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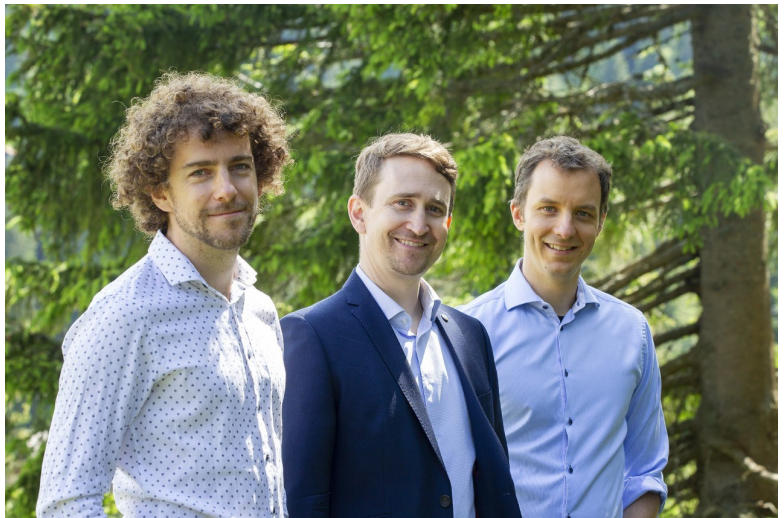
In November 2021, we interviewed Yokogawa Innovation Switzerland, a recently created subsidiary located in the Basel area focusing on innovative and sustainable technologies. The company has invested in several European startups, including the Swiss one, Bloom Biorenewables.

We contacted this extremely promising company and discussed how their technology will help us to reduce our dependence on petrol.

Can you introduce Bloom Biorenewables?

Bloom Biorenewables is a Swiss science-driven company at the forefront of the global transition to a circular bioeconomy. Having received funding from sources, including Bill Gates's clean energy fund, Bloom Biorenewables turns residue biomass into sustainable alternatives to petroleum for many industries, such as fragrances, materials, plastics or fuels.

The company makes biomass a true alternative to petroleum by offering sustainable products which combine cost-competitiveness and high performances.



The three founders from left to right: Dr. Florent Héroguel, COO, Dr. Remy Buser, CEO, Prof. Jeremy Luterbacher, board member.

What are bio-based materials, and how are they used?

Most of the products of our daily life, from plastics to cosmetics, are made from carbon. Today, we are still using 14% of each crude oil barrel as a source of carbon to make these products, in a linear economy, adding CO₂ to the atmosphere. In bio-based materials, biomass is used as a renewable source of carbon, enabling the manufacturing of these objects without using a single drop of petroleum. While bio-based materials have been associated with low performances or high costs, Bloom is aiming to offer sustainable solution with no compromise on quality and price.

What is your added-value?

Bloom's patented stabilization technology consists in the addition of a single ingredient during biomass processing to prevent undesired degradation of plant-based products.

This strategy reveals the hidden value of plants and improves profitability of bio-refineries by unlocking access to high-value markets.

Bloom provides sustainable and cost-competitive substitutes to petro-derived products in markets such as fragrances, materials, plastics or textiles.

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Making biomass a true alternative to petroleum

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会見

INTERVIEW

(continued from page 1)

As a fast-growing company, what are your priorities when you look for new partners?

We are looking for agile partners with the ability to match the pace of our fast development. Also, we always ensure that we share the same vision: we understand that our customers are for-profit entities, but profitability should not be at the expense of sustainability. Finally, we specifically look for synergies where partners wishing to benefit from Bloom breakthrough technologies bring new expertise in return.

You recently signed a partnership with Yokogawa, a leading company in Japan and Asia. Are those markets important to you?

Yes, Asia is a very important market and has as well a high potential for industrial partnerships.

What are the next steps for Bloom?

Bloom currently operates a pilot plant to validate the maturity of its technologies and associated markets. The team will open a Series A financing round in Q1 2023 to initiate the operation of a demonstra-

tion bio-refinery which will validate Bloom's disrupting concept at the industrial scale.



Bloom's patented technology prevent undesired degradation of plants-based products.

COVID measures: latest development in Switzerland and Japan

動向

TREND

Switzerland lifted most measures mid-February. The COVID ordinance will expire at the end of March meaning that the obligation to wear masks on public transport and in medical institutions, as well as the 5 days isolation for infected people will end too.

Switzerland will be back to the normal situation from April 1st. Cantons are free to take some

measures if they want to.

For Schengen states, Japan is still considered to be a risk country. Hence, non-vaccinated travelers from Japan are not permitted to enter Switzerland. Vaccinated ones can.

In Japan, the situation has not changed since February 27. Foreign travelers are now authorized to

enter the country for non-touristic reasons. This applies to short stays (like business trips) or long stays, work or student visas.

Vaccinated people with the booster must have a short 3 days quarantine.

