

JETRO *Switzerland Newsletter*

Japan External Trade Organization

Special points of interest:

- According to the Bank of Japan, "Japan's economic activity is picking up with an easing of the supply-side constraints caused by the earthquake disaster"
- Manabu Eto took up the post of JETRO Geneva Director in July 2011.
- Sony's Switzerland Branch's offices moved in April to a 3,200 m² new building in Schlieren (Canton of Zurich).

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New Director General at JETRO Geneva

Manabu Eto took up the post of JETRO Geneva Director General in July 2011.

"I am very pleased to be here. I hope that my performance will be as good as the one of Mr. Watanabe", Mr. Eto said.

Professional background

Mr. Eto joined the Ministry of International Trade and Industry in 1985. He has not only a governmental officer background but also an academic one. "After three years, I was invited to the Japan Society for Science Policy and Research Management. In this academic society, I focused on technology transfer issues", he explained. He worked on this topic at the University of New Mexico (United States) and at the University of Tsukuba (Japan). He also worked on standardization related issues at the National Institute of



Manabu Eto, JETRO Geneva Director General

Advanced Industrial Science and Technology, at the Conformity Assessment Division of the METI and at the Hitotsubashi University.

In addition, Mr. Eto was Counselor at the Delegation of Japan to the Organization for Economic Co-operation and Development (OECD) in Paris from 2000 to 2004.

Several visits in Geneva

"I visited Geneva almost ten times, to attend meetings of the ISO (International Organiza-

tion for Standardization) and IEC (International Electrotechnical Commission), but I also came from Paris for sightseeing purpose, to attend dances and piano concerts", Mr. Eto said.

"I grew up in West Japan, in the Yamaguchi Prefecture, a mountainous area which is very similar to Switzerland. I like very much the Swiss beautiful mountains and lakes. I would like to visit Zermatt and the Matterhorn", he explained.

Keeping good economic relationship

"After the entry into force of the Free Trade and Economic Partnership Agreement, the economic relationship between Switzerland and Japan is now very good. I want to keep this relationship and to show it as an example to European Union's countries", he said.

Sony moved to a new environment-friendly building

Tokyo-based Sony Corporation is a large Japanese group specialized in various fields, including electronics (TV, radio, hi-fi, game consoles), music, picture and telecommunication industries.

Sony Switzerland Branch's headquarters, which is in charge of sales in Swiss and Austrian markets, is

located in Schlieren (Canton of Zurich). It moved in April to a new environment-friendly building.

Sony's operations in Switzerland and Austria are managed by Claudio Ammann. Mr. Ammann has worked for Sony for more than 20 years. He has been the Managing Direc-

tor of Sony Switzerland since 2004 and additionally took over the management of Sony in Austria in 2009. He introduced Sony's current situation, its new Swiss building and the specificities of the Swiss market.

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Sony moved to a new environment-friendly building

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Sony's current situation

Sony's global sales for FY2010, ending March 2011, were 7,181.3 billion yen, showing a slight decline by 0.5% year-on-year. Its consolidated operating income was 199.8 billion yen, 6.3 times the previous fiscal year amount.

Following the earthquake, ten Sony's sites and facilities suspended their operations. Nine of the ten resumed just three days after. One seriously flooded site recovered later; it will soon return to full production.

"Sony will also be affected by supply constraints. We cannot exclude a slight increase of prices. But we will back on track during the second half of this year", explained Claudio Ammann.

New environment-friendly building

Sony's Switzerland Branch's offices moved in April to a 3,200 m² new building in Schlieren (Canton of Zurich), a few meters from the former one. The building has an office capacity for 120 people. Sony has sales offices in Vienna (Austria) and Nyon (Canton of Vaud) too.

The environment-friendly building is certified with the environmental label "Minergie". It is equipped with solar panels, automatic curtains, energy efficient heating, cooling and lightning systems. Sony's staff can also meet in pleasant lounges called "bubbles".

In addition, Sony equipped 73 apartments situated in a neighboring building. Apartments feature advanced electronic appliances, such as Internet and TV connections in all rooms and a Sony's BRAVIA series flat TV.



Inside Sony's new building: the "bubble" and the conference room

Swiss market specificities

Mr. Ammann outlined the specificities of the Swiss market. "As early-adopters, Swiss customers can afford products at the beginning of their life cycles", he said. They benefit from high purchasing powers and fast broadband connections.

Products like the VAIO notebook and large-screen flat-panel TVs are therefore very popular in Switzerland.



Claudio Ammann, Managing Director of Sony Switzerland and Austria

Measures to ensure the continuous supply of power

Japan is used to experience a peaking demand of electricity consumption in summer. As 19 of Japan's 54 nuclear reactors are in operation, due to maintenance checks and consequences of March 11 tsunami, demand side measures will be implemented this year so as to avoid rolling blackouts.

If the electricity supply-demand balance be-

comes tight, an alert will be issued. Business operators and people will be asked to further reduce their electricity consumption.

A portal Website "setsuden.go.jp" has been launched on July 1 and an event was held in Tokyo to provide information about electricity saving. More than 60 companies and companies have al-

ready signed up to the "Declaration of household electricity saving", which establishes a system of participation and achievement prizes.

