

**From:** [REDACTED] UKTI Japan  
**Sent:** 07 October 2015 09:22  
**To:** [REDACTED] London Mayor's Office  
**Cc:** [REDACTED] British Consulate General Osaka; British Embassy Tokyo;  
London and Partners  
**Subject:** RE: Mayor's calls on Toyota and Mitsubishi

Dear [REDACTED]

Thank you very much for sending us details of the group with information on attendees at the meeting at Toyota. Toyota will surely appreciate for having these details in advance. I will forward the details and a copy of biogs for the mayor and the deputy to Toyota.

**EHQs:** [REDACTED]  
[REDACTED] I still suggest that the mayor pitch London/UK as a good location for an EHQ. Also suggest that Toyota consider setting up eg a Design Centre in London/UK like Nissan's in view of the UK's strength in industrial designing and advanced engineering in the automotive sector. [REDACTED]  
[REDACTED]

**BIS:** [REDACTED]  
[REDACTED]

I hope this will be of assistance to you.

Best wishes

[REDACTED]

**From:** [REDACTED] London and Partners  
**Sent:** 07 October 2015 11:33  
**To:** [REDACTED] UKTI Japan; London Mayor's Office  
**Cc:** [REDACTED] British Consulate  
General Osaka; British Embassy Tokyo  
**Subject:** RE: Mayor's calls on Toyota and Mitsubishi

Hi both,

Just to be clear - Mitsubishi Motors EHQ is in the Netherland, not in Germany. But their Design Centre is in Germany.

[REDACTED]

Thanks

[REDACTED]

[REDACTED]

From: London Mayor's Office  
Sent: 07 October 2015 14:40  
To: London and Partners; UKTI Japan  
Cc: British Consulate General Osaka; British Embassy Tokyo  
Subject: RE: Mayor's calls on Toyota and Mitsubishi

Thanks both. Many thanks for clarifying [REDACTED] my apols for the confusion.

Natalie – anything you would like to mention on Mitsubishi Motors?

[REDACTED]

From: [REDACTED] UKTI Japan  
Sent: Wednesday, October 07, 2015 07:39 AM  
To: [REDACTED] London Mayor's Office  
Cc: Anita Chen; [REDACTED]  
[REDACTED] British Embassy Tokyo  
Subject: Logistics etc

[REDACTED]

A couple of points from us – trying to collect up some of the things we talked about in the logistics call:

- [REDACTED]
- Thanks for the list of people for Toyota visit
- [REDACTED] has sent you an email about the train tickets – we can try and get separate/next carriage tickets for the media if you'd prefer
- Travel plan will attempt to outline which car is where

- Can you let us know if the group has any dietary requirements so we can get the bento boxes for your shinkansen journey

### New plan for Hankyu to Shin Osaka travel:

09:30 Everyone leaves the hotel in the hired two vehicles  
(one of us will come to the hotel and another to wait for the vehicles at the destination)

09:40 Everyone gets off with all their luggage at Hankyu

09:50 Enter Hankyu Department Store  
(Leave all luggage with Hankyu staff)

10:00-10:25 Hankyu British Fair (9F)

10:25 Leave 9F with luggage

When you exit the store, you only have to cross a road and the JR ticket gate is more or less right there. There are escalators and elevators at both Osaka and Shin-Osaka Stations, so our view is everything will be manageable. Officials from the BCG will accompany you to Shin-Osaka.

Having just done this trip yesterday, I'm much more comfortable with us recommending it. It really is only a short distance across the road from Hankyu to JR Osaka. The trip from JR Osaka to Shin-Osaka is literally minutes.

From: London Mayor's Office  
Sent: 07 October 2015 21:19  
To: UKTI Japan  
Cc: London and Partners  
Subject: Re: Logistics etc

Thanks for sending and the advice. I'll be in touch on dietary requirements tmw.

Specifically on the travel aspect, if we go with the movement plan below:

- Do we will only need vehicles to take us from hotel to Hankyu?
- Do the existing Shinkansen tickets include the ticket for JR Osaka to Shin-Osaka?

