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革新

INNOVATION

## CES 2022 Innovation Award Winners

Six Japanese startups have been awarded at the largest consumer electronic event worldwide.

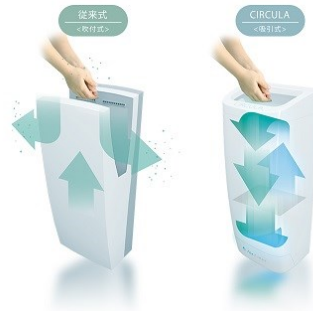
The Consumer Electronic Show (CES) in Las Vegas, is the largest tech event in the world. This is also true for the digital format implemented in 2021 and 2022 because of the pandemic. Over 2000 companies have attended, including 700 startups. Among them, [52 Japanese startups attended the J-Startup Pavilion](#) with the support of JETRO.

The J-Startup program promotes Japanese startups worldwide. It is jointly operated by JETRO and the Ministry of Economy, Trade and Industry.

*CES 2022 Innovation Award Winners*

While all represented companies have already shown great qualities, six of them have outperformed this year, winning a CES 2022 Innovation Award in different categories (Health & Wellness, Wearable Technologies, Smart Home, and Drones & Unmanned Systems).

JETRO is pleased to highlight those brilliant companies as representative of Japan's innovation and entrepreneurship.

 **J-Startup**


Circula hand dryer is more hygienic

*Air Labo*

Air Labo Co., Ltd. is located in Tokyo and was set up in 2014.

The company won a CES Innovation Award in the category Health & Wellness, thanks to its main product, the Circula, a compact hand dryer with a suction system. With normal hand dryers, there is always the possibility that droplets of water and germs are spread in the room because of the strong flow of air.

Air Labo has solved this problem with a unique design and suction system.

Circula has no risk of droplets or spreading germs. It comes with a HEPA filter and a powerful, yet quiet, engine.

For any inquiries, the company can be contacted using [the form on their website](#).

*Fairy Devices*

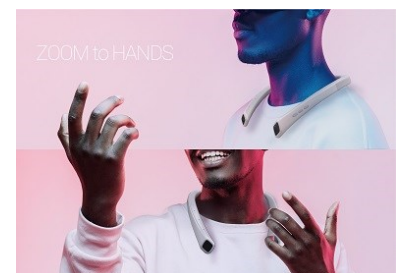
Fairy Devices Inc. is located in Tokyo and has won three Innovation Awards (Wearable Technologies, Streaming, and Digital Imaging/Photography), thanks to Linklet. Linklet is a highly sophisticated wearable camera worn around the neck. It allows the vision of the user to be shared in 4K quality.

While the wearer performs tasks, the viewer can follow them from a first-person standpoint. The company showed several examples of how it can be useful for lessons, guided maintenance, shopping, tourism, etc.

Linklet is equipped with a 4K ultra-wide angle camera, 5 microphone array, and LTE sim-card compatibility. This allows excellent video/audio quality, as well as portability.

Check their [website for](#) inquiries.

(continued on page 2)



Linklet, a new way to share

## CES 2022 Innovation Award Winners

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(continued from page 1)

### *Light Touch Technology*

Light Touch Technology Inc. was established in 2017 in Osaka.

The company has developed a blood glucose sensor without needles. Diabetes requires a regular and accurate measure of blood glucose level. Usually, a needle is used to take a drop of blood from the finger. The method can be inconvenient, sometimes resulting in less regular controls.

LTT's sensor uses laser technology to accurately measure the blood glucose level in just 5 seconds, by putting your fingertips on the lens. The device can be connected to your smartphone to keep a history of your measurements.

The company has developed two devices. The first one is the Mobile Blood Glucose Sensor. A portable device for individual usage.

The second one is the Carbo Health Monitor. A stationary-type device that can be used in different places such as pharmacies, public offices, and fitness centers. In both cases, the needleless technology makes them faster, painless, safer, and eco-friendly.

[Visit their website](#)



Both LTT devices

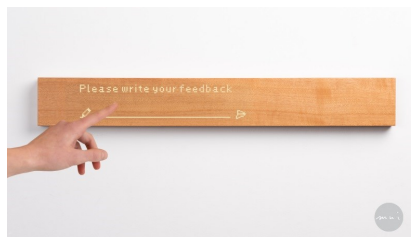
### *mui Lab*

mui Lab, Inc. is located in Kyoto and makes harmonious digital living possible.

The company provides a digital framework for the implementation of calm technology. mui Lab also provides support to stores and facilities to provide a calmer way for people to interact with digital information.

Remarkably well done, the mui Board is a wood-based digital panel, easy to integrate in a harmonious way.

Providing both services and devices, the company can improve the digital experience of the customer. More information on [their website](#).



An example of mui board's usage

### *Piezo Sonic*

Piezo Sonic Co., Ltd. was established in 2017 in Tokyo. The company has developed a delivery autonomous robot called Mighty-D3. The company won an award in the category Drones & Unmanned Systems.

