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INTERVIEW

“Chasselas goes very well with Sashimi and Sushi”

Interview with Mr. Alexandre Centeleghe, Head of Events and Media at the Office des Vins Vaudois

While Sake is becoming popular in Switzerland, Swiss wines are enjoying a similar trend in Japan. We asked Mr. Alexandre Centeleghe from the “Office des Vins Vaudois” to tell us more about their promotion efforts in Japan and why this market is important for the Winemakers of Canton Vaud.

Could you please introduce the “Office des Vins Vaudois” (OVV)?

OVV is a wine promotion agency close to the Cantonal government. OVV is financed by the winemakers from Canton Vaud. We are a small and dynamic team of 3 people with the average age of 34 and working closely to the board and its president to build up our annual strategies. One of our main tasks today is to change the image of our wines in the Swiss-German side of the country. Sometimes they think the wines from Canton Vaud are a bit old fashioned. Today, the quality is here and we want people to know it.

What are the specificities of the wine from Canton Vaud?

Canton Vaud is the second largest Canton for wine production in Switzerland after Canton Valais. We have six different regions in the canton. Near the



Mr. Centeleghe (centre) at OVV's last event in Tokyo

Geneva Lac we have “Lavaux”, which is famous for its beautiful landscape (registered by the UNESCO), “La Côte” between Geneva and Lausanne, and the “Chablais” in the eastern part of the canton.

We also have three northern regions: “Les Côtes de l’Orbe”, “Bonvillars” near the Neuchâtel Lac and “Vully” (shared with Canton Fribourg). The climate is different between those regions bringing an interesting diversity. On the southern region, the Geneva Lac influences the climate making it more stable all over the year. In the north, especially in Côtes de l’Orbe, the climate is more continental and therefore winter can be colder and summer can be warmer.

Which “cépages” do you have in Vaud?

Unlike other cantons that cultivate many different grape varieties, Vaud is highly specialized in a couple of sorts. The main one by far is the Chasselas*. We are very proud of it. It is a subtitle with the wine that retains very well the characteristics of the “terroir”.

In a way, Vaud could be compared to the French region Burgundy. Burgundy is also mostly a “mono-culture” production but with Chardonnay instead of Chasselas.

Another comparison with Burgundy is that our two regions have been shaped by Cistercian monks.

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会見

INTERVIEW

“Chasselas performs very well with Sashimi and Sushi”

(continued from page 1)

Our vineyards are also delimited with small stone walls (known as “Clos” in Burgundy.) It contributes to the beauty of our landscapes.

Vaud also produces some red wine, but the relatively cold climate is less suitable for red wines. This said, we have some Pinot Noir and Gamay that are definitely worth tasting.

* The Chasselas is one of the most grapes for white wines around the world. It wears different names around the world. The first references to this variety go back to the 16th and 17th centuries. According to a genetic study from Neuchâtel University, the Chasselas seems to be originally from Canton Vaud (Vouillamoz and Arnold, 2009).

How important are exports for your members?

On average it is a small percentage, between 1 and 2%. Generally speaking, most of the production

goes to the domestic market.

This said, there are big differences among our members. Some are mostly only selling in their close area and have no interest in exporting their products. Others have a different approach by successfully implementing an export strategy. For instance, Cyril Séverin from Domaine du Daley exports 20% of its production. This is quite remarkable.

We also observe an interesting synergy with the tourism industry. Our beautiful landscapes are becoming more and more famous. Tourists enjoy our wines during their trips and want to have some back at home.

What has OVV done or what is it doing to promote your wine in Japan?

OVV has been developing Japanese market for the last 5 years. We have local partners there, mostly in Tokyo. Thanks to our partners we

reach a broader audience. Together we discuss the program. We target the trade fairs for professionals. We also have some VIP events. Production costs in Switzerland are expensive compared to other countries; therefore we mostly focus on quality and the high-end market.

How would you describe the Japanese wine market?

Generally speaking, Japan is clearly a quality market. It is highly sophisticated and people are used to fine taste. I have been impressed by the subtlety of Japanese sommeliers.

Our past experiences show that the Chasselas goes very well with raw fish.

What may be improved is the diversity of wine choice on the market.

How important is Japan for Canton Vaud's producers?

Any sale is positive, of course, but in terms of quantity Japan is relatively small.

As said, our exports volume is low. Nevertheless, the sales are increasing in Japan and the country is an interesting niche market. Japan has a positive image for most people. Therefore exporting there is something winemakers are proud of.

For the future, we will continue our promotional efforts in Japan. However, this year will be special for us with the organization of the Fête des Vignerons. Instead of going to Japan, we will welcome our Asian partners in Vevey, including professionals from Japan, Singapore and China.



The famous composer Akira Senju (centre) has become an Ambassador for chasselas

Greater Nagoya is back at EPHJ-EPMT-SMT

Successfully attending to the EPHJ-EPMT-SMT trade fair since 2015, companies from Greater Nagoya Area will attend the fair this year as well, inviting interested people to visit their booths and share sake. We are glad to share their message with our readers:

Message from GNI

Greater Nagoya Initiative (GNI) plans to exhibit the Greater Nagoya – Japan booth [J110] at the trade show “EPHJ-EPMT-SMT” at Palexpo, Geneva, June 18th to 21st, 2019. Six leading companies from Greater Nagoya area will exhibit their distinct technologies in this important professional fair.