For Monday aftn, are [REDACTED] and [REDACTED] able to meet us at the hotel to then recce Dottonburi? I think we said 2.30?

Thank you and speak in morning.

London Mayor's Office

**Sent:** 05 October 2015 15:57

**To:**

British Embassy Tokyo; British Consulate

General Osaka

**Subject:** Op note for Japanese media

Hi [REDACTED]

Here's the op note with final additions from TMG – just needs contact for yourselves for fintech event at the Embassy.

Please note, TMG have asked us to wait to send this out until after 5pm on Thursday (which is when they will announce the Mayor meeting the Governor) otherwise it would have to go without their event on it.

Can we agree the op note goes to Japanese media either Thursday evening after 5 or Friday morning?

Many thanks

[REDACTED]

[REDACTED]

**From:** [REDACTED] British Embassy Tokyo

**Sent:** 05 October 2015 09:24

**To:** [REDACTED] London Mayor's Office

**Cc:** [REDACTED] British Embassy

Tokyo; British Consulate General Osaka

**Subject:** RE: Op note for Japanese media

Hi [REDACTED]

Received with thanks.

Do you mean embassy media contact point for the Harajuku walkabout?

For the English Op Note you can put me as the contact: [REDACTED] For the Japanese version, we will put our Press Officer [REDACTED]

Noted the request from TMG. We will send out the Japanese Op Note on Friday morning.

Note – just back from our Harajuku recce. I will type up and share the revised route/timings separately.

[REDACTED]

**From:** [REDACTED] London Mayor's Office

**Sent:** 06 October 2015 17:02

**To:** [REDACTED] –British Embassy Tokyo; British Consulate

General Osaka

**Subject:** RE: Op note for Japanese media

Hi [REDACTED]

Sorry, one more tweak from TMG regarding the op note (they've asked us to amend the time) so for their event it now reads as follows:

**09:30 – 12:50**

**Tokyo Metropolitan Government building**

**2-8-1 Nishishinjuku, Shinjuku, Tokyo 163-8001, Japan**

The Mayor will meet with the Governor of Tokyo Yoichi Masuzoe and take part in a signing ceremony of a Joint Declaration and Memorandum of Understanding with Tokyo.

The Mayor and the Governor will take part in a press conference.

The Mayor will then give a speech to the Tokyo Metropolitan Assembly.

The Governor and the Mayor will then visit Meiji Jingu Shrine and afterwards take part in a tea ceremony.

**Media wishing to attend should contact** [REDACTED]

[REDACTED]

Thanks

[REDACTED]

[REDACTED]

**From:** [REDACTED] British Embassy Tokyo

**Sent:** 07 October 2015 03:00

**To:** [REDACTED] London Mayor's

Office; British Consulate General Osaka

**Cc:** [REDACTED] British Embassy; London Mayor's Office

**Subject:** RE: Op note for Japanese media

[REDACTED]

Thanks, reflected this change in the Japanese version.

For our comms call today, please use the same dial-in as last week:

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Look forward to speaking then,

[REDACTED]

**From:** [REDACTED] London Mayor's Office  
**Sent:** 07 October 2015 20:41  
**To:** [REDACTED] British Embassy Tokyo; British Consulate General Osaka; UKTI  
**Cc:** [REDACTED] British Embassy Tokyo; London Mayor's Office  
**Subject:** RE: Op note for Japanese media

Hi [REDACTED]

Here's the tweaks to the op note we talked about this morning. As discussed, I've removed mention of Lola's, as this is for Japanese media. Can you let me know if there's a more specific address for the bike event meeting point? And I don't have the name of the Cogi Cogi CEO.

[REDACTED]  
Thanks  
[REDACTED]

**13:30-13.45**

**Omotesando crossing, Shibuya**

The Mayor will meet the Mayor of Shibuya Ken Hasebe and representatives from COGICOGI to learn about their bicycle sharing scheme in Tokyo and try out one of the bikes.

