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EVENT

JETRO is here for you: Webinars and Covid-19 business support

Covid-19 business support

On JETRO's Global Website, companies and entrepreneurs can find a [Covid-19 Business Support page](#).

This page regroups all of the essential information about Covid-19 in Japan and the current measures regarding business.

Links to the relevant sources are regrouped in five categories:

- The Covid-19 Situation
- Government Response
- Business Support Measures
- Border Enforcement and Quarantine
- Monthly Economic Report

Of course, we will be happy to help with any questions related to your business in/with Japan.

Webinars

JETRO is adapting to the situation and has organized four webinars to inform interested companies about the Covid-19 situation in Japan and highlight

different innovative fields in Japan.

The first Webinar will take place on May 28th, 10-11am (Swiss time).

The first 15 minutes will be dedicated to the topic Covid-19 and the Economy of Japan.

The remaining 45 minutes will focus on the AI industry in Japan before, during and after Covid.

Speakers

Mr. Nagasaki Yuta from JETRO's Invest Japan Promotion Division will provide useful information about investment in Japan and the business environment as well as business operations of foreign-affiliated companies in Japan.

Mr. Nagata Tatsuya, AI advisor at JETRO.

Mr. Nagata Tatsuya has been JETRO's AI business advisor since 2019 and is the COO of Navier Inc., a great AI startup. Prior to those functions, he was in charge of early-stage AI invest-

ment with DEEPCORE and SoftBank.

The Zoom webinar is free of charge; register by following this [link](#).

For the three subsequent webinars, the first part (COVID-19 and Economy of Japan) will be the same.

Here are the next dates and topics:

10th June: COVID-19 and the Economy of Japan and Digital & IT

17th June: COVID-19 and the Economy of Japan and Open Innovation

24th June: COVID-19 and the Economy of Japan and Life Science

All webinars will start at 10:00 AM (Swiss Time)/ 5:00 PM (JST).

Registration is not yet open. Please check our website a few days before the start of the webinars.



INVESTING IN JAPAN

OPEN THE DOOR
TO SUCCESS IN JAPAN

When Museums help us to remember the good practices

活動

ACTIVITY

The Red Cross Museum exhibited its great collection of posters in a temporary exhibition that ended with the Covid pandemic (continued for a while online). From May 11 on, museum are authorized to reopen. Since May 18, visitors can enjoy a new temporary exhibition called Covid-19 and Us in collaboration with the agency Magnum Photo.

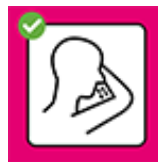
During the lockdown, museums have been quite active. The Red Cross Museum offered, for instance, activities for children publishing black and white posters from their past exhibition for children to colour. The posters were carefully selected to show the di-

versity of the world and to be in line with the exceptional situation we are going through. Teachers and parents could use the poster as a pedagogic support for discussing the situation with their children.

The first poster could not have been more adequate!

The poster was used by the Japan Red Cross Society in 1925 to remind people to cover both their mouth and nose when coughing.

The black and white version can be download in a PDF by following this [link](#).



Undoubtedly more elegant than our modern pictograms.



Copyright: Red Cross Museum

Japan and Switzerland lifting additional Covid-19 related restrictions

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TREND

Japan

On May 25, the Government of Japan has lifted the state of emergency. Thanks to the epidemiological positive evolution in May, the Government could lift the state of emergency in Tokyo and four other prefectures one week earlier than initially planned.

This is an important step to progressively return to normality.

At this point inbound restrictions are still in force. Nationals from many countries including Switzerland are currently not authorized to enter in Japan. Japanese nationals returning to Japan need to self-

quarantine for two weeks at home and are not authorized to use public transports.

Switzerland

On May 27, the Federal Council has presented the third step of the de-escalation strategy. Thanks to the good situation:

- Groups of up to 30 people will be authorized from May 30.
- Tourism industries and leisure activities can resume business from June 6.
- For restaurants, tables of more than 4 people are authorized from June 6, but one person

needs to give his/her name and phone number.

- The 2-meter distance (or protection) between the tables remains in force.
- Application for working permits from EFTA and EU citizen can be submitted starting from June 8.
- Free movement will resume with France, Germany and Austria as scheduled from June 15.
- From June 15 to July 6, free movement should be progressively resumed with all EU and EFTA countries.

A brief history of masks

The history of masks shares some similarities with that of hand washing. In both cases, people intuitively understood that it could protect us in some specific cases without being able to explain the reason correctly.

One of the first historically attested uses of a mask as a protection tool dates back to the very beginning of the roman empire. Pliny the Elder reported in its “Natural History” (70-79 AC) that workers processing “minium” (lead tetroxide) covered their faces with pig bladders. The bladder was translucent enough to let them see what they were doing but prevented them from inhaling the highly toxic small lead particles.

