

Inside this
issue

“The Appeal of Switzerland is still not well known in Japan” 1

Key Findings of JETRO’s 2023 Survey on Japanese Affiliated Companies in 2

EHCR Ruling: Switzerland’s Climate Policy Violates Human 2

Japan Increases Investment in Chipmaker Rapidus 3

会見

INTERVIEW

“The Appeal of Switzerland is still not well known in Japan”

Interview with Susumu Tanaka, new Director General at JETRO Geneva

We at JETRO Geneva are pleased to introduce our new Director General, Mr. Susumu Tanaka, who took office in May succeeding Mr. Shiro Takegami who returned to Japan after almost three years in Switzerland. Mr. Tanaka has been working for JETRO for over 30 years.

Mr. Tanaka, could you please introduce yourself to our readers?

My name is Susumu Tanaka, and I have been appointed as the Director General of JETRO Geneva. This is my fifth time working at one of JETRO’s overseas offices. I was stationed in Douala (Cameroon), Paris (France), and twice in Brussels (Belgium). Apart from working in Cameroon and France, I have spent much of my time collecting and disseminating information related to EU regulations and business and coordinating work in the planning department. Before moving to Geneva, I was a senior economist and was involved in cross-regional research on business and human rights and green areas such as decarbonization.

Is this your first position as Director General abroad?

It has been a long time since I last held the position of director general at one of our organization’s overseas offices. My previous tenure in this role was when I served as the director general of the JETRO Douala office in Cameroon. Concurrently, I also oversaw operations as the director general of the JETRO Algiers office in Algeria when I was based in Paris.



Before assuming his position as the new Director General at JETRO Geneva, Susumu Tanaka worked as a senior economist.

What are the key priorities and goals you will focus on during your time as Director General of JETRO Geneva?

I am very happy to have been appointed as Director General of JETRO Geneva Office in 2024, which is the 160th anniversary of the establishment of diplomatic relations between Japan and Switzerland. I would like to make three points regarding the future activities of the JETRO Geneva Office. First of all, I would like to continue to focus on promoting investment by Swiss companies in Japan and collaborating between Japanese and Swiss companies, which is one of JETRO’s main activities. Secondly, I will work to find buyers for promoting the export of Japanese food products. Regarding the third point, more than 15 years ago, JETRO’s business media featured Switzerland in a special feature on countries with high per capita GDP, but the appeal of Switzerland is still not well

known in Japan. I think there are some unique initiatives and business ideas, so I would like to disseminate new information and disseminate it.

How do you think JETRO can be a positive force in further developing the already excellent bilateral ties between Japan and Switzerland?

My experience to date has centered on following-up on Japan-EU relations. From now on, I will contribute to the promotion of trade and investment between Japan and Switzerland while learning about existing relations, including the Japan-Switzerland Economic Partnership Agreement. I hope that you will continue to use JETRO’s services.

What do you look forward to the most during your stay in Switzerland?

I never imagined living in Switzerland until recently, but I am looking forward to interacting with many people from Swiss and Japanese companies through my work. In addition, I am aware that there are many scenic spots such as lakes and mountains, and I am looking forward to visiting many scenic spots during my stay in Switzerland.

Thank you for the interview!

Key Findings of JETRO's 2023 Survey on Japanese Affiliated Companies in Europe

動向

TREND

Under the theme of "Moving toward recovery and expansion while responding to the situation in Ukraine, green regulations, and other issues", JETRO recently published its survey on Japanese affiliated companies in Europe.

The purpose of this survey was to analyze activities of Japanese-affiliated companies based in Europe and provide the results to Japanese companies and policymakers. 1457 companies in 14 Western European (including Switzerland) and 9 Central and Eastern European countries were selected through JETRO's extensive overseas office network to fill out an online questionnaire from 1 to 25 September 2023.

The key findings of the survey highlight the following: The ongoing conflict in Ukraine continues to have an impact on Japanese-affiliated companies' businesses in Europe in a major way and was identified as the biggest operational challenge by 55.4% of respondents.

Inflation, mentioned by 53.4%, was also identified as a serious operational challenge. In terms of EU policies and regulations, green initiatives were at the center of attention. CBAM ("Carbon Border Adjustment Mechanism"), whose transitional phase started in October 2023, was the most impactful topic. Other topics that were deemed important in this regard were the Corporate Sustainability Reporting Directive (CSRD) amending the Non-Financial Reporting Directive and the Vehicles Emissions Targets of CO2. Regarding net-zero emission technologies that respondents were interested in as business opportunities, "battery/storage technologies" were identified as the most promising (47.0% of respondents across all the industries chose this option), followed by "solar photovoltaic and solar thermal technologies" (34.6%) and "electrolysers and fuel cells for hydrogen production" (30.5%). Most respondents forecast that their businesses would likely expand in the coming years.