**Media wishing to attend should contact** [REDACTED]

**10:30 -12:30**

**Residence of the British Ambassador to Japan**

**102-0082 Tokyo, Chiyoda, Ichibancho,**

Fintech panel discussion with speakers, including **Derek White**, Chief Design and Digital Officer, **Barclays**; **Eileen Burbidge**, the UK's Fintech ambassador; **Oskar Miel**, Managing Partner of **Rakuten**, and other leading figures. at a special event with senior representatives from the financial services, business and technology communities in Tokyo and London.

The Mayor will then take part in a Q&A session with Eileen Burbidge, Chair of Tech City and the UK's Fintech Ambassador.

**Media wishing to attend should contact** [REDACTED]

[REDACTED]  
**From:** [REDACTED] British Embassy Tokyo  
**Sent:** 08 October 2015 07:52  
**To:** [REDACTED]  
[REDACTED] London Mayor's Office; British Consulate General Osaka  
**Cc:** [REDACTED] British Embassy Tokyo; London Mayor's Office  
**Subject:** RE: Op note for Japanese media

[REDACTED]

We had a good meeting with the Shibuya mayor this morning. [REDACTED]

Points to note:

#### Bike share scheme

- COGICOGI CEO name: [REDACTED]
- Shibuya mayor will be wearing a helmet. We will provide one for MoL

[REDACTED]

- Bike port address: Checking, will send ASAP.

#### Lola's Cupcakes

- The building management have granted permission to film at the entrance (mayor meeting Shopping is GREAT brand representatives)
- Confirmed reps Dr Martens, Next, Laura Ashley (up to 2 more max)
- We are arranging some Shopping is GREAT branding to be in shot

#### Op note

- Noted changes below. For your English op-note, please change the Omotesando crossing contact to [REDACTED]
- We've had confirmation that there will be a short photo opportunity before the Minister Endo meeting (observe arrival and 1<sup>st</sup> minute of meeting before doors close, no statement/Q&A). The ministers office will handle and invite J press through their press club. We can invite our travelling and media contacts too. We'll confirm the media contact address asap.
- We plan to send out Japanese op note Friday morning Japan time.

#### Video message

- You will receive our version with Japanese subtitles via hightail.com – suggest you publish this version too.
- We will post at 1800 tomorrow Japan time with accompanying Japanese text on [www.facebook.com/ukinjapan](http://www.facebook.com/ukinjapan) and [www.twitter.com/ukinjapan](http://www.twitter.com/ukinjapan)
- Accompanying FB post text:  
**WATCH: Why Mayor of London Boris Johnson is excited to visit Japan**  
*The Mayor of London Boris Johnson will lead a UK trade mission to Tokyo, Osaka and Yokohama from 13-15 October. Promoting UK strengths in life sciences, tech, innovation and retail exports, he will also meet senior Japanese politicians, business leaders and investors to share London's expertise in hosting global sporting events ahead of the 2019 Japan Rugby World Cup and 2020 Tokyo Olympic and Paralympic Games. Watch his video message to find out more.*

[REDACTED]

**From:** [REDACTED] London Mayor's Office

**Sent:** Thursday, October 08, 2015 08:07 AM

**To:** [REDACTED]

[REDACTED] British Embassy Tokyo; British Consulate General Osaka

**Cc:** [REDACTED] - British Embassy Tokyo; London Mayor's Office

**Subject:** RE: Op note for Japanese media

That's great [REDACTED] thanks very much.  
Excellent news about the Mayor of Shibuya. [REDACTED]  
[REDACTED]

Best  
[REDACTED]

[REDACTED]

**From:** British Embassy Tokyo  
**Sent:** 08 October 2015 08:51  
**To:** London Mayor's Office  
**Cc:** British Embassy Tokyo; London Mayor's Office

[REDACTED]

Here is the COGICOGI temporary port address:

31-5, Jungumae 6 chome, Shibuya-ku, Tokyo 150-0001  
Onden Kumin Kaikan

To re-cap a port is just 3 bikes parked next to a signpost - the whole system is managed via the app, so not much physical infrastructure.

