

Special points of interest:

- The Bank of Japan raised in January its assessment for FY 2010 GDP growth from an initial forecast of 2.1% to 3.3%.
- More than 400 people participated in Japan Night 2011. They enjoyed Japanese delicious foods and drinks, as well as music and dance performances.
- The Swiss-Japan Association for Scientists and Engineers provides two scholarships each year, mainly to students.
- The first world's community-level hydrogen demonstration in urban area was launched on January 15, 2011 in Japan.
- Four exhibitions and several cultural events are being held in Lugano from October 23, 2010, to February 27, 2011.

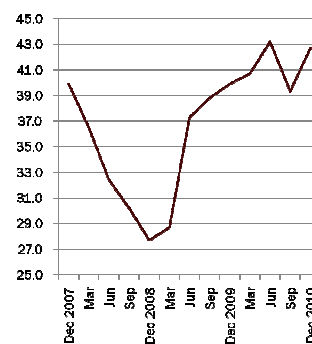
Inside this issue:

Japan's current economic situation	1
Japanese Fine Food Fair in Davos	1 & 2
Made in Japan, sold in Switzerland	2
Association for facilitating Swiss-Japan exchange	3
World's first Hydrogen Town Project	3
Exhibitions of Japan's art in Lugano	4

Japan's current economic situation

According to the Monthly Economic Report issued in January by the Cabinet Office, "although the economic movements appear to be pausing, some movements towards a pickup are seen". The Bank of Japan (BoJ) raised in January its assessment for GDP growth in FY 2010 (ending in March 2011) from an initial forecast of 2.1% to 3.3%. Moreover, indices of industrial production rose in November 2010 1.0% from previous month and 5.8% from previous year to 91.8 (2005=100). Exports continue to stimulate Japan's economy. As stated by the BoJ, "exports are expected to increase moderately again, reflecting the improvement in overseas economic conditions". In December 2010, they rose 13.0% year-on-year to ¥ 6,112 billion. In addition, imports increased 10.6% during the

Consumer Confidence Index (excluding one-person households, seasonally adjusted series)
Source: Cabinet Office



same period to ¥ 5,385 billion. Economic indices also reflect the improvement of the domestic economic situation. The coincident index of business conditions was up 1.7% in November 2010 from a month earlier and up 8.2% year-on-year. However, the total value of machinery orders declined 8.3% in November from previous month. Governmental stimulus actions, including the im-

plementation of the eco-points program, boosted the domestic private consumption. The BoJ changed its forecast for FY 2010 growth of consumer price index from 0.1% to 0.3%. It also expressed its view that deflation will end in FY 2011. The consumer price index was in November 2010 up 0.1% year-on-year. Furthermore, the consumer confidence index rose in December 8.7% from previous month and 7% over the year. Despite these signs of improvement, the employment situation remains severe. The unemployment rate is relatively stable at 5.1% in November 2010. A "Final Intensive Pre-Graduation Support Program" will be implemented to foster the employment of new graduates and reduce the unemployment rate.

Japanese Fine Food Fair in Davos

More than 400 people participated this year in "Japan Night 2011, Davos: Japanese Fine Food Fair". This second edition of the fair took place on January

27, during the Davos World Economic Forum annual meeting, held this year from January 26 to 30, 2011. Japan Night is an opportunity for participants of the

World Economic Forum "to experience traditional Japanese food and culinary culture, in an entirely Japanese atmosphere".

(Continued on page 2)

Japanese Fine Food Fair in Davos

(Continued from page 1)



H.E. Mr. Tadahiro Matsushita,
Senior Vice Minister of
Economy, Trade and Industry



H.E. Mr. Tadahiro Matsushita,
Senior Vice Minister of Economy,
Trade and Industry; Mr. Klaus Schwab,
Founder and Executive Chairman, World
Economic Forum; Mr. Yasuo Hayashi,
Chairman and CEO, JETRO

Japan Night 2011 focused on the theme “Hiraku”, which means “carving a path for the future”. As stated on the invitation letter, “Hiraku symbolizes this aspiration - through making continuous efforts in many fields to carve out a new future, and putting our strengths to use the good of the next generation”.

Following the welcome speech of H.E. Mr. Tadahiro Matsushita, Senior Vice Minister of Economy, Trade and Industry, the Japan Night was opened by the traditional ceremony “Kagami Biraki”, which consists in breaking a cask of sake. It was end by a speech of Mr. Yasuo Hayashi, JETRO

Chairman and CEO.

Participants enjoyed Japanese foods and drinks, including sushis, rice balls, fruits, fruit juices, sake and wines. As claimed by many participants, foods and drinks were “delicious”.

The party took place in a ceremony room with traditional Japanese decorations. According to an invitee, they created a “cozy atmosphere”.

A Japanese musician played “sho”, a Japanese instrument made of 17 slender bamboo pipes. Later on, artists also performed a show with Okinawa’s dance and “shamisen” music. The shamisen is a three stringed instrument similar to a guitar or a banjo.



Kagami Biraki, a traditional ceremony for event opening



Okinawa dance and music with shamisen instrument

Made in Japan, sold in Switzerland

Some Swiss shops and firms sell Japanese products. They do not only import them, but they also adapt their design and marketing so as to meet Swiss customer’s expectations and tastes.

Japanese style casuals in “DeeCee style”

Located near Paradeplatz, in Zurich, “DeeCee style” is a shop selling casuals imported from Japan. The shop’s name is drawn from *DC Brand*, a popular brand name in Japan in the 1980s licensing imported products from the United States. The shop’s name

is also written in Katakana, the Japanese writing system generally used for transcription of words from foreign languages. Why is the product manufactured in Japan? “Manufacturing process and textile quality are excellent in Japan”, answered Marco Manciana, shop’s owner.

