

Inside this issue

JETRO Geneva welcomes its new Director General 1 + 2

A new accountant at JETRO Geneva 2

Japan Houses: Three hubs to learn more about Japan 3

JETRO Global Trade and Investment Report 2018 3

The "Brain" of Fujitsu's next supercomputer is ready 4

会見

INTERVIEW

JETRO Geneva welcomes its new Director General

Interview with Takashi Wada, Director General

Could you please introduce your professional background?

Over the last few years, I mostly focused on Information Technology (IT). I conducted research in this field for three years, in New York. Back in Japan, I continued to focus on IoT security and Open Data, according to the need of the Ministry of Economy Trade and Industry (METI). Since late June, I have been Director General of JETRO Geneva.

What responsibilities did you have as IT Director at JETRO New York?

As you may see in the US, IT is typically private driven sector. I was observing IT trend in US and overseas, in order to identify what might be interesting for Japanese industry. Some innovations can really improve people's lives, like SNS and mobile payment. It is a Government and public sector task to create standards and framework, making those innovations accessible to most of the people.

What is your impression about Switzerland so far?

After two months in Switzerland, my impression is that



Takashi Wada, Director General, JETRO GENEVA

the reputation of being a very nice and clean country is true. People are diligent and generous, and I feel very well. One small thing that my family and I are missing from Japan is the absence of the convenience store, those ones which are indeed very convenient, with 24/7 service.

Based on my experience, I must say that Switzerland has indeed a great environment regarding IT areas, especially considering both ETHZ and EPFL. The number of start-ups is maybe not so big, but considering their quality and the size of the country, the

potential is huge. It is especially true in the pharmacological industry, and in the financial sector, where start-ups can benefit from the extensive knowledge and the strength of existing world-class companies.

In which way could the Swiss-Japanese relationship be improved?

Over the last recent months, voices in Switzerland have expressed their will to revise the existing FTA between Switzerland and Japan.

(Continued on Page two)

JETRO Geneva welcomes its new Director General

Interview with Takashi Wada, Director General

会見

INTERVIEW

(continued from page one)

This agreement enters into force in 2009 and was the first FTA concluded by Japan with a non-Asian country. Today, especially considering the recent conclusion of the FTA between Japan and the EU, it might be interesting for both sides to look, and see whether a revision is appropriate.

Because JSFTEPA's pioneer efforts for liberalizing bilateral trade and mutual foreign direct investments having already reached high levels, Switzerland and Japan should seek a partnership for creating new values rather than trying to revamp existing framework.

Both countries have strengths and weaknesses in common. The level of education of people is very high. Both countries are excellent for manufacturing with precision and

people value high quality products. On the other side, environmental issues and ageing society with conservative way of thinking are challenges for both Japan and Switzerland. It would be great if we could share experiences about how we used our strengths, in order to address the issues we are facing.

Last, but not least, Japan and Switzerland are both trying to support start-ups and stimulate entrepreneurship. Such companies are driving forces to create innovation and answer today's and tomorrow's challenges.

What are your missions for JETRO Geneva?

JETRO Geneva should support companies to address those challenges I mentioned above. New technologies are especially promising from this point of view, and this is why we keep an eye on pro-

mising start-ups.

JETRO contributes to create bridges between Switzerland and Japan, and assist for interchanges between industries of both countries. Over the years, JETRO helped several Swiss companies to expand their businesses to Japan, and assisted Japanese companies interested in doing business in Switzerland. I would be happy if we could increase the visibility of Japanese start-ups in Switzerland.

What are your personal hobbies?

I like tennis, skiing, golfing and cycling. Switzerland is a beautiful country to visit by bike, but I was too busy until now for cycling. Once my family and I are settled, I will have more time for hobbies.