If you look on google street view, you can also find the paid parking just across the street where the onward car can wait.

[REDACTED]

[REDACTED]

**From:** [REDACTED] - London Mayor's Office

**Sent:** 08 October 2015 17:46

[REDACTED] British Consulate General Osaka

[REDACTED] British  
Embassy Tokyo

**Subject:** Hankyu - companies to meet

[REDACTED]



Thanks for your time. We would like to prioritise the stands below if possible. Mayor [REDACTED] [REDACTED] will 'attend'. The rest of us will hang back and support where necessary, including staying with the luggage if needed. Does this help with reducing numbers?

[REDACTED]

Thanks  
[REDACTED]  
[REDACTED]

**From:** British Consulate General Osaka  
**Sent:** 08 October 2015 09:55  
**To:** London Mayor's Office  
**Cc:** British Embassy Tokyo  
**Subject:** RE: Hankyu – companies to meet

Thanks [REDACTED]

And 2 quick ones from us.

1. Can you please advise who you want to put in which car for all the Osaka car moves, assuming you can have up to 5 people in the flag car. Please figure in 1 space for Chisato in the hired "media" car and 1 space for Kaoru in the other hired car.
2. What dress code for Monday evening walk-about? Not withstanding media presence, we will want to mirror what the group is wearing (casual/ smart-casual/ etc etc) . Temperatures in the evening now are around 19-20 degrees so you may want a jumper/ jacket, but certainly nothing thicker than that.

Thanks  
[REDACTED]

**From:** [REDACTED] London Mayor's Office  
**Sent:** Thursday, October 08, 2015 02:40 PM  
**To:** [REDACTED] British Embassy Tokyo  
**Cc:** [REDACTED]  
[REDACTED] London Mayor's Office  
**Subject:** bike photo op - quick questions

Hi [REDACTED]

Can I check a couple of things re: the bike photo op?

Firstly, do you have the name of the Cogi Cogi CEO Boris will meet?

Will he cycle with the Mayors? If not, is the plan he simply walks to the bike port when they cycle?

[REDACTED]

Thanks

[REDACTED]

[REDACTED]

From: British Embassy Tokyo  
Sent: 08 October 2015 15:51  
To: London Mayor's Office

Hi [REDACTED]

Please see my earlier email today which touched on some of this.

[REDACTED]

[REDACTED]

From: [REDACTED] British Embassy Tokyo  
Sent: 08 October 2015 19:42  
To: [REDACTED] London Mayor's Office  
Cc: [REDACTED] British Embassy Tokyo  
Subject: Transport

[REDACTED]

As discussed a table (see Annex C) outlining the various moves – hope it's helpful. Like all things, it's sounds really simple in principle and then you start doing it, and it's never as easy as you think! Where you've got 3 cars, you've got the flag. Where it's only two, it's the hired cars only. Basically, we've tried to outline when the flag cars will be with you (both in Osaka and Tokyo). We haven't tried to populate it with people in each car though (except principals – and have assumed the

Mayor's PS would go with him). Would be good, as [REDACTED] says, to have a list of who is in which car.

Also attached is a pdf (**Annex D**) outlining where the pick up and drop off in Dotonbori is going to be – if the drivers of the hired cars have questions, they can phone [REDACTED] the driver in Osaka – details in the contact list I sent earlier.

Ryan has sent you details of the Tokyo car. But Osaka car details are: [REDACTED]  
[REDACTED]

So far, we haven't sent any car details to venues (we will when the pick up from Harajuku is finalised, if it's necessary although at the moment it looks like they will park on the street). Copying in [REDACTED] in case she's been asked for details the Endo meeting, but obviously will need details of your cars to do that.

Once we've got your details populated, I can circulate a final version around here.

Let me know if it doesn't actually make sense to you!