The shop is the only one to sell Japanese brands such as, among others, *Edwin*, *Sugar Cane*, *Billionaire Boys Club* and *Nanamika*. But their designs and styles are adapted for European bodies and styles.

“Île Four”, a sparkling sake

Spyglass Trading GmbH is a Swiss firm selling sparkling sake through Internet and retailers (bars and nightclubs).

The sake is imported from a Japanese brewery located in Nara. Île Four is sold in 250 ml bottles, with different colors, representing various tastes (for examples, citrus, peach and plum).

Bottle’s size and designs, and sake’s tastes are tailored for Swiss customers.

DeeCee Style: Talacker 21, Zurich

Île Four: info@ilefour.com



DeeCee style shop



Île Four Citrus

Association for facilitating Swiss-Japan exchanges

The Swiss-Japan Association for Scientists and Engineers (SJA) works to facilitate professional exchanges between Switzerland and Japan.

Founded in 1995, the Association is a network of more than 100 engineers and scientists that have worked in each country – many of whom now occupy key management positions across a range of industries.

Student scholarships

As one way of promoting deeper understanding of the two countries, the SJA assists young engineers and scientists based in Switzerland to work in Japan, and vice versa.

“Professional experience in a foreign country is an important asset in today’s international business environment”, explained Cédric Morel, SJA President since 2009. “As a highly innovative and tech-

nology-driven country, Japan is a particularly attractive to scientists and engineers”.

Mr. Morel speaks from experience: he spent three years in Japan from 1998 to 2001, first as a trainee at Toshiba R&D semiconductors lab and then as Project Manager for Leybold Japan, a German-based technology company.

The SJA provides two scholarships each year, mainly to students. Ranging from CHF 500 to CHF 1,500, the scholarships are sponsored by Japanese companies such as ANA, Nosaki and Canon.

Business networking

The Association also helps companies to connect with highly qualified people having both Swiss and Japanese experience. “For a Japanese company based in Switzerland, there are clear advan-

tages in hiring people who understand both cultures. The same is true for Swiss companies based in Japan”, explained Mr. Morel.

The SJA Job Platform helps such companies, and indeed any company with activities in both countries, to find the right people by forwarding relevant job opportunities to its members and their networks.

“During this year, we will continue to expand our network through the intensification of our relations with similar associations, such as SJCC Alumni, Kizuna network and the Alumni Organisation of the Institute of Japanese Study at the University of Zurich”, said Mr. Morel.

The SJA also gives its gold-level sponsors direct access to the CVs of its growing number of members.

For more information, please visit <http://www.swiss-japan.org>



Cédric Morel, President, Swiss-Japan Association for Engineers and Scientists

World’s first Hydrogen Town Project

The “Hydrogen Town Project” has been launched on January 15, 2011. In this first world’s community-level demonstration in urban area, hydrogen will be supplied through pipelines to individual houses and commercial facilities.

With this project, the Ministry of Economy, Trade and Industry “aims at verifying the viability of certain business models for a future hydrogen society”.

In addition, thirteen Japanese companies, including three automakers and ten hydrogen suppliers, will collaborate for the development of hydrogen supply infrastructure and to introduce mass-produced fuel-cell vehicles into Japanese market by 2015.

Their aim is to build approximately 100 hydrogen fueling stations by 2015, installed primarily in four Japanese large metropoli-

tan areas: Tokyo, Nagoya, Osaka and Fukuoka.

Hydrogen Town Project
Source: METI



Exhibitions of Japan's art in Lugano



"Ineffable Perfection"
exhibition

View of Tokyo from Atago's Hill
Approx. 1870

Four exhibitions and several cultural events are being held in Lugano from October 23, 2010, to February 27, 2011. Named *Nippon*, they show the cultures of Japan "from the ancient traditions to contemporary artistic expressions".

"Thanks to collaboration with Japanese colleagues, we successfully organized exhibitions, which are - especially Gutai exhibition - a real surprise for the Swiss public and a great opportunity for anyone interested in contemporary art", said Marco Francioli, Director of Lugano Museo Cantonale d'Arte.

Araki "Love and Death"

(Museo d'Arte, Villa Malpensata)

Nobuyoshi Araki is one of the most famous photographers in the world. The exhibition shows portraits, urban landscapes, flowers, food and nudes.

Gutai "Painting with Time and Space"

(Museo Cantonale d'Arte)

Founded in Japan in 1954, this art focuses on "works of art and architecture of the past which have changed their appearance due to the damage of time or destruction by disasters" (Gutai manifesto). Many of art pieces are exhibited in the park.

Ineffable Perfection. Japan's Photography. 1860-1910

(Museo delle Culture, Villa Ciani)

This exhibition shows photographs representing "educated nature".

Shunga. Art and Eros in Japan During the Edo Period

(Museo delle Culture, Heleneum)

This exhibition displays prints during the Tokugawa shogunate (1603-1867).

In addition, visitors can see kimono and geisha dressings, tea ceremony, as well as demonstrations of martial art, ikebana, origami, bonsai trimming and calligraphy in Villa Ciani. Numerous other music and theatrical performances are held in Palazzo dei Congressi and Teatro Cittadella.

According to Mr. Francioli, people but also critics expressed good opinions about the exhibitions, shows and various activities. "Interest in Japanese art does not end with *Nippon* project. There will probably be others exhibitions related to Japan", he said.

Agenda

2nd February: Suwa DTF delegation holds workshop in EPFL IMT, Lausanne

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 Geneva Newsletter can also be viewed and/or downloaded online:

<http://www.jetro.go.jp/switzerland/newsletter>

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