活動

ACTIVITY

A new accountant at JETRO Geneva

Makiko Takehara Benardis recently joined JETRO Geneva, succeeding Masako Brichaux who retired at the end of June. She has previous experience working in financial institutions,

auditing firm, an automobile company and government. In her new role she is mainly responsible for accounting and administration. She says, "I will do my best to support the team and JETRO's activi-

ties to promote and strengthen the economic development between Switzerland and Japan.

Japan Houses: Three hubs to learn more about Japan

The Japanese Ministry of Foreign Affairs supports the Japan House project which aims to create hubs overseas, in order to showcase and communicate Japan with the international community with an “All-Japan” approach.

These hubs provide not only exhibition spaces, and/or multipurpose spaces, but also cafes, restaurants and retail spaces, and other “one-stop services” where people can access various information on Japan. Also, with an emphasis on professionally curated and locally tailored programming, in collaboration with Japan’s local areas and experts from each disciplinary, the

Japan House is creating a platform that delivers “Japan that the international community wants to know”.

Currently, there are three Japan

Houses in Sao Paulo, London and Los Angeles. Los Angeles’s opening will take place at the end of this month.

[Japan House London](#)

活動

ACTIVITY



The three Japan Houses.

The exhibition “[Biology of Metal](#)” will take place in London for two months

JETRO Global Trade and Investment Report 2018

JETRO’s Overseas Research Department has just published its annual report on trade and investment. Here are some of the highlights of the report:

Regarding global trade, it is the first time in three years that we can observe a growth. Trade in goods increased by 10.5% to \$17.3 trillion (nominal export value).

Japan clearly enjoyed the global positive trend with both increasing exports (\$697.2 billion, +8.2%) and imports (\$671 billion, +10.5%) compared to 2016.

This remarkable growth trend resulted in increasing the trade surplus (\$26.3 billion) for the second consecutive year.

Exports of semiconductor manufacturing equipment were especial-

ly strong, and contributed to Japanese exports in a significant way.

Regarding World trade policies, the authors of the report pointed out that two major Free Trade Agreements (FTA) that will have significant economic impact, the EU-Japan FTA and the Transpacific 11 FTA, are coming into effect. According to JETRO’s estimations, Japan pays annual tariffs worth \$2.6 billion in exports to the Euro-

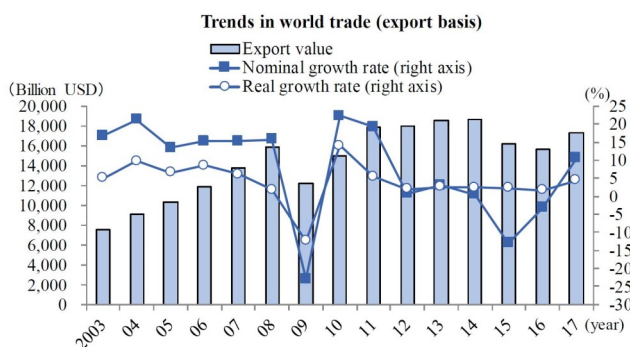
pean Union.

The report also highlights the growing importance of digitalization. “Digital-related trade in goods” accounted for 17% of world’s total trade. With the increasing importance of digital economy we can also observe an increase of digital trade policy that differs in each country.

Full report available [here](#)

動向

SITUATION



Source: Respective national statistics and WTO data

革新

INNOVATION

The “Brain” of Fujitsu’s next supercomputer is ready

Fujitsu Limited and Riken have developed the prototype of the CPU of the successor of “K”, the supercomputer the two companies completed in 2011. K was the fastest supercomputer at the time, and is still running today. Being 100 times quicker than its ancestor, K’s successor should also be the fastest supercomputer, once it has been completed in 2021.

Supercomputers are not only indispensable R&D platform for cutting-edge research, they also solve lots of problems that other computers are unable to address, like complex climate predictions, or functional

control of biomolecular systems.

The working prototype will now

be tested over the coming months.



The supercomputer “K” at Riken Advanced Institute for Computational Science Source: [Fujitsu's website](#)

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>

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