[REDACTED]

**From:** [REDACTED] British Embassy Tokyo  
**Sent:** 08 October 2015 12:09  
**To:** [REDACTED] London Mayor's Office  
**Subject:** RE: Transport

[REDACTED]

Sorry – change to the Osaka car details – it's [REDACTED]

[REDACTED]

**From:** London Mayor's Office  
**Sent:** 08 October 2015 20:59  
**To:** British Embassy Tokyo  
**Cc:** British Embassy Tokyo; London Mayor's Office

[REDACTED] - See attached updated version of the travel plan. Praying it makes sense, welcome feedback.

[REDACTED] - pls send attached table and map (for BioJapan and Osaka walkabout drop off/pick ups) to vehicle hire company and stress that the car details need to be confirmed tomorrow (All - to be aware that the car company has been dragging its feet on confirmations).

I've highlighted sections on which we're waiting for info, hopefully to be returned overnight.

We need to populate with interpreter names tomorrow.

Questions

- Do we need to include [REDACTED] in travel plans for Wednesday morning at TMG? See Qs in red

- [REDACTED] I think it's worth putting the question to TMG as to how they propose Media team B get from Shrine to tea ceremony

Many thanks

From: [REDACTED] - London Mayor's Office

Sent: Monday, October 12, 2015 11:02 AM

To: [REDACTED] - British Consulate General Osaka

Cc: [REDACTED]

[REDACTED] - London Mayor's Office; London and Partners

Subject: Briefing over dinner

[REDACTED]

Just spoke to the Mayor - he'd like to eat properly - and by chance Edward has booked a table in the hotel restaurant.

**From: British Consulate General Osaka**

**Sent: 12 October 2015 11:05**

**To: London Mayor's Office**

**Cc: London Mayor's Office; British Consulate General Osaka**

Sure yes no problem if its not too late for everyone- absolutely fine by me! Can [REDACTED] join too? He can give the science and innovation angle.

[REDACTED]

HM Consul-General

[REDACTED]

**From: London Mayor's Office**


**Sent: 12 October 2015 15:58**

**To: British Consulate General Osaka**

FYI

**From:** [REDACTED] London Mayor's Office  
**Sent:** Monday, October 12, 2015 11:52 PM  
**To:** Media Summaries  
**Subject:** PA - Boris Johnson targets Olympics and rugby deals on Japan trade mission

## **BORIS JOHNSON TARGETS OLYMPICS AND RUGBY DEALS ON JAPAN TRADE MISSION**

 Published 12 Oct 2015 - 15:35

By Sam Lister, Press Association Political Correspondent, in Osaka, Japan

**Page 1: 15:35**

Boris Johnson is pushing for British companies to secure a share of £10 billion worth of contracts in the run-up to the Japanese Olympics and rugby world cup during a trade mission to the nation.

Mr Johnson will hold talks to promote UK businesses on the back of the success of the 2012 London Games at a "crucial moment" in the procurement process in Japan.

The Mayor of London arrived in Osaka tonight ahead of series of meetings over the next three days with Japanese politicians, business leaders and investors.

He said: "Tokyo has got the Olympics in just five years' time, they have got the rugby world cup in four years' time.

"This is a crucial moment for them in their procurement. They have got £10 billion worth of contracts going out.

"We think that British companies ought to be trying to compete, ought to be offering their services there."

Mr Johnson went on a walkabout in the bustling Dotonbori area of Osaka, stopping to learn how to cook octopus balls before trying one of the local delicacies.

His appearance caused a stir in the busy neon-lit streets, with some locals recognising the Conservative MP and stopping him for selfies.

Science, fashion and motoring will dominate the agenda of the trade mission as the Conservative MP holds talks in the port city, Tokyo and Yokohama.

Tomorrow, he will champion the capital's global reputation for fashion as he promotes major British export brands at the Hankyu department store in the city before heading to Tokyo to attend the opening of a new Burberry store in the city.

