo. The Japanese travel industry is also well-supported in London, with four airline carriers currently offering direct flights to Japan: *British Airways*, *All Nippon Airways (ANA)*, *Japan Airlines International* and *Virgin Atlantic Airways*.

Living in London

For over a Century Japanese residents in London have contributed to the city's development of an advanced Japanese social infrastructure, with a large number of organisations promoting Japanese life, language and culture.

Founded in 1891 and based in London, *The Japan Society* is the principal organisation involved in Anglo-Japanese relations in Britain. As well as fostering a greater knowledge and understanding of the culture of the Japanese, it also provides a forum for social and cultural exchanges. *The Japan Foundation*, established in 1972, operates mainly in the fields of Japanese studies, social sciences, language education, in the arts, and in media exchange. Other social networks operating out of London include the *Nippon Club London* and the *Japanese Cultural Society (JCS)*.

A whole range of specialist services have arisen to support the specific needs of the Japanese community, including property agencies, dentists, doctors, hairdressers, translation and media services and travel bureaux.

Schools

London has two full-time Japanese schools - *ENA* and *The Japanese School* – both in Ealing, west London. The schools are attended by mostly Japanese pupils and are based on the Japanese curriculum, with pupils taught in Japanese. In addition, there are more than 10 other schools catering specifically for Japanese

pupils on a part-time basis, offering afternoon, evening or Saturday classes. These include the *ENA* school in Finchley, north London and the *Shingakusha* school in Ealing, west London. For very young children there is also the *Maeda Gakuen* Nursery School in Finchley.

Universities

Japan is currently the joint second most important international student market to London's higher education sector. The trend for a London-based education amongst Japanese students is continuing to rise, with a 12 per cent increase in student numbers over the last six years. The current number of Japanese studying in the capital is more than 2,400 - well over a third of the UK total – with 800 Japanese students graduating in 2002-3.

Restaurants

London is a capital of culinary delight with an exceptionally vast range of restaurants in London offering the very best in authentic Japanese cuisine, including two Michelin-starred restaurants - *Nobu* and *Umu* - both in Mayfair. From the modern Japanese food of the classy *Zuma* in Knightsbridge, to the relaxed Sushi bars of *Café Japan* and *Sushi-Say* in north-west London, the capital offers something to suit every taste.

Food shops

London's Japanese community has given rise to an entire range of food shops and several specialist supermarkets, catering for the demands of residents and restaurant owners

alike. These include *Arigato Japanese Supermarket* in central London, *Miura Japanese Food* in south-west London and *Atari-Ya Foods* in north London.

Health

The capital is home to several Japanese health centres, located mainly in the popular residential areas. There are two *Japan Green Medical Centres* – one in the City and one in Ealing – and two *Nippon Club Medical Clinics* – one in central London and the other in south-west London. North-west London is also serviced by *The London Iryo Centre* in Barnet.

Arts & culture

The Japanese community has added significantly to the richness of London's artistic and cultural scene. *The Japan Society* is especially active in promoting Japanese culture, organising over 90 events a year, including private viewings to collections and exhibitions. *Asia House* also provides a varied programme of cultural activities. *The Japanese Gallery* in Islington attracts interest from around the globe, and *The British Museum* houses one of the finest and most comprehensive collections in Europe of historic and modern Japanese material, including sculpture, decorative arts, swords, metalwork, paintings and prints.

Bookshops, libraries and media

London is one of the world's most influential media and broadcasting centres. All of the main Japanese newspapers can be found in London and have established representative offices

here, including *Asahi Shimbun*, *Yomiuri Shimbun*, *Mainichi* and *Nihon Keizai (Nikkei)*. The local Japanese community has access to a wide collection of Japanese newsletters, books and audio material, through local London libraries and the specialist collections held in the *Japan Information and Cultural Centre (JICC)* and *The Japan Society* libraries. *TV Asahi* and *Japan Satellite Television (Europe)* both have offices in London, ensuring that the local community has access to popular Japanese cable channels.

Places of worship

London welcomes people of every major faith and is home to *The Buddhist Society*. Other Buddhist organizations include *The Three Wheels*, a branch of the Shogyoji Temple, Japan; the *Sukhavati Buddhist Temple & Community*; and *The Nichiren Buddhist Temple of London*.

How we can help

Think London has assisted over 200 companies from Asia Pacific in setting up, developing and expanding their businesses in London. From Japan we have worked with both large multi-national enterprises and smaller/medium sized companies – making sure their businesses succeed in London. Companies we have assisted include Sumitomo Pharmaceuticals, Nissan Design Europe, Prestige International, Menicon and Agnes Ag.

Please contact us for a full listing of resources for the Japanese community in London.