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INTERVIEW

How Plumettaz is entering the Japanese market

Interview with Selim Grobéty, Vice President Business Development

Could you please briefly introduce Plumettaz?

Our company was founded in 1923. Developing its international business since the 50s, Plumettaz S.A. exports more than 85% of its production today. The Group has 130 employees between its headquarters and offices in the Netherlands, Singapore and China (Shanghai).

Plumettaz is a worldwide leader in the production and sales of optical fiber and power cable installation equipment. Over the years, Plumettaz has invented and patented several key technologies in this field. Besides our main business, we are also a major player in different niche markets, such as railway industry and winter sports resorts maintenance vehicles.

Our business model is B2B; we develop, produce and sell through our network of distributors. Thanks to its knowledge, Plumettaz plays an important role in professional associations like the FTTH (Fiber to the Home) Council.

What are your main products?

Our cable business consists in the manufacturing of equipment, helping to deploy telecommunications and electricity cable net-



Plumettaz's machine parc

works.

For an important niche market, we developed a winch for snow groomers, which is very helpful for winter sports resorts, since this winch eases the job of the groomers, allowing safe work and the best snow quality.

Plumettaz also works in the railway industry with very specific products: oil circulating pumps for locomotives' traction transformers and level gate crossing mechanisms.

Also some other tailored products, for example a winch for integrating into a building maintenance unit.

In how many countries are you doing business?

Plumettaz has a wide network of distributors in more than 100 countries all around the world. Our main market is Europe, mostly Germany, but we are also present in the US and in Asia (including Japan), where our business is growing.

What is Plumettaz's situation in the Japanese market?

Since 2012, and after several years of perseverance, Plumettaz successfully entered the first level of the Japanese market. This means that we identified the right persons and established timely communication with them. It is really step-by-step, but it is evolving really positively.

How Plumettaz is entering the Japanese market

Interview with Selim Grobéty, Vice President Business Development

会見

INTERVIEW



Selim Grobéty, Vice-President Business Development

Today, we've sold equipment for power cable deployment to several key Japanese companies in the energy field. Plumettaz also cooperates with local actors in research and development for deploying communication networks.

Japanese authorities are pushing a "no pole" policy, which means that all communication and electricity cables should be buried underground. Nowadays, flexible underground pipes offer better protection in case of natural disaster. Considering the security gain and the early stage of "no pole" policy in Japan, the potential of the Japanese market is high for Plumettaz.

On the mid-term, this policy represents a good opportunity for Plumettaz, since we've developed new technologies allowing faster, easier and higher quality deployment of long or very long cables.

In your experience, is there any difference between the Japanese market and other markets?

Entering the Japanese market is not easy for a foreign company. It takes time to gain the trust of local companies. You have to show your commitment. However, it is also a market that values quality, which is good for Swiss companies, since we also focus on high-quality products.

What challenges have you faced (or are you still facing)?

The first challenge was to identify the relevant actors in our business. Then it was generating the interest of those professionals. This first step was the most difficult and the support of JETRO has been helpful. Once this first connection was established, the rest was not that different from our everyday busi-

ness. As said, Swiss and Japanese companies have a lot in common: high-quality, high-precision and mutual respect. Last but not least, patience is essential.

How has JETRO been able to help you during this process?

Since we started considering the Japanese market, JETRO supported us through its useful network in Japan. With the support of JETRO Geneva and JETRO's headquarters in Tokyo, we have been able to organize meetings with potential business partners and several ministries as well as regional authorities.

Once our business volume in Japan reaches a sufficient level, we know that JETRO will be there to support us in the establishment of Plumettaz Japan.



Plumettaz factory
Pictures credit: Plumettaz

Fukushima rice wine named 2018 “Champion Sake”

Okunomatsu Adatara Ginjo was named the International Wine Challenge's champion sake of the year on July 10th, in London. Judges chose the winner out of 9 finalists selected from 1,639 brands.

The company is 302 years old and this award is the greatest honor in Okunomatsu's history, Director Joji Yusa said.