The Japanese tour will also include talks to bolster technological trade ties with the nation, which was the fourth largest investor in London last year, including in financial technology, such as contactless payment systems, and biosciences.

ends

From: [REDACTED] - London Mayor's Office  
Sent: Tuesday, October 13, 2015 01:47 AM  
To: [REDACTED] - British Embassy Tokyo  
Cc: [REDACTED]  
Subject: Ministerial calls

Hi [REDACTED] - trust you had a good wknd.

Without stating obvious, keen to get an update on Ministerial calls for the Mayor, and any feedback [REDACTED] What's best: should we speak later or keep in touch by email?

Let me know if I owe you anything. Final car details for Thurs are due today.

Gorgeous sunshine in Osaka.

Best  
[REDACTED]

From: [REDACTED] - British Embassy Tokyo  
Sent: Tuesday, October 13, 2015 09:55 AM  
To: [REDACTED] - London Mayor's Office  
Cc: [REDACTED] - British Embassy Tokyo  
Subject: Re: Ministerial calls OFFICIAL

[REDACTED]  
Let's speak later today. We are busy making calls to chase up Abe and Endo.

[REDACTED]  
From: [REDACTED] - London Mayor's Office  
Sent: 13 October 2015 16:02  
To: [REDACTED] - British Embassy Tokyo  
Cc: [REDACTED] - British Embassy Tokyo  
Subject: Re: Ministerial calls OFFICIAL

Hello - how are we doing with this? Easier for me to call you?

[REDACTED]  
From: [REDACTED] - British Embassy Tokyo

Sent: Tuesday, October 13, 2015 05:36 PM

To: [REDACTED] - London Mayor's Office

Cc: [REDACTED] - British Embassy Tokyo

Subject: RE: Ministerial calls

Hi [REDACTED]

Sorry, just back from a meeting with Minister Hayes.

[REDACTED]

[REDACTED]

From: [REDACTED] - London Mayor's Office

Sent: 14 October 2015 01:46

To: [REDACTED] - British Embassy Tokyo

Cc: [REDACTED] - British Embassy Tokyo

Subject: Re: Ministerial calls OFFICIAL

[REDACTED]

Thanks for the update and all your efforts, really appreciate the support. Fair play about the DPM, I've made Dep Mayor and the PS aware. Given where we are in the week, are you hopeful about the PM?

[REDACTED]

Car details for Endo mtg:

[REDACTED]

[REDACTED]

[REDACTED]

Many thanks and see you in the morning,

[REDACTED]

From: [REDACTED] British Embassy Tokyo  
Sent: 14 October 2015 08:07  
To: [REDACTED] London Mayor's Office  
Cc: [REDACTED] British Embassy Tokyo  
Subject: RE: Ministerial calls [REDACTED]

Hi [REDACTED]

Hope all going well. [REDACTED]  
[REDACTED]

[REDACTED]

Thanks for the car details and see you soon!

[REDACTED]

From: [REDACTED] British Embassy Tokyo  
Sent: Wednesday, October 14, 2015 09:04 AM  
To: [REDACTED] British Embassy Tokyo;  
London Mayor's Office  
Subject: RE: Ministerial calls OFFICIAL

[REDACTED]

I'm picking this up while [REDACTED] is out today - hopefully will have an update later but there's not much flexibility in the programme other than tomorrow morning.

We'll do what we can.

[REDACTED]

**From:** London Mayor's Office  
**Sent:** 14 October 2015 04:47  
**To:** British Embassy Tokyo  
**Subject:** Re: Ministerial Calls

Thanks [REDACTED]

Unfortunately no, not much flex, [REDACTED]  
[REDACTED]



See you shortly.

**From: British Embassy Tokyo**  
**Sent: 20 October 2015 09:34**  
**To: London Mayor's Office**  
**Cc: Tim Hitchens; Julia Longbottom**  
**Subject: Mayor of London visit: Japanese Media coverage**

[REDACTED]

I am sharing a summary of Japanese media and online coverage from the mayor's visit.

A reminder that the mayor's editorial will be published in Mainichi Shimbun this Sunday (both English and Japanese online). Grateful if you can send [REDACTED] the mayor's high-resolution profile photo by Wednesday for this.

