

## Special points of interest:

- The Ministry of Economy, Trade and Industry (METI) of Japan published a report on the "Overview of Damage Situation and METI measures".
- Among other Japanese car manufacturers, Nissan's "Esflow", Mitsubishi's "Global Small" and Lexus' "LFA" were exhibited at Geneva Motor Show 2011.
- Geneva traditional chocolate-maker Zeller exports 1.5 ton of chocolates per year to Japan.
- Nintendo released the 3DS portable game console on March 25, 2011. It features a 3D screen that can be watched without glasses.

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## Situation and economic decisions related to the disasters

JETRO Geneva would like to thank Swiss authorities and individuals for their expressions of sympathy on the occasion of the Japanese disasters. Swiss government sent a humanitarian aid team of 23 experts assisted by nine sniffer dogs in the disaster-hit areas of Japan from March 12 to 19. Several events are also being organized in Switzerland to express the compassion of Swiss people to Japanese victims. Among them, football club *Servette FC* expressed its compassion to Japanese victims on the occasion of



photo Eric Lafargue / [www.LPS.ch](http://www.LPS.ch)

Japanese Ambassador Kenichi Suganuma hits the ball at the beginning of the charity football match *Servette FC* vs *SR Delémont*.

On the right, Majid Pishyar, President of *Servette FC*.

the football match against *SR Delémont*. The match was played on March 20, 2011 in Geneva. A fundraising event was held for the benefit of the Japanese Red Cross. One minute of silence was observed. A charity concert will also be held in Zurich (at *Pre-digerkirsche*) on March 30. Funds will be raised for the benefit of the Japanese Red Cross. JETRO Geneva has received many messages offering condolences for the victims.

### Business Hotline

JETRO has established an emergency hotline for foreign companies experiencing difficulties and concerns due to the disasters. The consultation is limited to international business issues and items related to company operations in Japan (e.g. tax accounting issues, human resources, etc). Please contact JETRO Invest Department.

Tel: 00 81 3 3582 4684  
E - Mail: [BizHot-line@jetro.go.jp](mailto: BizHot-line@jetro.go.jp)

### Overview of damage situation and METI measures

The Ministry of Economy, Trade and Industry (METI) of Japan published on March 24, 2011 a paper entitled "Overview of Damage Situation and METI Measures".

Activities of industrial factories (steel, chemical, automobile, machinery, paper, nonferrous, aerospace, electronics and printing) have been suspended in the disaster-stricken area just after the disasters. Some firms have already resumed their operations. Others are still under inspection and their facilities are being restored. Others will not resume their activities. For detailed information about the situation of facilities in the disaster-hit areas and METI actions, please see the report (the link is available on JETRO Geneva Website).

## New cars and concepts at Geneva Motor Show 2011

The 81<sup>st</sup> edition of Geneva Motor Show was held this year from March 3 to 11. It gathered about 250 car exhibitors from 30 countries.

This year, 730,000 people

visited the Show, marking an increase by 6% from 2010.

The most famous Japanese automobile manufacturers were exhibiting new vehicles: Daihatsu,

Honda, Isuzu, Mazda, Mitsubishi Motors, Nissan, Subaru, Suzuki, Toyota, etc.

Please see on next page a few examples of the new cars exhibited.

## New cars and concepts at Geneva Motor Show



Geneva Motor Show 2011



Nissan's "Esflow"



Mitsubishi's "Global Small"



Lexus' "LFA"

Nissan's "Esflow" is a concept of electric sports car. It goes from 0-100 km/h in under 5 seconds and has a capacity of 240 km per charge. According to Tatsuya Shio-saki, in charge of its concept development (picture), the objective is to show that "we can make an exciting concept even with zero emission". In addition, Nissan exhibited the Leaf electric car, which is scheduled to be put on Swiss market this year.

Mitsubishi Motors exhibited as a "World Premiere" the "Global Small". This car combines the advantages of a compact, affordable and fuel efficient car 1.0 liter engine. Its production is scheduled to start from early 2012.

Mitsubishi Motors also presented the electric "i-Miev". It has a power charge autonomy of 120 km. 80% of its battery can be charged in only 30 minutes.

Lexus exhibited the "LFA", which production began in December 2010 in Japan. Its production will be limited to a maximum of 500 vehicles. It has a 0-100 km acceleration in 3.7 seconds and a 327 km/h maximum speed.

It took part in several Nürburgring contests, the German motorsport race. The Lexus CT 200h was also presented. This hybrid car can be used in four modes: electric, economic, normal and sports.

## Japanese delegation visited neighboring France



Sumihiko Seto, Manager of the Japanese Chamber of Commerce and Industry of Lyon

On March 18, 2011, a Japanese delegation led by the Chamber of Commerce section of the Japan Club of Geneva and JETRO Geneva visited the company *NTN-SNR Roulements* and had a meeting with the Japanese Chamber of Commerce and Industry of Lyon.

*NTN-SNR Roulements* was presented in Annecy (France) by its Director General, Didier Sepulchre de Condé. Established in 1916, SNR designs, manufactures and sells bearings. It is now producing bearings used in French TGV trains.

In 2007, it entered the Japanese group NTN Cor-

poration group. In April 2008, NTN acquired 51% of SNR.

Today, TNR has factories in France, Germany, Italy and Romania. In addition, it has a R&D center in Annecy. The Japanese delegation visited its Seynod's factory (near Annecy).