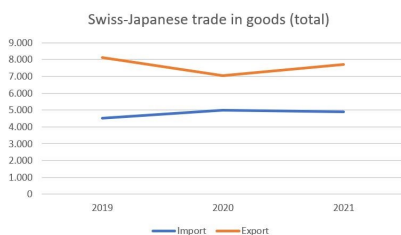
All details are available on the [Ministry of Foreign Affairs' website](#)

Trade between Japan and Switzerland close to the pre-crisis level

Trade in goods between Japan and Switzerland has been affected by the pandemic. Swiss exports to Japan have plummeted in 2020 (13.3%) down to CHF 7 billion compared to 8.13 for 2019.

In 2021, they recovered well (9.4%) up to CHF 7.7 billion without reaching the pre-crisis level.

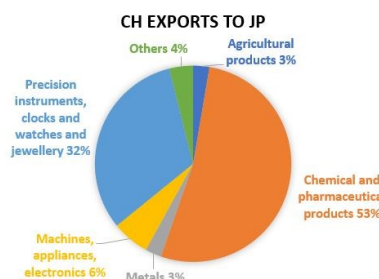
While Swiss exports to Japan decreased, imports have increased which is almost a unique case among Swiss major trade partners. From CHF 4.5 billion in 2019, Japanese exports have increased to nearly 5 billion (+10%), before contracting slightly in 2021 (-1.9%) to just under CHF 4.9 billion.



Two reasons mainly explain this important increase amid a global crisis. Switzerland has important pharmaceutical and medical goods, either as components for its own production or as sanitary equipment.

The second reason is the increase in value of precious metals, especially gold. Switzerland refines gold from all over the world. When the price of gold increases, the imports mechanically increase even if the quantity is similar.

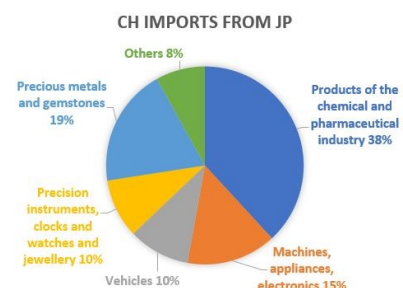
Most Swiss exports to Japan are chemical and pharmaceutical goods



(53%) and precision tools, watches and jewelry (32%). To be noticed is that agricultural products are a small but growing share with 3%.

Swiss imports from Japan are more diversified. The bigger share is made from chemical and pharmaceutical products (38%), followed by precious metals (19%). The top 5 is completed with machines and electronics (15%), vehicles (10%) and precision instruments and watches +10%

Source: Swiss Customs



分析
ANALYSIS

The mascot of the Osaka 2025 World Expo has been chosen

Yamashita Kohei has designed the mascot that has been chosen to represent the Osaka 2025 World Expo. His idea was to keep it simple. He took the logo and associated it with water, an element with which the city of Osaka is associated.

Like water, the mascot can change form and yet remain identifiable.

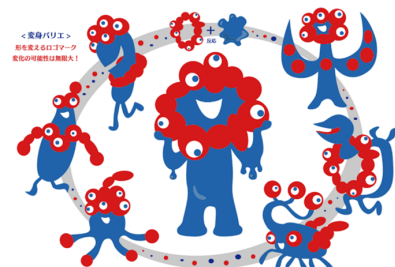
As described:

“The logo is alive, but it has always wished to change. Then one day, the logo came across a body of pure water and gained the ability to change into many different forms. And so, it keeps changing every day so it can be a better version of itself. As long as you have the power to imagine, the possibilities for change are infinite.”

Osaka is arguably one of the most dynamic cities in the world; a

changing mascot is a perfect match.

Source: [METI](#)



The Mascot is a combination of the logo (red) and the water element.

動向
TREND

Japan Challenge for Society 5.0 - Accelerate Innovation with Japan

革新

INNOVATION

JETRO held the Japan Challenge for Society 5.0 back in 2021. After a reviewing process, 15 foreign startups have been identified as having a strong protentional for succeeding in Japan.

In total, 45 foreign companies participated in one of the three challenges: Environment friendliness, Labor Shortage & Improving Productivity, and Smart & Resilient Japan.

In a last round of selections, a happy few will be awarded to receive intensive virtual support by JETRO as well as an invitation to visit Japan for business matching purposes with Japanese companies and municipalities.

The 15 companies represent the best of innovation of Europe, North America, Israel, and Turkey.

Some ideas are very original, such as [Flying Whales](#), which wants to reintroduce a dirigible balloon that lifts heavy weight using minimal energy and is able to access difficult locations.

The company [BYSTAMP](#) has developed a device and software making it possible to stamp a pdf and other digital documents.

The full list of the companies is available on [JETRO's website](#). We hope this will both inspire other startups in the way they perceive the Japanese market and also reach established companies looking for innovative partners.



Credit: Flying Whales

Agenda

活動

AGENDA

✓ Stay tuned!

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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