

Inside this  
issue

- Toshiba and Landis+Gyr to develop smart communities 1 + 2
- Japan's current economic situation 2
- Masters of Japanese calligraphy in Zurich 3
- Japan imports more disaster prevention products 3
- Toyota opened the city of the future 4

## Toshiba and Landis+Gyr to develop smart communities

Landis+Gyr, based in Zug, Switzerland, was acquired by Toshiba Corporation, Japan, on May 19, 2011 in a deal worth USD 2.3 billion. Landis+Gyr designs, manufactures and sells energy meters as well as communication devices and software systems to collect and process energy meter data. Founded in 1896, there are over 300 million Landis+Gyr meters installed around the world. In 2011 the company generated sales of USD 1,598 million, up 4% on the previous year, and employed 5,210 people in 30 countries.

*World's leader in Smart Meters*

Landis+Gyr's main products are Smart electricity Meters. Smart Meters measure consumers' energy consumption and enable two-way communication between the meter and the energy provider. "We use proven communication technologies, combined with a powerful software platform to offer end-to-end solutions and data management services for the electricity as well as gas, water and heat utilities. Our technology and product offering allows our customers to increase their process efficiency and to deliver a more stable and



Thomas Zehnder, Vice President, Group Communications, Landis+Gyr

secure energy supply to consumers", explained Thomas Zehnder, Vice President, Group Communications, Landis+Gyr. Smart Meters are a prerequisite for a Smart Grid.

"With the increase in independent and renewable power generation, particularly from solar and wind, utilities have less direct control over the energy being supplied to their grids. The data from Smart Meters provides utilities with the transparency they need to balance energy supply and demand on their networks. The data is also fundamental in keeping consumers informed about supply shortages or upcoming peak periods when energy becomes very expensive.

Smart Meter data can also provide an early warning mechanism to predict and prevent power blackouts", said Thomas Zehnder.

*Acquisition by Toshiba*

Japanese technology giant Toshiba Corporation acquired Landis+Gyr in May 2011, because the Smart Meter is understood as a gateway for Toshiba's Smart Community business.

"Amongst our customers, Toshiba is not a well-known player. Landis+Gyr's long standing relationships with major utilities will help facilitate their entry into new markets", Mr. Zehnder said.

In return, Landis+Gyr expects a significant expansion in the Japanese metering market with the support of Toshiba. Landis+Gyr will also work to link its Smart Metering solutions with Toshiba's infrastructure and consumer appliance applications to help create Smart Communities, where energy is produced and consumed more effectively and in a more sustainable manner.

*(Continued on page two)*

## 動向

SITUATION

## Japan's current economic situation

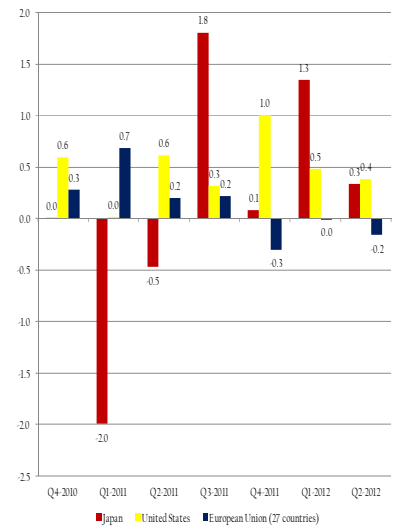
Japan's economic activity is still picking up, as domestic demand remains firm. However, its growing pace is declining in second quarter 2012, as demand from Europe and Asia is faltering.

Japan's GDP grew on a quarterly basis 1.3% in first quarter 2012 and 0.3% in second quarter 2012 (see graph). Moreover, indices of industrial production was 92.6 in June, up 0.4% from the previous month (2005=100).

Japan's exports declined 8.1% in July 2012 from the same month in the preceding year to ¥5,313 billion. Exports to the United States continued to increase (+4.7%),

while exports to Asia declined 9.0% (-11.9% for China) and exports to Western Europe fell 28.4%. On the same period, Japan's imports increased 2.1% to ¥5,831 billion.

However, Japan's economy is stimulated by the domestic demand. The average of monthly consumption expenditures per household for June 2012 was ¥269,810, marking an increase in real terms by 1.6% from June 2011. Furthermore, the unemployment rate was 4.3% in June 2012, showing a decline by 8.3% over the year.



Growth Domestic Product (GDP)  
Growth rate compared to previous quarter,  
seasonally adjusted  
Source: OECD

## Toshiba and Landis+Gyr to develop smart communities

(Continued from page 1)

## 会見

INTERVIEW

What has changed for Landis+Gyr's management? "Landis+Gyr continues to be managed as an independent growth platform of the Toshiba Corporation. However, being part of the Toshiba Group gives Landis+Gyr unprecedented access to new technologies, new markets and the resources associated with one of the world's 100 largest corporations" said Mr. Zehnder.

"For most of our employees almost nothing has changed", said Mr. Zehnder.