61.7% of respondents indicated that they were making specific efforts toward **decarbonization**, indicating a year-on-year increase of 21%. Among manufacturing companies, 77.2% said they were implementing initiatives to tackle direct greenhouse gas emissions by business themselves. Meanwhile, among the companies in non-manufacturing, 41.8% reported that they were implementing initiatives aiming to achieve the targets of decarbonization efforts. Overall, decarbonization efforts addressing the movement of people and goods appeared to be commonplace irrespective of industry, but the legal and regulatory adaptation remains a major challenge.

The full summary of the survey can be found by clicking on the link below.

Source: [JETRO](#)

ECHR Ruling: Switzerland's Climate Policy Violates Human Rights

動向

SITUATION

On 9 April 2024, the European Court of Human Rights (ECHR) has delivered a landmark ruling, finding that Switzerland's inadequate climate policies violate human rights.

The case was brought by the *Swiss Climate Seniors Association*, a group of elderly women, who argued that Switzerland's failure to effectively combat climate change infringed on their rights to life and privacy. In its ruling, the ECHR found that Switzerland has not implemented sufficient policies to tackle climate change as required by the Paris Agreement,

which is part of Swiss law. The court identified "critical gaps" in Switzerland's regulatory framework to address climate change, including the inability to quantify greenhouse gas emission limits and meet past reduction targets. The judgement stated that Switzerland's authorities violated the right to respect for private and family life (Article 8 of the European Convention on Human Rights) by not protecting citizens from the adverse effects of climate change. The ruling is binding, meaning Switzerland must comply by

adopting measures to remedy the violation. While not prescribing specific policies, the court outlined requirements like setting emission targets, carbon budgets and demonstrating compliance with climate commitments for states to fulfill human rights obligations. National courts will now need to substantively engage with scientific evidence on climate change impacts when adjudicating such cases.

Sources: [swissinfo](#); [swissinfo](#), [SRF](#)

Japan Increases Investment in Chipmaker *Rapidus*

Japan wants to become a leading chip production country with high subsidies. The country's Ministry of Economic Affairs has recently announced plans to increase subsidies for the chip start-up *Rapidus* by 33 billion yen (CHF 5.9 billion).

The total amount of subsidies now amounts to 1.2 trillion yen (CHF 7.2 billion) and as a result, Japan is set to overtake the US and the EU in strengthening chip supply chains. While unveiling the plans to allocate more subsidies for the Tokyo-based chipmaker, Japan's Economy Minister **Ken Saito** made clear that Generative AI and autonomous driving are crucial to the competitiveness of Japan's industry. **Hidemichi Shimizu**, who is the ministry's director in charge of semiconductors, assured that more funds would be allocated as needed.

Rapidus was set up in August 2022 by eight Japanese firms - *Kioxia*, *Sony Group*, *SoftBank*, *Denso*, *Toyota Motor*, *NEC*, *Nippon*

Telegraph and Telephone, and *MUFG Bank* with the aim to realize domestic production of state-of-the-art semiconductors. The start-up is currently building a factory for chips with structures of two nanometers, whose demand is expected to increase for use in advanced technologies and have yet to be mass-produced in the world.

Today, only around 10 percent of semiconductors come from Japan, compared to almost half in the 80s. Therefore, the revival of its chip industry plays a key role in Japan's attempt to regain its technological leadership in this industry. Early on, the dependence on foreign suppliers was seen as a disadvantage by the Japanese government in view of the escalating trade war between the US and China. When the country first announced subsidies for chip factories in 2021, it had already secured Taiwanese TSMC as its first investor. In February 2024, Japan



Rapidus, established in 2022, aims to increase Japan's advanced semiconductor manufacturing capacity ©Kiyoshi Ota / Bloomberg

inaugurated the first TSMC factory on its territory, a facility costing the equivalent of 8 billion euros and subsidized at more than 40% by the Japanese government. TSMC also confirmed that it would build a second factory in Japan, again with significant financial backing from the government as well as private companies. The Taiwanese chip production giant is also considering building a third or even fourth factory on Japanese territory in the longer term, according to several press reports.

Sources: [NZZ](#); [Le Temps](#); [The Japan Times](#)

革新

INNOVATION

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>

JETRO
Japan External Trade Organization

JETRO Geneva
80, Rue de Lausanne
1202 Geneva
Phone: 022 732 13 04
E-mail: SWG@jetro.go.jp

日程

AGENDA



©Expo 2025