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INTERVIEW

Shiseido introduces *Ultimune* in Switzerland

Shiseido is a skincare, makeup and fragrance group, headquartered in Tokyo.

Appointed on April 1st, 2014, Jean-Guillaume Prigent, 41, is the new President of Shiseido SA — the Swiss subsidiary of Shiseido Group.

“I had the opportunity to travel a lot and to meet people from several cultures. It has opened my mind”, Jean-Guillaume Prigent said. Graduated with a MBA, he studied in Spain and the United Kingdom; has lived in the Netherlands, Belgium, Hong-Kong, Singapore; and managed a subsidiary of a perfume house in Malaysia.

Mr. Prigent joined BPI (Beauté Prestige International) of Shiseido Group in 2006, in the regional

headquarters, Paris. Before his appointment as President of Shiseido SA, he took office in Geneva in September 2013, as the General Manager of BPI.

Sales in the world and in Switzerland

Net sales of Shiseido Group rose in FY 2014, ended in March 2014, 12.4% to ¥ 762.0 billion, up 1.1% on domestic market and up 26.4% in overseas market (mainly due to weaker yen).

Its net income was ¥ 26.1 billion.

“The Swiss market is remaining stable; it is a very competitive market, like other European countries. We also suffer from the shopping in neighboring euro countries, especially since the decision of Swiss National Bank to no longer hold the euro at a fixed exchange rate with the Swiss franc”, Mr. Prigent explained.

New perfume on Swiss market

Swiss subsidiary Shiseido SA employs a total of 60 people, who are located in its Geneva's head office and in Swiss cosmet-



Jean-Guillaume Prigent,
President, Shiseido SA

ic stores.

The office is not only in charge of the sales of Shiseido's brand products, but it is also the distributor for the products of a large number of brands: *Serge Lutens, Nars Cosmetics, Jean-Paul Gaultier, Issey Miyake, Narciso Rodriguez, Burberry and Elie Saab.*

A new brand will be distributed by Shiseido in 2015: *Alaïa*. “He is an iconic designer of the 1980s and 1990s. We are proud he launches his first perfume with Shiseido”, said Mr. Prigent.

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会見

INTERVIEW

Shiseido introduces *Ultimune* in Switzerland

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Ultimune: iconic products introduced in Switzerland

By the end of 2014, Shiseido SA introduced *Ultimune Power Infusing Concentrate* — a skincare product to strengthen skin resistance against daily damages and signs of aging. “This is an iconic product of Shiseido. First, it shows our leading position in the field of R&D. Second, it is a new skincare approach: it is not a skin corrective product, but it is based on each one’s skin capital”, explained Jean-Guillaume Prigent.

And by the end of this year, Shiseido SA will put onto Swiss market an *Ultimune* eye care product.

“With regard to *Ultimune Power Infusing Concentrate*, 20 years of research were needed and a total of 32 patents were filed worldwide. Our innovations have been awarded by renowned prizes of *Marie-Claire* and *Elle* in France, and in other countries”, he further said.

“Shiseido has a large R&D department, which allows us to introduce innovative technologies. For instance, in April, Shiseido SA will also launch the *Wet Force* sun care range. “It will be the first sun care product which UV protective ef-



Jean-Guillaume Prigent,
President, Shiseido SA

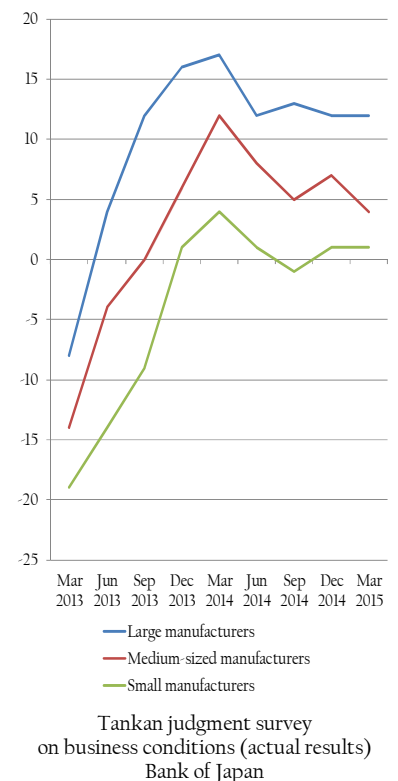
fect is enhanced by immersing in water”, he said.

Japan’s current economic situation

“The Japanese economy is on a moderate recovery, as improvement can be seen in the corporate sector”, reported the Cabinet Office in March 2015. “Concerning short-term prospects, the economy is expected to recover, supported by the effects of downfall in oil prices and the effects of the policies, while employment and income situation show a trend toward improvement. However, attention should be given to the downside risks of the Japanese economy including slowing down of overseas economies”, it further said.

