

Special points of interest:

- Prime Minister Naoto Kan stated that “Japan will overcome this crisis, recover from the aftermath of the disaster, emerge stronger than ever, and establish a more vibrant and better Japan for future generations”.
- Except some parts of Joban Expressway, no traffic restriction on expressways is imposed due to the disaster. All Shinkansen lines are in operation. Tohoku Shinkansen (Sendai-Ichinoseki) resumed operation from April 28. All airports are in operation.
- Over 60% of the production bases in the affected areas have been restored. Less than 30% of the remaining bases are expected to be restored by this summer.
- Eizo Nanao Group is the world leader in high-quality visual display systems. It produces display monitors designed to be turned on all the time.



Tsunami damages
Source: Kyodo News / METI's report

More than one month has passed since the earthquake and tsunami hit the Tohoku region of Japan.

It resulted in more than 27,000 casualties and over 136,000 evacuees (as of April 17). It also damaged Fukushima Dai-ichi nuclear power reactors.

Gratitude for humanitarian assistance

Over 130 countries, about 40 international organizations, a number of non-governmental or-

ganizations and countless individuals helped Japan through donations and other means. Among them, Swiss government provided humanitarian assistance.

Prime Minister Naoto Kan expressed on April 14 “his sincerest gratitude for the outpouring of support and solidarity”. He also claimed that “Japanese people deeply appreciate the *kizuna* (“bonds of friendship”) that have been shown to us”.

Japan will overcome the crisis

Japan has now entered the initial phase of reconstruction and economic recovery.

Prime Minister Naoto Kan admitted that the reconstruction of the devastated Tohoku region will not be easy, but it will provide



Rescue operation in Japan
Source: Ministry of Defense

Japan an opportunity for the “rebirth of Japan”.

Reconstruction of East Japan will be based on three principles: resistance to natural disasters; harmony with the global environment; cares about people, in particular, the vulnerable.

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Japan's current economic situation

The earthquake hit Japan while the economy was picking up. According to the Bank of Japan's (BoJ), “Japan's economy is under strong downward pressure, mainly on the production side, due to the effects of the earthquake disaster”.

The BoJ also stressed that “the Tohoku region reported significant dam-

age to the economy from the earthquake, with impairment of the social infrastructure as well as production and business facilities”; Kanto-Koshinetsu and Tokai regions are also “in a severe condition”.

However, Masaaki Shirakawa, Governor of the BoJ, claimed on April 14 that the economic impact of the disaster will be mitigated

and “Japan's GDP growth rate will turn positive again from the third quarter of 2011 onward”.

Economic consequences of the disasters are partially reflected by trade statistics. Exports declined 2.2% in March 2011 from a year earlier, whereas imports rose 11.9% during the same period.

Reconstruction of Japan's infrastructures

For further information, please visit the Website of the Ministry of Land, Infrastructure, Transport and Tourism (available in English) at: <http://www.mlit.go.jp/en/index.html>

Damages of the Great East Japan Earthquake are estimated at 16 to 25 trillion Yen (171 to 267 billion francs). The Ministry of Land, Infrastructure, Transport and Tourism takes measures to restore infrastructures.

supplies electricity to an area with a population of over 42 million people. Its generation capacity declined by 40% after the disasters. TEPCO had to interrupt temporarily the delivery of