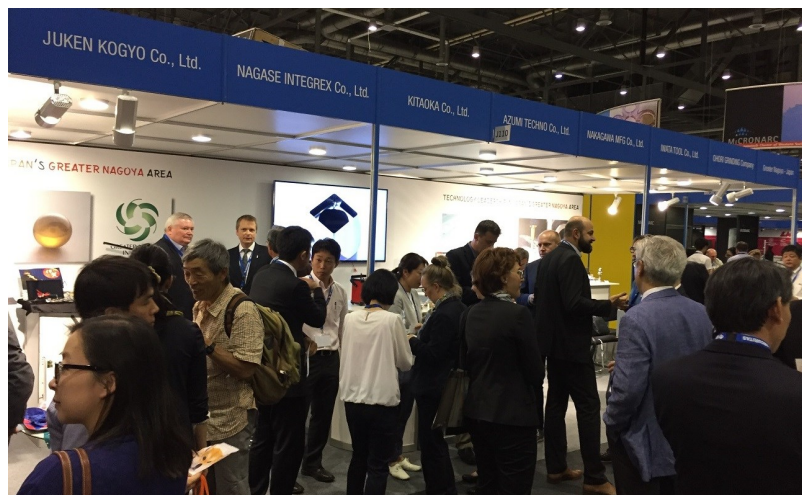
GNI would also like to invite Swiss companies to the “Greater Nagoya

– Japan Reception” with Speaker’s Corner & Sake Apéro on June 20th (Thurs) 17:30 – 18:15, hosted with the special support of Mr. Patrick ROTH of the Swiss Precision Cluster, where you will enjoy six distinguished tastes of pure Japanese

sake from different areas within the Greater Nagoya region. Please create and print your badge to access freely at the trade show.

www.ephj.ch/registration

Organized by Greater Nagoya Initiative Center (GNIC).



GNI's booth in 2018 during the well appreciated “sake apéro”

活動

ACTIVITY

The trade surplus boosted Japanese GDP in 2019' first quarter

The first preliminary figures for 2019's first quarter were published on May 20 by the Cabinet Office. From January to March, the Japanese GDP increased by 0.5%* (2.1% annualized), surprising experts excepting a small contraction.

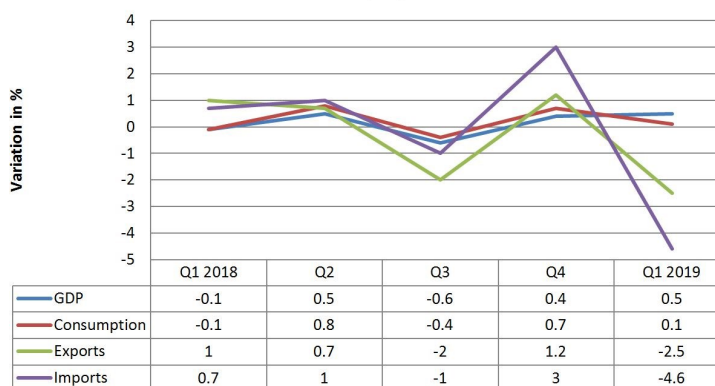
This good performance is mostly due to a strong contraction of imports (-4.6%) rather than an increase of domestic consumption or production. Imports dropping faster than the exports (-2.4%), it positively impacted the net exports of goods and services (0.4%) accounting for most of the GDP quarterly growth. At this point it might be

wiser not to over-interpret those figures and wait to see what is happening in the current quarter. For the record, last year, the Japanese economy was solid, even though it

paid a heavy tribute during the summer because of natural disasters.

*real growth rate, seasonally adjusted

Japanese economy: quarter-to-quarter figures, seasonally adjusted



More information [here](#)

動向

TREND

革新

INNOVATION

AI and crowdfunding for the 5th Nippon Venture Awards

On May 23, 2019, the Ministry of Economy, Trade and Industry (METI) decided on the winners of the Nippon Venture Awards and held a commendation ceremony at the Prime Minister's Office. Under this awards program, the government of Japan honors promising, bold venture businesses that have created ground-breaking businesses. [Preferred Networks](#), Inc., a venture business committed to solving challenges in society through the excellent use of artificial intelligence, was recognized as a winner of the Prime Minister's Award. Preferred Networks works in three primary business domains: Transportation, Manufacturing and Bio/Healthcare. The company applies machine learning and deep learning to robotics, works on objects recognition, has developed a system for early diagnosis of cancer based on blood sample and collaborates with Toyota in the field of autonomous driving and connected cars. The two founders, Mr. Nishikawa

and Mr. Okanohara, can add this fifth Nippon Venture Awards to their already impressive list of awards.

In addition to the Prime Minister's Award, the METI awarded three promising companies:

[RAKSUL](#) Inc., for its efforts to maximise the capacity of existing companies such as Yamato Holdings, a well established a delivery company.

[READYFOR](#) Inc., the first Japanese crowdfunding network. The company received the Female Entrepreneur Award for the efforts of Ms. Haruka to support other entrepreneurs' success.

[Farmnote](#) Inc. has developed cloud based and AI tools for herd management.

More information [here](#)



Prime Minister Abe (centre) flanked by Mr. Nishikawa co-founder of Preferred Networks (left) and Ms. Haruka founder of RADYFOR (right).

Agenda

日程

AGENDA

- ✓ EPHJ-EPMT-SMT, June 18-21, Palexpo Geneva
Program and detail [here](#)

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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