The Mighty-D3 is the next generation of logistics management, thanks to its autonomous driving mobility. It can be used in any facility, shop, warehouse or office. It can handle floors, irregularities, stairs, and obstacles. It can also be equipped with additional features,



The Mighty-D3

such as a robot arm or security camera.

More information and details on the usage on [Piezo Sonic's website](#).

### *Quantum Operations*

Established in 2017 in Tokyo, the company has been awarded for its wristband that can track before and after meal glucose level changes. This newly developed feature helps diabetic patients to monitor the progression of the disease.

This is another needleless technology for diabetic patients, but for a slightly different use. The wristband allows a continuous measurement of the glucose level. No interaction is necessary. This is especially adapted for children for whom this device has proven useful.

Additional information on [Quantum Operations Inc. website](#)



Quantum Operations' wristband

## Prime Minister Kishida took part at “Davos Agenda”

On January 18, 2022, Prime Minister Kishida attended the virtual event Davos Agenda.

PM gave a speech on the current economic and sanitary circumstances in Japan and addressed Professor Schwab's questions.

Mr. Kishida explained his concept of “new capitalism” and why it is necessary.

We are in an era of paradigm change. Humanity has gone through such times before. Today we are facing multiple historical challenges: climate change, digitalization, geopolitics and geoeconomics tensions as well as increasing inequality, which is threatening our societies, he explained.

Democracies must address those issues as they rely on a solid middle class.

Economically, the Prime Minister believes in public-private partner-

ships. It is a twin-engine able to achieve growth and distribution based on investments and shared added value.

Among the questions asked by Professor Schwab, there was one regarding the reopening of Japan, to which Mr. Kishida answered that he understands the importance of visiting Japan, both professionally and privately. He was reluctant to

give any date, as the current Omicron wave is causing some concerns, but the perspectives are relatively good. Japan has one of the highest vaccination rates and is willing to resume normal activities as soon as the situation allows.

The full transcript of the speech is available [here](#).

The video can be watched on the [WEF's website](#).



Professor Schwab discussing with Prime Minister Kishida on January 18, during the Davos Agenda

行事

EVENT

## The BOJ expects higher inflation but not enough for a change

The Bank of Japan revised its forecast regarding inflation but not enough for a change in the current ultraloose monetary policy. While rapid increases in energy prices and raw materials are fueling the inflation in many major markets, Japan will be far less affected than elsewhere. The central bank expects inflation to temporarily reach about 1.5% in the first half of 2022. We may even be temporarily close

to 2% (year-on-year), the official target.

However, as discussed during the meeting of the board, this inflation is currently more likely to be temporary and with limited impact.

Indeed, Japanese companies tend to absorb additional costs instead of risking the loss of customers by increasing prices. Because prices do not increase, neither do salaries.

Ideally, a 2% inflation should lead to an increase in salaries, which should result in higher domestic consumption and hence better sales for companies.

This is expected to happen at the end of next year. In the meantime, the bank will closely monitor the situation.

Source: [Bank of Japan](#)

動向

TREND

## 分析

ANALYSIS

## Fixing Japan's economic and social challenges by investing into youth

In the framework of the Davos Agenda, the World Economic Forum has published an interesting article in cooperation with the Japan Time.

The article echoes some of the priorities of the government for which JETRO has an important role to play.

Titled "Japan must restore trust in the future among youth – here's how", the article summarizes some of known challenges of the country such as a rapidly ageing society and stagnation of salaries. The author lists three main areas of improvement.

### 1. Investing in youth

Japan already has an excellent educational system, but there is always room for improvement. One aspect that must be considered is re- and up-skilling workers as technologies progress so quickly. The private sector must be more proactive in this regard.

### 2. Generating good jobs

Good jobs mean that Japanese companies must be more competitive abroad while the domestic market shrinks. Diversity and better inclusion of women in the workforce are essential. Family-friendly workplace are critical to retain talent.

### 3. Making healthy and productive longevity a reality

By 2040, 36% of the Japanese population will be over 65 years old. Japan is and must continue to be pioneer in healthcare and eldercare innovation as well as integration of the elderly into the workforce.

Interesting to mention that several challenges and ideas are applicable to Switzerland too. The [full article is accessible on the website of World Economic Forum](#), and it is worth reading.

## Agenda

## 活動

AGENDA

- ✓ Swiss Open Innovation Webinar - Innovation and digital health in Western Switzerland  
February 16, 2022 - 9:00-10:15 (CET)  
Co-organized by: JETRO, the Greater Geneva Bern Area (GGBa), and the Canton Neuchâtel's Service of Economy  
Target audience: Japanese companies looking to collaborate with Swiss start-ups and Swiss institutes (other companies can join too)  
Japanese/English (simultaneous translation)  
The detailed program is available on our [website](#).  
Registration: [https://www.jetro.go.jp/form5/pub/swg/digital\\_health](https://www.jetro.go.jp/form5/pub/swg/digital_health) (deadline February 14th, 2022).

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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