As shown on the graph, the index of tankan survey on business conditions for large manufacturers was

12 in March 2015, stable from the previous survey in December 2014. Japan’s exports increased 2.5% in February 2015 from the previous year to ¥ 5,941.4 billion, down 1.0% in Asia, but up 1.7% in Western Europe (1.4% in Switzerland) and up 14.6% in North America. Japan’s economy is also boosted by the growing domestic demand. The average of monthly income per household increased in nominal terms from the previous year 1.9% to ¥ 488,519. The consumer price index rose 2.2% in February 2015 to 102.9 (2010=100) over the year. The seasonally adjusted unemployment rate was 3.5% in February 2015, showing a decrease from 3.6% in February 2014.



動向

SITUATION

Opening of JETRO's Kyoto

On February 2, JETRO held an opening ceremony for its 41st domestic office in Kyoto, which was established on January 15. This is the first office opened since the Japanese Government kicked its regional revitalization strategy into gear.

In his opening remarks, JETRO Chairman and CEO Hiroyuki Ishige emphasized the importance of this office by saying, "JETRO Kyoto will work on the front line of 'regional revitalization in the global



Opening of ceremony

age' by supporting lively activities of small- and medium-sized enterprises in the global market and in-

JETRO Kyoto will focus on the following four pillars:

- 1/ Supporting exports of products of Kyoto
- 2/ Assisting overseas expansion by companies of Kyoto
- 3/ Inviting foreign companies into Kyoto
- 4/ Promoting Cool Japan allures from Kyoto to the world

viting foreign companies which will revitalize the local economy".

活動

ACTIVITY

JETRO signed MoU with German Chamber of Commerce

On March 9, a Memorandum of Understanding (MOU) was concluded between JETRO and the German Chamber of Commerce and Industry in Japan (AHK Japan).

This MOU will promote technological and industrial cooperation between the two countries including small- and medium-sized enterprises (SMEs).



(from right) JETRO Chairman Mr. Ishige, DIHK President Mr. Schweizer and AHK Japan Delegate Mr. Hoffmann exchanging documents in front of leaders of both countries

JETRO has pledged in the MoU to the following:

- 1/ Promoting two-way direct investment between Germany and Japan
- 2/ Developing partnership between industrial clusters of both countries, including SMEs, and working together to uncover potential areas for collaboration
- 3/ Encouraging cooperation between companies of both countries, including SMEs, in third countries

活動

ACTIVITY

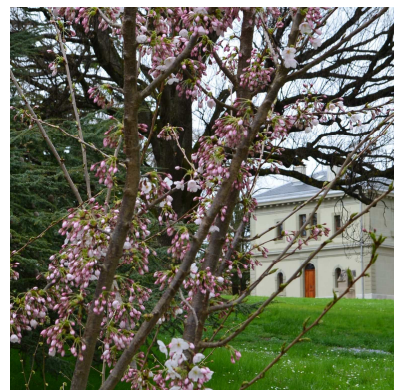
Japanese community celebrates Hanami in Geneva

Donated by the Japan Club of Geneva, the 29 cherry trees in Geneva's Ariana Park have now blossomed.

Among them, 20 cherry trees were already planted in 2014 on the occasion of last year's celebration of 150th anniversary of the diplomatic relationship between Switzerland and Japan.

From the end of March to early April, and from Hokkaido to Okinawa, the Japanese admire the beauty of the blossom of cherry trees. During this Japanese traditional custom called *Hanami*, they seat under blossoming cherry trees, usually having a lunch or dinner and drinking sake.

Geneva, Ariana Park, April 1, 2015



文化

CULTURE

革新

INNOVATION

Exhibition of innovative cars at Geneva Motor Show 2015

Geneva Motor Show took place from March 5 to 15. On this occasion, Japanese car manufacturers displayed their latest innovations. The following ones are some of them among others.



Toyota's Mirai

Toyota showcased Mirai, a hydrogen fuel cell vehicle, already introduced in issue 68, December 2014 of this Newsletter.

Unveiled at November 2014 Los Angeles Auto Show, Mirai uses hydrogen to generate electricity. It emits water only, no CO₂.

Available on Japanese market since December 2014, it will be put on selected European markets (Germany, United Kingdom, Belgium and Denmark) from September 2015.



Subaru's Outback

Subaru presented a new generation of Outback. Slightly larger than the previous version, it also features the EyeSight system.

EyeSight is a driver-assist system, which prevents or mitigates a possible accident. As shown on the picture, two cameras monitor activity in the road ahead. They provide the following assistances: (1) Adaptive Cruise Control, (2) Pre-collision Braking, (3) Pre-collision Throttle Management and (4) Lane Departure and Sway Warning.



Mitsubishi's XR-PHEV II Concept

Mitsubishi unveiled as the World Premiere XR-PHEV II Concept, a small SUV powered by a plug-in hybrid electric engine.

This urban crossover has a CO₂ emission below 40 g / km, among the lowest among plug-in hybrid vehicles.

Its system automatically switches between electric, hybrid and parallel hybrid modes, depending on driving conditions and battery charge. However, the driver can decide to drive in one of its modes, if he wishes to do so.

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>

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