

people@post

In this edition of people@post we are focusing our attention on:

Ron Davidson@Tokyo

Winner of the 1998 Minister for International Trade Award for the Trade Service

SECTORS: Agriculture, Fish and Consumer Products

What I like to do on a free Saturday morning Whether in Tokyo or an out-of-city location, Saturday mornings offer an excellent opportunity to visit and experience Japan. The potential destinations are as numerous and varied as the myriad train and subway stops. One such location is, in fact, a very large graveyard, which is popular among the Japanese as a place to wander at any time of year, but particularly during cherry blossom season in April.

Tips for other officers covering my sectors We constantly endeavour to convince local contacts to work on our behalf – for free, of course. Our focus is on identifying and cultivating Japanese partners who will act as local “multipliers” of our messages.

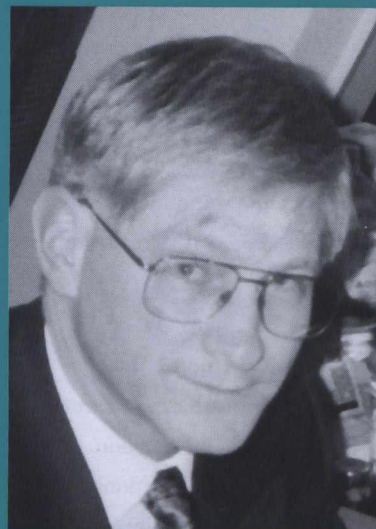
How I sell Canada in four sentences In Japan, “selling Canada” is like selling a dream – a dreamland of wide open spaces, magnificent mountains, clear skies and the home of Anne of Green Gables – all images that differ immensely from daily life in this country’s densely populated industrial cities. The challenge of the Canadian Embassy in Japan is to convert Canada’s positive image into demand for Canadian goods and services – not only food and tourism that are offered by “natural Canada,” but all Canadian products and services.

My favourite Canadian city and why My favourite Canadian location is not a city – it is the “Canadian dreamland” – a log cabin by a lake in a secluded woods. Where it might be situated geographically is not as important as the fact that, ultimately, it is located near wherever one’s family and friends may be.

My favourite restaurant and why When addressing a local audience, this response invariably ends with the enthusiastic conclusion that “the best food in the world is food prepared by Japanese chefs, using safe, healthy and delicious Canadian ingredients.”

If you feel a colleague should be recognized in this section, let us know. Call Andrée Cooligan (613) 943-2153.

Profile



NAME :
Ron Davidson

TITLE :
Counsellor
(Commercial)

PHONE :
410-3263

DATE OF HIRE (TCS) :
February, 1991