

## Candidate of Director among Associates for the Election 2022



Name: Simon Farrell

Title: Publisher

Affiliation: Custom Media

I would like to be re-elected to the FCCJ Board and continue serving on the Associate Members Liaison Committee as the Board liaison and help give a more effective voice to Associate Members in the running and funding of the Club.

I would also like to continue identifying and implementing any appropriate recommendations in the business plan created for the FCCJ by the Japan Market Expansion Competition (JMEC) that I initiated in 2021, and any other tasks I am qualified for.

Since being elected to the FCCJ Board in June 2020, I have attended all Board meetings; worked closely with vendors, staff, members and committees to help repair the then-new FCCJ website by migrating content, fault-finding and cutting costs; nominated a candidate for the Freedom of the Press Awards; played an active role to help identify and advise the current F&B vendor, and researched vendor costs and other conditions to create and distribute a new FCCJ weekly newsletter suggested by another member. In 2022, I also helped initiate, organize and present our first welcome party for new members for more than two years, which was well attended.

The FCCJ helped me greatly when I first joined in 2005 and has since been an inspirational source of work, people, events, knowledge, fun and privilege. As a company co-founder and career journalist, I think I have a unique blend of media and business experience.

I am co-founder, publisher and editor-in-chief at Custom Media (2008~), which produces online and print magazines for the British (BCCJ) and Canadian (CCCJ) chambers of commerce in Japan, as well as business and lifestyle events, social media, marketing, videos, podcasts and websites for local and foreign companies entering or expanding in Japan and abroad.

I've spent about 25 years in Japan since 1987, including at the former *Daily Yomiuri* as an editor and page designer of news, opinion and front pages (2001-2004). And I was based in South Africa, Cuba and the United Arab Emirates for the UK, US and local press (1993-2001).

I graduated with honours from the London School of Journalism in 1993 and I also hold qualifications from the Board Director Training Institute of Japan (2020); the Financial Times Non-Executive Director Programme (2019); the Oxford Executive Leadership Programme at Saïd Business School, University of Oxford (2020), and the London School of Economics and Political Science (MBA Essentials, 2021).

I am also chairman of the South African Chamber of Commerce in Japan; Executive Committee member at the Japan Market Expansion Competition; chairman of the TAC Talk speaker series committee at Tokyo American Club, and Executive Board member of Animal Refugee Kansai.