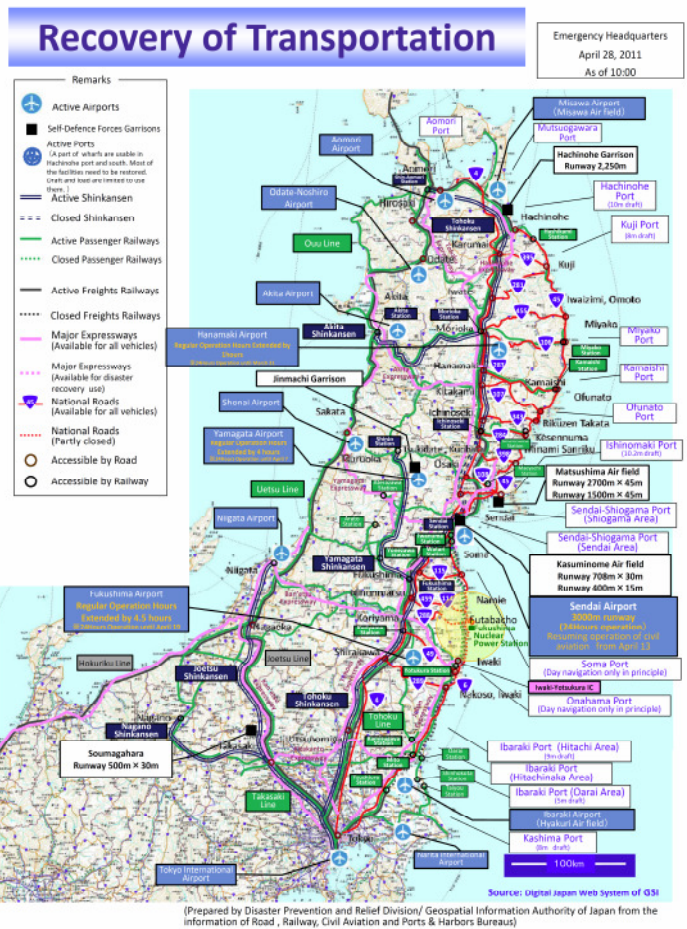
electricity in some of its areas just after the earthquake. But, as Japanese people now reduce their electricity consumption during peak periods, the supply of electricity has become again continuous.

Roads, railways, airports and ports

It installed provisional bridges and other measures on National Highway 45 for eliminating wide-area detour. Except some parts of Joban Expressway, no traffic restriction on expressways is imposed due to the disaster. All Shinkansen lines are in operation. Tohoku Shinkansen (Sendai-Ichineseki) resumed operation from April 28. All airports are in operation. 129 of 367 berths are available for use at the affected ports of Tohoku area.

Supply of energy

Tokyo Electric Power Company (TEPCO) normally



Beautiful destinations remain unchanged



Miyajima Shrine, South of Honshu island UNESCO World Heritage Site

The disasters hit only a limited area of Japan. Most of popular holiday destinations such as Hokkaido, Osaka, Kyoto, Nara, Hiroshima, Nagasaki and Okinawa are outside the disaster-stricken area. Mr. Mamiya, President,

Japan National Tourism Organization, claimed "most of Japan's regions were unaffected by the earthquake, and we invite you to see the present condition of Japan by yourselves". He also recalled that "Japan is now entering a

beautiful season of new spring greens and flowers. We continue to welcome visitors from all over the world with an unchanging spirit of hospitality, as we have always done".

Survey after the Great East Japan Earthquake

Japan's Ministry of Economy, Trade and Industry (METI) issued on April 26, 2011 a summary in English of a survey entitled "Emergency Survey of Actual Situations of Industries after the Great East Japan Earthquake".

The survey carried out from April 8 to 15 drew opinions from 80 companies (55 in manufacturing industry and 25 in retailing/service industry).

Retailing and service industry

It shows that companies handling foods, commodi-

ties and emergency supplies for disaster expressed a positive business sentiment after the earthquake. Other companies have negative expectations.

Over 80% of the companies in the field of retailing and service industry considered that the decrease of sales is due to the "widespread self-constraint behavior of consumers".

Manufacturers

Over 60% of the production bases in the affected areas have been re-

stored. Less than 30% of the remaining bases are expected to be restored by this summer.

Difficulties in the procurement of raw materials, components and parts are due for 90% of materials companies and 80% of processing firms to damage to suppliers, and for 50% of processing companies to rolling blackouts. However, 60% of materials companies and 80% of processing firms said they have secured alternative suppliers, mainly from other Japanese areas.

The full survey will soon be released in English on METI's Website: <http://www.meti.go.jp/english/index.html>

Inspections to ensure the safety of Japanese food

As Japan is an archipelago stretching over 3,000 km, the contaminated area is limited to a small part of its territory.

Relevant prefectural governments have implemented daily inspections on food, including livestock products.

Among 125 inspections of

marine foods in the disaster-stricken area, only 6 samples were found over provisional regulation values.

In addition, all fishery in Fukushima prefecture and fishery of juvenile Japanese sand lance in Ibaraki prefecture are banned.

The rice currently on the market was harvested before the accident of Fukushima and properly stored. Government of Japan also restricted farmers from planting rice in contaminated soils.

In addition, it restricted the sale of some agricultural products.