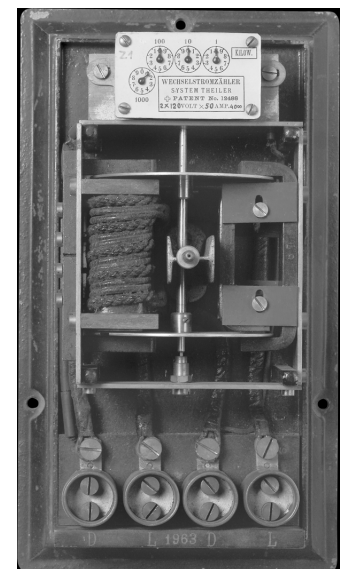
"As can be expected with new ownership, we have a new Board of Directors and there is a team of five Japanese staff based in Zug.



E450PLC Smart Meter

This model is sold to British Gas and other customers in various European countries.

© Landis+Gyr (with permission)



ZMA - first generation electro mechanical meter, the first product Landis+Gyr started the business with in 1896.

© Landis+Gyr (with permission)

On the technology side, there is collaboration on joint projects fo-

cus on Smart Grid solutions to help manage energy better".

## Masters of Japanese calligraphy in Zurich

Ethnological Museum of the University of Zurich will host an exhibition of Japanese calligraphies of Yamakawa Sogen Roshi and Suishu Tomoko Klopfenstein-Arii. The exhibition will take place from August 31 to October 21, 2012.

Born in 1949 in Tokyo, Yamakawa Sogen Roshi has been ordained Buddhist monk after studies in physics. Since 1994, he is abbot of the Shogen temples. He is also President of the University Shogen Tanki daigaku in the Gifu prefecture (North of Nagoya).

Suishu Tomoko Klopfenstein-Arii studied calligraphy from the age of seven and holds a Masters degree in Chinese-Japanese calligraphy. From 1976 to 2006, she has been a lecturer at Zurich's University Institute of Far Eastern Studies. The opening ceremony will take



Suishu Tomoko Klopfenstein-Arii,  
Master of Calligraphy  
© Universität Zürich (with permission)

place on August 30 at 4.30 pm. Yamakawa Sogen will give a lecture.

A conference will also be held on September 26 at 7 p.m. Suishu Tomoko Klopfenstein-Arii will speak



Yamakawa Sogen, Master of Rinzai-Zen,  
abbot of Shogen temple  
© Universität Zürich (with permission)

about "ink traces of Zen monks and calligraphy".

Völkerkundemuseum der Universität Zürich, Pelikanstrasse 40, Zurich  
August 30 to October 21, free entrance  
[www.musethno.uzh.ch](http://www.musethno.uzh.ch)

行事

EVENT

## Japan imports more disaster prevention products

JETRO published on August 9, 2012 a summary in English of its "2012 JETRO Global Trade and Investment Report—Companies and people move forwards a globalization".

Divided into three chapters, it addresses the following issues: (1) world economy, trade and direct investment, (2) development of world trade rules and (3) Overseas business development of SMEs and their securing and fostering of global human resources.

Among these issues, it shows that in 2011 Japan's exports increased 7.0% to a total value of USD 820.8 billion, whereas its imports were

up 23.4% to USD 853.1 billion, resulting in the first trade deficit since 1980. Trade balance has remained negative until the first half of 2012. As a result of Fukushima accident and the closing of numerous nuclear power plants, imports of liquefied natural gas (LNG) for power plants rose 52.4% to a value of USD 60.4 billion in 2011.

Imports of many energy saving devices and disaster prevention products also soared: +33.7% for air-conditioners (due to the introduction of "eco-points"), +124.5% for electric fans in 2011 - based on import volumes (see table on the right).

The presentation document in English is available at: [http://www.jetro.go.jp/en/news/releases/20120808100-news/trade\\_invest\\_2012\\_outline\\_rev.pdf](http://www.jetro.go.jp/en/news/releases/20120808100-news/trade_invest_2012_outline_rev.pdf)

Item	2011/2010
Air-conditioners	+33.7%
Electric fans	+124.2%
Bamboo blinds	+95.9%
Oil space heaters	+93.6%
Blankets and traveling rugs	+16.4%
Primary cells and batteries	+47.7%
Flashlights	+106.7%
Portable radios	+175.2%
Candles	+28.3%
Mineral water	47.1%

Imports of some energy saving and disaster prevention products (volumes)  
JETRO / Ministry of Finance

分析

ANALYSIS

革新

INNOVATION

## Toyota opened the city of the future

Toyota has not only place on the market environmental-friendly cars, such as hybrid *Prius Plug-in Hybrid* (see issue 36), it has also established a full ecological city "Toyota Ecoful Town".

Located in Toyota City, about 40 km East of Nagoya, this city opened in May 2012.

The town has already been visited by individuals, but also by domestic and foreign officials, business and academic people.

Visitors can learn about the town in the pavilion (building in the center of the picture). The pavilion is equipped with solar panels on its roof; a moss also covers its walls to limit temperature increases.

Visitors can discover smart housing features. 67 smart houses have



Toyota Ecoful Town  
© Toyota City (with permission)

already been sold.

Furthermore, the Intelligent Transport System provides a demand-responsive transport system,

which enables to call a bus at a specified time.

*JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.*

*The JETRO Switzerland Newsletter can also be viewed and/or downloaded online:  
<http://www.jetro.go.jp/switzerland/newsletter>*

# JETRO

**Japan External Trade Organization**

JETRO Geneva  
80, Rue de Lausanne  
1202 Geneva  
Phone: 022/732 13 04  
Fax: 022/732 07 72  
E-mail: SWG@jetro.go.jp