He said he thinks its effort to produce quality sake at a low cost may have been appreciated and added that sake goes well with any food and he plans to market his firm's

products in Europe as well. The prestigious wine contest

launched the sake competition in 2007.



Joji Yusa, representative director of Okunomatsu Sake Brewery in the city of Nihonmatsu in Fukushima Prefecture

Source and credit: [NHK](http://nhk.jp) / Okunomatsu's website: <http://okunomatsu.co.jp/>

活動

ACTIVITY

Japan's mid-year economic projection for fiscal year 2018

Thanks to five and a half years of Abenomics, the Japanese economy is recovering at a moderate pace with a positive economic cycle progressing, as the improvement in the business sector spreads to the household sector.

Concerning future prospects, with the global economy continuing its solid growth, the Japanese economy is expected to recover, driven mainly by growth in private demand such as private consumption and business investment and through further improvement in employment and income situations supported by the effects of various policy measures. Prices are rising moderately as an underlying trend, with energy and other prices rising, and projected to continue to rise, reflecting the tightening demand and supply conditions with the

progress of the economic growth.

In light of the aforementioned factors, the real GDP growth rate for FY2018 is projected to be approximately 1.5%, while the nominal growth rate is expected to be around 1.7%. The rate of increase in consumer prices (all items) is projected to rise gradually to around

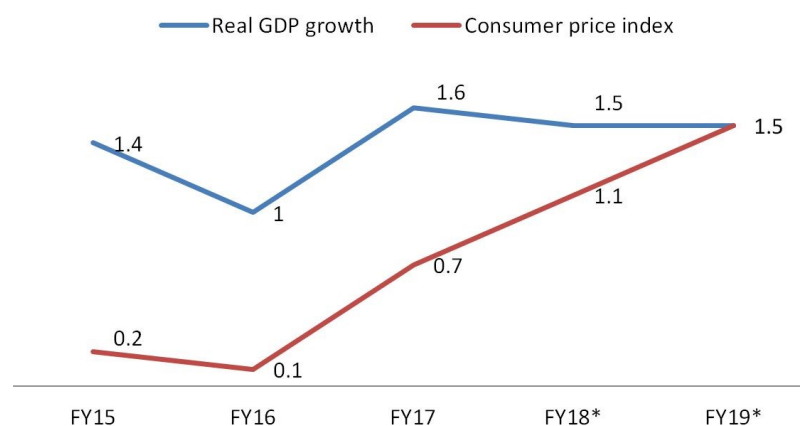
1.1% in FY2018.

Concerning risks, attention should be given to the effects of situations over trade issues in the world economy, the uncertainty in foreign economies and the effects of fluctuations in the financial and capital markets, among other factors.

動向

SITUATION

Mid-Year economic projection for FY18



* Projections / Source: Cabinet Office

活動

ACTIVITY

Japan Aerospace Exploration Agency writes a modern tale

In a traditional Japanese tale, a fisherman was rewarded for rescuing a turtle. The turtle carried him on its back to Ryugu-jo, the “Dragon Palace”. Two weeks ago, the Japan Aerospace Exploration Agency (JAXA) rewrote this story. Ryugu is no longer a palace, but an asteroid, and there is no turtle, but there's a rocket, Hayabusa2. After more than three years, JAXA successfully drove the spacecraft onto the orbit of the asteroid. Hayabusa2 will stay in orbit to collect data during the summer before starting the next phase this autumn. It will then make a couple of “touchdowns” to collect surface samples and release the rover on the surface.

The last phase will take place next year, when the rocket will shoot a projectile on Ryugu, allowing scientists to witness crater formation

through a remote camera and collect additional samples.

[Press release](#)



The team celebrating the arrival at Ryugu / Image credit: JAXA

Agenda

✓ Seminar: Keys to enter the Japanese market

September 19, 07:30 - 09:00, Chamber of Commerce and Industry Canton Fribourg, Fribourg

Seminar co-organized by JETRO, S-GE and the CCIF

Event details: <https://www.jetro.go.jp/switzerland/topics/427258.html>

Registration: [Chamber of Commerce and Industry Canton Fribourg](#)

Participation is free but registration is compulsory

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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