For further information, please see the Website of the Ministry of Agriculture, Forestry and Fisheries (available in English) at: <http://www.maff.go.jp/e/index.html>

New regulation on Swiss imports

Swiss Federal Office of Public Health introduced a new regulation governing the import of foodstuffs originating in or consigned from Japan. It took effect from March 31, 2011. On April 14, 2011, it also lowered the limits for iodine, caesium and plutonium.

These decisions are based on European Union's regulations No 297/2011 and 351/2011.

They apply for all foodstuffs originating in or con-

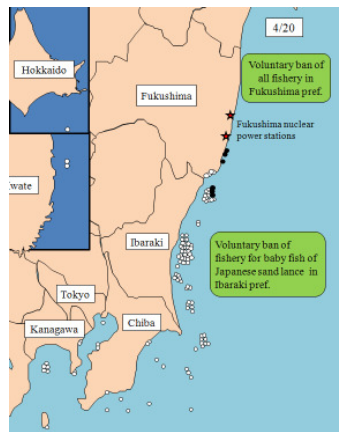
signed from Japan, except foodstuffs that have been harvested or processed before March 11, 2011, and foodstuffs that left Japan before March 31, 2011.

Declaration and inspections

These foodstuffs shall now be sent along with a declaration delivered by Japanese authorities. Inspections are carried

out on all documents of consignments, on at least 10% of the products originating from the twelve prefectures of the disaster-stricken area, and on at least 20% of the products originating from other prefectures.

Swiss authorities did not detect so far any excessive presence of radioactivity in foodstuffs imported from Japan.



- Over provisional regulation values: 6 samples
- ◇ Below provisional regulation values: 119 samples

High-quality monitors for intensive usages



Kunihiro Arata, CEO,
Eizo Nanao AG

Eizo Nanao Group is the world leader in high-quality visual display systems. Its headquarters sits on the Sea of Japan, in Hakusan, near Kanazawa (Japan).

As the founder of its distributor in Switzerland Ex Com AG - Beni Götti - retired in 2005, the company bought Eizo's team of the Swiss firm. It now provides jobs to 15 people in the Canton of Zurich.

Kunihiro Arata has been appointed in 2005 as the CEO of its Swiss subsidiary Eizo Nanao AG. With a total of 20 years experience outside Japan (in the United States, Singapore, Hong Kong and Taipei), he has an extensive international experience.

Eizo Nanao's annual net sales account for USD 834 million and it has 1,460 employees (as of March 31, 2010).

It produces display monitors designed to be turned

on all the time. As 100% of its products are made in Japan, customers are happy to pay premium for its monitors because of durability and stability.

3D screens for medical applications

Eizo Nanao is present on three main market segments: general (including back offices in banks, control centers, energy suppliers and security firms), graphic and medical markets. It also produces monitors for Air Traffic Controls (ATC) and industrial applications.

With about 400 people, the R&D department forms a very large part of the company. One of its main research fields is the development of 3D medical monitors. "Doctors have now to take many pictures. With only one 3D-shot you can enjoy the different views", explained Mr. Arata.

Consequences of Tohoku Pacific earthquake

"As our company is not located in the area of the earthquake, we thought that nobody and nothing

would be affected", he said.

However, one of Eizo Nanao's suppliers of monitor's components has a factory situated in the disaster-stricken area. As a consequence, Eizo Nanao had to stop its production for two weeks by the end of March and beginning of April. It has now resumed continuous production and expects to return to full production after July.

Monitors for Zurich's airport

Located in Wädenswil (Canton of Zurich), its Swiss subsidiary is in charge of marketing and sales services. It has an annual turnover of around CHF 15 million.

Mr. Arata stressed the similarities in the Swiss and Japanese approaches to business: "Swiss people and companies have the same appreciation of the quality".

Among its projects in Switzerland, Eizo Nanao wishes to sell displays to Zurich's airport as its Air Traffic Control will change its monitors this year. "We expect to have good chances to get this project", said Kunihiro Arata.

Agenda

30th April: Charity Concert organized by the Swiss-Japanese Society
A fundraising event will be carried out for the benefit of the Japanese Red Cross.

From 8 pm, Conservatoire de Musique. Grand Hall, Place Neuve, Geneva

1st May: Charity Bazaar "Recovery Nippon Project"

A fundraising event will be carried out for the benefit of the Swiss Red Cross.

From 11 am to 6 pm, Gemeinschaftszentrum Riesbach, Seefeldstrasse 93, Zurich

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