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INTERVIEW

Season's Greetings from JETRO Geneva



Dear readers,

We would like to thank you for following us. Our office will be closed on December 25th and 26th and from December 31st to January 3rd. We will be back on January 4th and wish you a lovely holiday season!

Kind regards,
JETRO Geneva's team

Winter in Kanazawa Castel, Ishikawa Prefecture

Fumi Jokura has joined JETRO Geneva

Fumi Jokura serves as Director of JETRO Geneva since September 2018, taking over from Momoko Sugiyama.

We asked her about her role in JETRO Geneva and her first impressions regarding Switzerland.

Could you please introduce your professional background to our readers?

After graduating from Hokkaido University (north of Japan), I joined JETRO in 2011. My first assignment was in the Intellectual Property (IP) Division in JETRO's Headquarters in Tokyo. Our main task was to support Japanese companies, to protect their IP when they do business abroad.

This position allowed me to travel abroad, because we regularly

hold seminars with foreign customs administrations.

My second appointment was in the Kagoshima office on Kyushu Island. Kyushu is the southern-most of the four main Japanese islands. Compared to Hokkaido, it is very different, the winter is much warmer than what I'm used to.

Kagoshima, thanks to its warm climate, has excellent food. My job was to help a Japanese SME export their products. The region is famous for its tea, seafood, meat, and alcohol.

It was a very nice job because we invited buyers and brought them on to the production site.

Finally, I joined JETRO Geneva on September 24th of this year.

What are your main tasks as

Director at JETRO Geneva?

I support the Director General in the management of the office. I also act as deputy, in his absence. Generally speaking, our task at JETRO Geneva is to help Swiss companies willing to start businesses in Japan and Japanese companies with their projects in Switzerland.

In addition, we have a research function and provide information about Swiss regulation to Japanese companies.

After almost three months in Switzerland, what are your first impressions?

It might be a bit of a cliché, but I am amazed by the beautiful landscape you have in Switzerland. I had not even landed before

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Fumi Jokura has joined JETRO Geneva

会見

INTERVIEW



Ms. Fumi Jokura, Director

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I could already enjoy the view of the mountains from the window of the plane. Over the last months, I have traveled a lot around the country and have seen many different and beautiful landscapes.

I also really like the diversity of Switzerland, and Geneva in particular. It is a very international city. Thanks to the international organizations, you can find so many nationalities in a city that is relatively small in comparison with other famous cities.

Is there anything that surprised you when you arrived here?

I have been impressed by the kindness of the people. On public transport, I often see people giving their seat up to elderly people. It's great.

As a foreigner, I felt very welcomed. During the first days, when I was lost, people always kindly helped me to find my way.

As for a negative surprise, I must say that the prices are quite high in Switzerland.

Is there one small thing you like here and one you miss from Japan?

It is certainly another cliché, but I am so happy with the great choice of cheese available in Switzerland. In Japan, the choice is limited and cheese is an expensive product. Here I can try so many different types.

Transport is also very easy and convenient for both inside and outside Switzerland. The reasonable size of Swiss cities also makes it very easy to go into nature. Thanks to the

central position of Switzerland in Europe, it is also very easy to travel from one great place to another.

One thing that I miss from Japan is the diversity of the products. I was so happy to find Japanese products here, but naturally, it is only a small part of the richness of what Japan has to offer. Like we have a limited choice of European cheese in Japan, you also have less choice regarding Japanese products here. For instance, we have hundreds of soy sauces, with very different tastes.

What are your hobbies?

I really like cooking. I am curious and like to try local products. When I travel, I always pay attention to the local specialties. From this point of view, I am very happy about the diversity that can be found in Switzerland.

I also like to spend time in nature. I go hiking when the weather is good. When I was on Kyushu, I really enjoyed the beauty of the island.

JETRO Invest Japan Report 2018

動向

TREND

With the goal of creating employment and innovation by attracting excellent human resources and technology to Japan, the government announced its target of increasing inward foreign direct investment (FDI) stock to 35 trillion yen by 2020. Steady progress is being made toward achieving this policy goal, with FDI stock achiev-

ing a historical high for the fourth consecutive year by the end of 2017, at 28.6 trillion yen.

JETRO, as Japan's central organization for attracting inward FDI, has provided support for foreign companies entering the Japanese market and expanding their business in Japan.

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Rank	Country/region	Stock (billion yen)	Ratio (%)
1	US	6,670	23.4
2	Netherlands	4,595	16.1
3	France	3,500	12.3
4	Singapore	2,542	8.9
5	UK	1,721	6.0
6	Cayman Islands	1,414	5.0
7	Switzerland	1,259	4.4
8	Hong Kong	960	3.4
9	Germany	894	3.1
10	Luxembourg	857	3.0

Investors in Japan: Top 10

Source: Ministry of Finance and Bank of Japan

JETRO Invest Japan Report 2018

Continued from page 2

Since the start of the “Invest Japan” campaign in 2003, JETRO has supported more than 18,000 projects and helped in the successful establishment of over 1,800 companies. Experienced staff members who serve as “Personal Advisors” work closely with foreign companies to address the challenges they face starting up in Japan—including

those related to language, business practices, rules and regulations—in order to realize more projects. Furthermore, under the “Support Program for Regional Foreign Direct Investment in Japan” started this fiscal year, our organization has placed the vitalization of local regions through FDI as an important pillar and is working with the government as one to assist municipalities proactive in drawing invest-

