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INTERVIEW

A positive impact through sustainable and healthy food practices

Interview with Azusa Kozma, Director, and Haruno Sakurada, managing member at *Japanese Food for GOOD Sàrl*

Dedicated to being environmentally conscious from production to delivery, Morges-based company *Japanese Food for GOOD Sàrl* is committed to providing healthy and natural Japanese food and cooking ingredients like miso to their customers. They prioritize local ingredients to minimize food mileage and aim to make a positive food impact on society through sustainable and healthy food practices.

Japanese Food for Good Sàrl, with its brand [SWISSMISO](#) and its corporate philosophy of creating a better world through Japanese food, providing healthy and natural options, and using ecological packaging, is well positioned to contribute to the growing demand for high-quality Japanese food and ingredients in Switzerland.

For this issue of our monthly newsletter, we are excited to bring you an interview with Ms. Azusa Kozma, Director, and Ms. Haruno Sakurada, managing member of this company, which will hopefully offer valuable insights into the company's unique approach and its impact on the Swiss market.



Miso made by the team at *Japanese Food for GOOD Sàrl* ©SWISSMISO

What inspired the creation of your company, Japanese Food for GOOD, and what sets you apart from others on the Swiss market?

A passion for traditional Japanese flavors and a commitment to promoting wellness inspired the establishment of the company that created the "SWISSMISO" brand. Firstly, we'd like to emphasize that the market for locally produced miso in Switzerland is extremely limited. The miso available in supermarkets is mass-produced and imported. We operate in a niche market.

Can you provide us with an overview of your products and what role do local ingredients play in your products?

Our product line includes a varie-

ty of miso pastes, each with distinct flavors and characteristics. From classic white miso to robust red miso, our range caters to diverse culinary preferences. We also offer specialty miso blends that incorporate local Swiss ingredients, providing a fusion of Japanese tradition and Swiss terroir. We offer garlic miso and yuzu miso, both crafted using locally sourced black garlic and yuzu. An essential point is that our miso is primarily made from locally sourced organic soybeans obtained from nearby farms, Swiss salt and Italian rice (due to limited Swiss rice production), emphasizing our commitment to quality ingredients and regional partnerships.

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会見

INTERVIEW

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How do you incorporate traditional Japanese methods into your production process?

We commence our miso production by carefully hand-crafting the “koji”, the primary ingredient in miso. We emphasize natural fermentation and take enough time to produce a rich umami flavor. When it comes to tradition, there are miso made with pumpkin, chickpeas etc., our focus is on the pursuit of traditional Japanese miso types made with soybeans and rice.

Where do you sell your products?

Our products are available for purchase through our online store, ensuring accessibility for customers throughout Switzerland. We have approximately 40 sales shops, mainly situated in the French-speaking region. Furthermore, you can enjoy our miso cuisine in 16 nominated restaurants (Michelin / Gault et Millau) across the country.

What are the health benefits associated with consuming your products and how do Swiss customers use them?

Our artisan miso is a natural source of probiotics and rich in essential nutrients. Customers appreciate the health benefits, including improved digestion and enhanced immune function. They find delight in the fact that our products are not pasteurized, allowing them to fully experience the benefits of miso. Our miso can be used in a variety of dishes, from traditional Japanese soups to creative European-inspired recipes. Many customers enjoy incorporating miso into salad dressings, marinades, and using it as a condiment to enhance flavor. Surprisingly, some even include it in desserts for a unique umami boost.

What future plans do you have for your company?

Looking ahead, we aim to gradually extend our reach throughout the entire country and potentially explore EU markets. We're committed to ongoing innovation and are actively engaging in partnerships with local farmers and key players in the industry. Our long-term



Production going on in full swing! ©SWISSMISO

goal is to become a leading provider of authentic and sustainable Japanese products, cultivating a profound understanding of the fusion between Japanese and European culinary tradition.

Thank you for the interview!

For some inspiration, you can click [here](#) for recipes involving the use of miso.

[Japanese Food for GOOD Sàrl](#) also offers a wide range of workshops and activities for families, children, and adults in the Lake Léman area. For more information, click [here](#).

Switzerland abolishes industrial tariffs

Switzerland has made a significant trade policy decision by abolishing import duties on industrial products, effective from 1 January 2024. This move is expected to result in direct savings, less administrative work for importers, and lower prices for a wide range of products.