Best,

[REDACTED]

++++

#### Japanese media coverage of visit to Japan by Boris Johnson, Mayor of London, 11-15 Oct 2015

##### Summary

- The mayor's visit featured prominently in all of Japan's national dailies - including the 'big 6' papers\* - and key TV stations.
- Coverage throughout was positive, with local media taking advantage of the opportunity to introduce the mayor (comparatively unknown in Japan) and accompanying UK messaging to their audiences.
- The London-Tokyo signing ceremony with Governor Masuzoe attracted the most widespread coverage, with reports emphasising the two cities' closer relationship thanks to sharing of London's experience and expertise in global sports for ahead of WRC2019 and Tokyo 2020.
- Japan's major TV stations used the footage of the Mayor with the Governor a few times in news programmes from early evening of 14 October to early morning of 15 October.
- The street rugby event was also featured heavily on Japanese TV evening and morning news. As with the widespread UK press and online coverage, the immediate hook was the tackling a Japanese schoolboy, but reporting remained positive and went on to cover key messages about global sports and why the mayor was in Japan.

\*

1. **Yomiuri** (daily circ. 10.02 million): It is considered a conservative newspaper, but also widely popular, and its readers are more socially diversified than those of the Asahi or the Nikkei.
2. **Asahi** (daily circ. 8.04 million): Read by the enormous majority of the country's intellectuals, its political orientation is to the left.
3. **Mainichi** (daily circ. 3.97 million): It is a moderate newspaper, close to the ideas defended by the Asahi, but more on the centre so that it can be categorised as centre-left oriented.
4. **Nihon Keizai (Nikkei)** (daily circ. 3.04 million): It is the major economic newspaper. Despite a lower circulation than the other dailies, it is very influential within business and political circles.
5. **Sankei** (daily circ. 2.19 million): It is the most conservative of the Japanese newspapers. It distinguishes itself by its anti-communist stance.

6. **Tokyo-Chunichi Shimbun** (group circulation: 3.55 million) is by far the most powerful regional paper, born from a link between the local Tokyo paper and the Chunichi group (Nagoya).

#### Online

- The pre-arrival video message published successfully built anticipation and online interest, reaching over 40,000 viewers on the embassy's Facebook (259 likes, 107 shares, 18 comments).
- Synching of embassy and MoL's digital content calendars worked well, with MoL content pushed out further to Japanese audiences with Japanese language translations.
- The visit attracted coverage by influential Japanese bloggers and photos of the mayor were circulated widely on social media, particularly the interactions from Osaka from Michael Shearer's Twitter.
- FCO regional data ranked UKinJapan's social media channels in the top 10 for every day that week (reach and engagement) - due largely to popular visit content.

#### Coverage highlights

See attached spreadsheet. (Annex E)

**From:** [REDACTED]  
**Sent:** 14 December 2015 00:17  
**To:** [REDACTED] London Mayor's Office  
**Subject:** Follow up to friendship city agreement

Dear [REDACTED]

Hope you are well and starting to wind down for Christmas and New Year! I fly back to the UK on Saturday, and really cannot wait for a holiday.

I'm dropping you a quick note as Julia and I are having lunch with [REDACTED] on Wednesday. I wondered whether there had been any follow up on the Friendship City Agreement since your trip to Japan, or indeed on any other TMG-related aspect of the trip. This should be a good opportunity for us to push the next stage of partnership, so do let me know if you have any messages for us to convey!

Thanks, and very best wishes,

[REDACTED]

[REDACTED]

**From:** London Mayor's Office  
**Sent:** 15 December 2015 09:27  
**To:** British Embassy Tokyo  
**Cc:** London Mayor's Office  
**Subject:** Tokyo/Follow up to friendship city agreement

Hello [REDACTED]

When I saw [REDACTED] last month, he mentioned a few things that [REDACTED]  
[REDACTED] (I've had to mention it just so that they are  
aware). [REDACTED]  
[REDACTED] (in Tokyo or London) [REDACTED]

11/11/2016