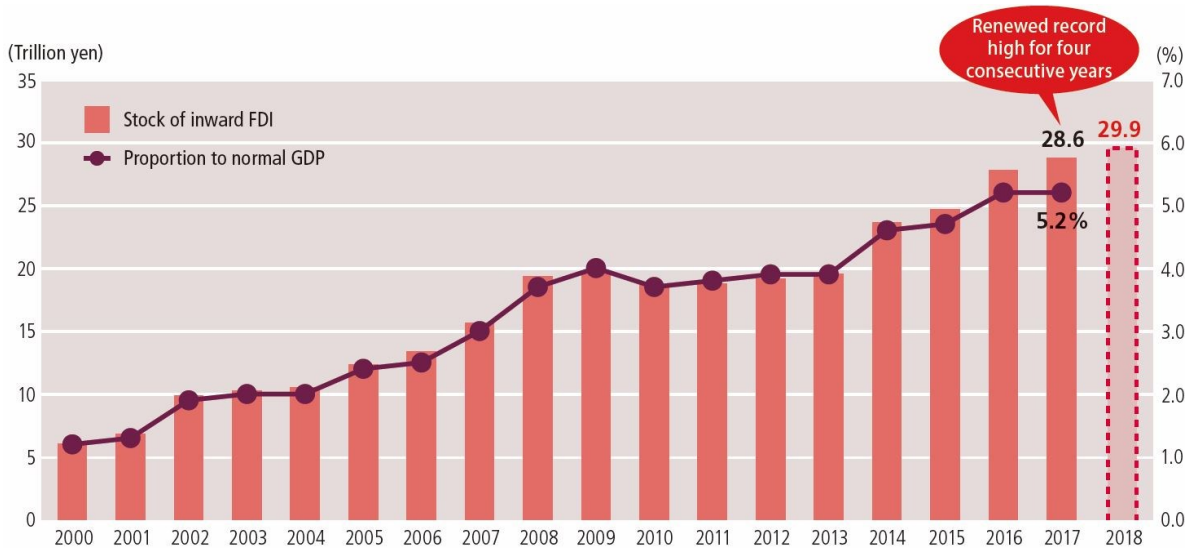
ment.

Switzerland is a very important partner for Japan. Despite a relatively small economy, Swiss investments represented 4.4% of the total in 2017 making Switzerland the 7th largest investor in Japan before major economies like Germany or China.

JETRO Invest Japan Report 2018 is available [here](#).

動向

TREND



First Invest in Japan seminar in St-Gallen

On December 4th, JETRO Geneva, with its partners SME-Ventus and Comerzbank, held for the first time a seminar in St-Gallen. The event attracted around 30 companies from very different industries such as banks, universities, SMEs or law firms. Charles Ochsner, lawyer in Japan, briefed the audience of not only the legal but also the cultural aspect to take into account when entering the Japanese market. This cultural aspect was also largely

addressed by Mr. Andreas Renfer, Sales Director of the medtech company Ziemer Ophtalmic who insisted on the necessity of understanding the Japanese group-oriented set of mind to be successful in Japan. Mr. Renfer also insisted on the strict regulations that should not be underestimated. The presentation of Mr. Adriano Gut, manager at SwissQPrint focused on how to turn a failure into a success (read SwissQPrint’s story in the [issue 105](#)

[of our newsletter](#)).

From the experience of SwissQPrint it was clear that quick reaction is essential when problems occur to save the business. Mr. Wada, new Director General of JETRO Geneva explained how Japan is still a very attractive market in spite of its maturity. The audience was satisfied by this event, and hopefully JETRO gained in visibility in the Eastern part of Switzerland.

活動

ACTIVITY

革新

INNOVATION

JETRO extends its efforts to overseas start-ups

From the next fiscal year, JETRO will make earnest efforts to attract startups from overseas.

JETRO will expand its range of services in order to better answer the specific need of startups. It will help Japan to attract innovative companies and companies introducing new business models able to vitalize the Japanese economy.

The new “JETRO Global Acceleration

Hub” will support promising startups both ways (outbound and inbound). It will also help JETRO to identify promising local startups around the world and accompany them in with their business plan regarding the Japanese market.

Additionally, JETRO will organize omnibus lectures inviting foreign-affiliated companies at Japanese universities/graduate schools, and

is now in preparation with candidate universities to begin in April 2019. These are aimed to help make foreign-affiliated companies a promising career choice for university/graduate school students (including international students).

Source: [JETRO](#)



Agenda

- ✓ Save the date:

Impulse Japan Zurich

Organizers: JETRO, Switzerland Global Enterprise and the Swiss-Japanese Chamber of Commerce

March 7th, 13:30-19:30

Venue: Forum St. Peter, St. Peterstrasse 19, 8001 Zurich

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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