This decision, which is estimated to bring a total annual gain of over CHF860 million, is aimed at reducing costs for consumers and manufacturers and improving Switzerland's standing as a business and industrial hub. According to the State's Secretariat for Economic

Affairs (SECO), the elimination of industrial tariffs is expected to streamline trade relations, increase the competitive standing of Swiss companies, and enhance their productivity both domestically and internationally. It also reflects Switzerland's commitment to trade facilitation and reducing prices for consumers. However, it is important to note that agricultural products, fishery products, and certain industrially produced agricultural inputs are not classified as industrial products and will still be subject to customs duties when imported into Switzerland. The

decision to abolish industrial tariffs was approved by the Swiss parliament in October 2021 and is part of a broader effort to simplify the country's tariff structure and reduce administrative burdens for companies. The government's commitment to eliminate these tariffs without implementing measures to compensate for the loss of customs revenue underscores its confidence in the positive overall effects of this policy change. Further details about the abolishment of industrial tariffs can be read [here](#).

Source: [admin.ch](https://www.admin.ch)

動向

SITUATION

World Economic Forum (WEF) 2024 in Davos

The 54th World Economic Forum (WEF) took place in Davos from 15 to 19 January 2024. Under the theme of "Rebuilding Trust", some 2'800 participants from different fields, including several heads of states and high-ranking government officials attended this annual event in the Swiss alps.

The discussions this year were heavily influenced by ongoing conflicts in Ukraine and Israel/Palestine. Swiss President Viola Amherd, in her opening speech, emphasized the need to rebuild trust, aligning with the WEF's motto, by promoting open exchanges, reaching compromises, and working together towards mutual goals. She also highlighted the importance of strengthening partnerships and alliances to address global political, economic, and ecological challeng-



Swiss President Viola Amherd during her WEF opening speech ©Keystone/Gian Ehrenzeller

es. Switzerland's active contribution to building trust was underscored, with President Amherd and other Federal Councilors engaging in various meetings to discuss bilateral relations, security in Europe and the Middle East, and economic developments. The emergence of artificial intelligence (AI) was another significant focus of the WEF, marked by the official opening of the [AI House](#) in Davos and the announcement of the [International Cybersecurity and Artificial Intel-](#)

[ligence Network \(ICAN\)](#) by the Swiss Federal Department of Foreign Affairs (FDFA), ETH Zurich, and EPFL. These initiatives support advancing Switzerland's position as a leading player in AI research and development. Prior to the WEF, two high-profile visits to Bern further enhanced Switzerland's diplomatic success: Ukrainian President Volodymyr Zelenskyy's visit focused on a peace formula for the ongoing conflict, leading to Switzerland's agreement to organize a high-level peace summit in Geneva. Additionally, Chinese Prime Minister Li Qiang's visit centered on economic relations, including discussions on visa policies and the modernization of the Free Trade Agreement (FTA) between China and Switzerland.

Source: [World Economic Forum](https://www.weforum.org)

分析

ANALYSIS

革新

INNOVATION

Japan plans to dispatch solar-powered 5G mobile base stations

Japan is set to launch solar-powered, flying 5G mobile base stations, known as **high altitude platform stations (HAPS)**, in 2025. This technology aims to provide wider network coverage using unmanned vehicles flying in the stratosphere.

The recent adoption of Japan's proposed frequencies as the global standard at the **World Radiocommunication Conference** in the United Arab Emirates in November-December 2023 paves the way for the commercial feasibility of this technology. The project is expected

to address the challenge of low internet coverage in remote areas, particularly in parts of Africa, by overcoming the difficulty of setting up ground-based stations in these regions.

Japanese telecom companies are making significant strides in the development and demonstration of 5G and HAPS technologies: **Softbank Corp** successfully tested its proprietary 5G technology in Rwanda in September 2023, marking a historic moment as the first publicly announced delivery of 5G

connectivity from the stratosphere. Additionally, NTT has partnered with satellite broadcaster **Sky Perfect JSAT** to offer HAPS-based services.

Plans to offer aerial vehicles, telecom equipment, and operational management as a package are being discussed. The technology is also expected to be demonstrated at the **World Expo 2025** in Osaka.

Sources: [Interesting Engineering](#); [Nikkei Asia](#)

活動

ACTIVITY

JETRO debuted new pitch stage and events at CES 2024

JETRO debuted a new pitch stage and events at the Consumer Electronics Show **CES 2024** in Las Vegas, featuring 30 Japanese startups. The theme of this year's Japan

(J-Startup) Pavilion was "Organized Chaos" and JETRO sponsored it for the sixth year. Thanks to the introduction of new events and a pitch stage, visitors could

witness the innovative ideas of Japanese start-ups.

Sources: [JETRO USA](#); [Business Wire](#)

Agenda

活動

AGENDA

- ✓ J-Bridge Online Seminar: Exploring Opportunities for Collaboration with the Battery Ecosystem in Western Switzerland

Online seminar co-organized by JETRO Geneva and Greater Geneva Bern area (GGBa)

8 February, 9am - 10am (Swiss time)

Program and registration [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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