This seems to be the first written source of mask use that we have, but it is likely that the use of a protection against dust or other particles started earlier and not only in Europe.

During the middle age and until the late 19th century, the dominant



The Beak Doctor during the roman plague. Dutch engraving from 1656



From left to the right: Prime Minister Abe, Health, Labour and Welfare Minister Katō and Chairman Omi from Advisory Covid Committee

miasma theory resulted in the use of a mask to protect against the “bad air” that could transmit disease. The miasma theory was elaborated by the ancient Greek doctor Hippocrates.

For the first time, a theory rejected divine or magical influences on the spread of disease. Diseases were then thought to start and spread because of “bad air.”

Hippocrates' theories had a major influence on the world. The concept of miasma was the dominant explanation for epidemics from Europe to China.

The epidemics that affected humanity, century after century, were thought to supposedly be related to bad air and not to the germs that had not yet been identified.

During the middle ages in Europe, those who took care of sick people or dead bodies resulting from an epidemic had the idea to use a mask to “purify” the bad air.

The purpose of the long “beak” shape of the “plague mask” was to fill it with purifying plants and sometime even small fires. The sinister mask could work as a filter.

The mask and protective clothes were intuitively a smart idea, but missed the actual cause. For the plague, the vector was fleas and similar parasites.

It was only with the discovery of germs that miasma theory was eventually replaced by the germ theory of disease after 1880.

Soon, in addition to washing their hands, physicians and surgeons started to wear facial masks to avoid transmitting germs when caring for patients.

Today, surgical masks are subject to international standards (as ISO 13485). Those masks are mostly meant to prevent the wearer from transmitting germs, but do not filter the air that is inhaled. For this purpose, FFP grade masks are necessary.

文化

CULTURE

革新

INNOVATION

The startup Technis reacts quickly to help tackle the Covid pandemic

Technis is a startup founded in 2015 located in Canton Vaud. The company has developed a counting technology to improve crowd management. Developed by 12 engineers of the EPFL, Technis' technology combines a high precision sensitive surface and artificial intelligence.

Installed at key points, the sensitive surface and the AI will count the number of people walking on the surface.

Thanks to the system, you know in real time how many people are inside. It is also possible to precisely identified the rush hours.

Technis' products are non-intrusive counting systems and are already used by big entities and trade fairs such the CERN or the French Salon de l'Agriculture.

Technis managed to quickly adapt its technology to help shops and businesses to comply with the current necessary sanitary measures.

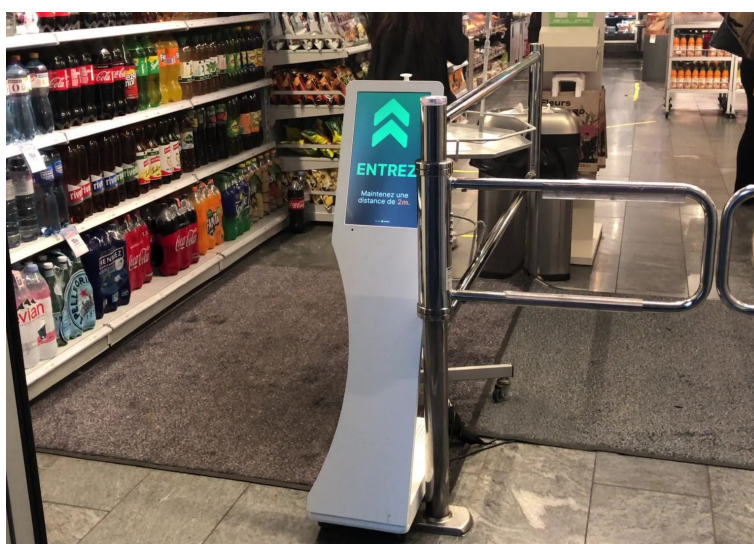
Many countries, including Switzerland, have indeed introduced a maximum number of customers allowed inside of shops. We all have seen employees counting and regulating the number of customers. The startup has developed "Technis Stop&Go," pairing their counting system with an interactive display.

This solution is easy to install in any shop and does not require the

presence of an employee at the entrance. It is also easy to understand for the customers, using the well-known green and red colours.

The company is also active in the medical field with Technis Care, which is highly effective in detecting falls and increasing the response time.

Check [Technis website](https://www.technis.ch) for additional information.



Technis Stop&Go at the entrance of a shop.

Copyright: Technis

Agenda

活動

AGENDA

- ✓ JETRO Webinars on May 28th, and June 10th, 17th and 24th. Topics: Situation in Japan, AI, Digital & IT, Open Innovation and Life Science Information [here](#) and on the first page of this newsletter

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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