It then had a meeting in Lyon with the Japanese Chamber of Commerce of Lyon. A meeting room was kindly provided by the CIC bank.

Michiaki Watanabe, JETRO Geneva Director General, outlined the trends regarding trading exchanges and investments between Switzerland and Japan. He also outlined the main



Japanese delegation in Annecy

features of the Free Trade and Partnership Agreement that entered into force on September 2009. Sumihiko Seto, Manager of the Japanese Chamber of Commerce and Industry of Lyon, then presented the Rhône-Alpes economy and Japanese firms located in this French region.

## Geneva traditional chocolate-maker exports to Japan

Located near the famous luxury shops of Geneva's Rue du Rhone, Zeller is a chocolate-maker and confectioner.

Established in 1959 by the Zeller's family, it has been owned in 1993 by Brigitte Zintilin and Monique Gimmi. It now employs seven people, including the chocolate-maker located in Thônex (Canton of Geneva).

More than 30 years ago, Zeller established an exclusive partnership with the Japanese firm Etoile Kaito & Co., Inc. to export chocolates to Japan. Today, it sends a total of



« Pavé Glacé », Zeller's main export to Japan

about 1.5 tons of chocolates per year to Japan. Etoile Kaito is now introducing Zeller's chocolates in more and more selling

points. It is also responsible for publishing advertisements.

Zeller exports various chocolates, including the "Pavé Glacés" (see picture), which has become a very successful product in Japan as well. All chocolates are home-made.

"But chocolates cannot be exported during the summer season. That is why we introduced new products", explained Ms. Zintilin. Zeller also exports fruit pastes, biscuits and caramels.

Zeller's address:  
Place de Longemalle 1  
Geneva



Lina Santos, seller, and Brigitte Zintilin, owner, at Zeller shop in Geneva

## Lessons from Japan great recession

A seminar was held on March 2, 2011 in Zurich with Richard Koo, Chief Economist at Nomura Research Institute. It was sponsored by the Swiss-Japanese Chamber of Commerce and the Japanese Chamber of Commerce and Industry of Zurich.

The purpose of this seminar was to draw lessons from Japan great recession. About 140 people attended this seminar.

Mr. Koo emphasized the role that the public sector should play to stimulate the economy in the current post economic crisis period.

Before joining Nomura, Richard Koo worked as a US citizen at the Federal Reserve Bank of New York. He also advised Japanese Prime Ministers on economic issues.

On the right: Richard Koo, Nomura Research Institute, Chief Economist



## Japanese speech contest in Bern

The 2011 Japanese speech contest was held in Bern on March 12. It was organized by the Japanese embassy in Switzerland and Japan Airlines International, and sponsored by the Japanese Chamber of Commerce and Industry of Zurich and Japan Concierge AG.

Twelve Swiss participants delivered each a 5 minutes speech on various topics, such as "Japanese food cultures", "My experience as a volunteer in Japan", etc.

Their speeches were assessed by a jury of six judges, including Michiaki Watanabe, JETRO Geneva Director General.

This year, the winner of the contest is Constantin Florinetti, who made a speech on "new words and social phenomena". Mr. Florinetti originates from Chêne-Bougeries (Canton of Geneva) and is a student at the University of St. Gallen. He won a JAL flight ticket for Japan.



In the middle, the winner of 2011 Japanese speech contest: Constantin Florinetti

## Nintendo 3DS now available in Europe



Nintendo 3DS  
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Nintendo released the 3DS portable console in Europe on March 25, 2011. The 3DS is a portable entertainment which features an upper screen with 3D graphics. Users do not need to wear special glasses. It is also possible to adjust and turn off the 3D effects.

The 3DS also features two

outer cameras that enable the user to take 3D pictures. Images can be viewed immediately on the 3D screen.

With the StreetPass™ communication, 3DS users can exchange game data with other 3DS players you pass on the street. And with the SpotPass™, the console will connect to Internet wireless networks. Users will be able to download game data, free softwares, movies, etc.

In addition, the console is equipped among others electronic devices with a stylus and a SD Memory Card of 2GB.

The game console is available in two colors: blue and black.

Nintendo Co., Ltd. is a multinational video game com-

pany headquartered in Kyoto, Japan. Founded in 1889 by Fusajiro Yamauchi, it originally produced handmade "hanafuda" cards, Japanese playing cards.

It became one of the world's largest game console manufacturer with the introductions of the "Nintendo Entertainment System" in 1985, the "Game Boy" in 1989 and the "SNES" (Super Nintendo Entertainment System) in 1991. It then continued to produce several successful consoles, including the "Wii" in 2006.

For the year ended March 31, 2008, (latest available) its net sales amounted to ¥ 1,672,423 million and its net income for ¥ 257,342 million.



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## Agenda

30<sup>th</sup> March: Charity Concert organized by the Swiss-Japanese Society, Swiss Japanese Chamber of Commerce, Swiss Japan Heritage Community and Japan Club Zürich, under the patronage of the City Mayor of Zurich. A fundraising event will be carried out for the benefit of the Japanese Red Cross for the victims of the earthquake in Tohoku, Japan.

From 7.30 pm, Predigerkirche, Zähringerplatz/Predigerplatz, Zurich

*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>

# JETRO

**Japan External Trade Organization**

80, Rue de Lausanne  
1202 Geneva  
Phone: 022/732 13 04  
Fax: 022/732 07 72  
E-mail: SWG@jetro.go.jp