Large customers (with contracts of 500 kW or more electricity) within TEPCO and Tohoku EPCO service areas are subject to consumption restrictions. They shall reduce their electricity consumption by 15%.

Japan's current economic situation

Whereas Japan's economic situation worsened just after the earthquake disaster, it is now showing signs of recovery. According to the Bank of Japan (BoJ), "Japan's economic activity is picking up with an easing of the supply-side constraints caused by the earthquake disaster" (Monthly Report of Recent Economic and Financial Developments, July 2011).

This improvement is reflected by an increase of the industrial production. Indices of industrial production rose 6.2% in May to 89.2 from a month earlier.

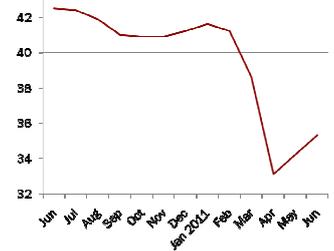
It results from an upturn in

exports. Japan's exports rose 21.3% to ¥ 5,776 billion in June 2011 from ¥ 4,760 billion in May 2011. On this period, exports to Asia increased 17.7%, exports to North America soared 32.2%, exports to the European Union rose 17.5% and exports to Switzerland increased 15.3%. However, BoJ Governor Masaaki Shirakawa warned on strong Yen, saying that it could undermine exports and corporate sentiment (USD 1 was traded ¥ 78.1 on July 25).

In addition, Japan's imports were also up 1.6% from ¥ 5,616 billion in May 2011 to ¥ 5,705 bil-

lion in June 2011.

As mentioned by the BoJ, "domestic private demand has also begun to pick up, with some improvement in household and business sentiment". The consumer confidence index slightly increased 3.2% to 35.3 in June 2011 (see graph). The consumer price index for Japan was 100.0 in May 2011, showing an increase by 0.1% month-on-month and 0.3% from previous year (2005=100). Furthermore, the unemployment rate slightly declined from 4.7% in April 2011 to 4.5% in May, marking a sharp decrease from the July 2009 record high of 5.5%.



Consumer confidence index
Source: Cabinet Office

Annual Assembly of the Japan Club of Geneva in Jussy

The Annual Assembly of the Japan Club of Geneva (JCG) Corporate Group was held on June 7, 2011. It took place at Château du Crest, in Jussy (Canton of Geneva). About 24 people attended the meeting.

Speeches were delivered by H.E. Mr. Suganuma, Ambassador, Deputy Permanent Representative of Japan to the United Nations and Other International Organizations and Head of the Japanese Consulate in Geneva, and by Mr. Meyer, Mayor of Jussy. Mr. Meyer claimed that Jussy's citizen Dr. Junot was the first foreign doctor to rescue Hiroshima's victims after the dropping of atomic bombs in 1945.



Mr. Hasegawa, Core Member of the Japan Club of Geneva Corporate Group; Mr. Meyer, Mayor of Jussy; H.E. Mr. Suganuma, Ambassador, Deputy Permanent Representative of Japan to the United Nations and Other International Organizations and Head of the Japanese Consulate in Geneva

Mr. Watanabe, then JETRO Geneva Director-General, introduced the activities organized by the

JCG Corporate Group during the previous year.

He made reference to seminars held on the following topics: Swiss tax, legal and social security systems, bottom of the pyramid, international politics and Davos conference. He also recalled the meeting in Amsterdam with seven Japanese Chambers of Commerce located in Europe, the visit to the NTN Corporation Group and the friendly exchanges with the Japanese Chamber of Commerce of Lyon.

Participants then had the opportunity to taste Jussy's wine and took part in the closing dinner.



Annual Assembly of the Japan Club of Geneva Corporate Group in Jussy

Message from Tokyo of Michiaki Watanabe



Michiaki Watanabe, JETRO Geneva Director General from August 2008 to July 2011

Michiaki Watanabe was the Director General of JETRO Geneva from August 2008 to July 2011. He just returned to Japan this month.

He enjoyed very much his stay in Switzerland. He was very pleased to meet Swiss and Japanese people in Switzerland.

He sent a message from

Tokyo to say goodbye to people he met in Switzerland. He also made some comments about recent changes in Tokyo.

“Many TV reports show how to save energy; they make reference to historical experiences from the Edo period and to new technologies, such as LED lights”, Mr. Watanabe said. He also mentioned the building of the Tokyo Sky Tree, which will become one of the new Tokyo’s main attractions. The Tokyo Sky Tree will be a TV and radio broadcasting tower of 634 meters high. The construction of the tower is scheduled to be completed by December 2011 and it will be opened to the public in May 2012.



Tokyo Sky Tree
Source: <http://www.tokyo-skytree.jp>

JETRO invitation programs for trade fairs

JETRO is inviting overseas corporations to the following trade fairs.

4th - 6th Oct.: 14th Mechanical Components & Materials Technology Expo Osaka (M-Tech Osaka), Osaka
This trade fair is the Japan's largest exhibition gathering of all kinds of mechanical parts such as bearings, fasteners, mechanical springs, and metal and plastic processing technology.
Application deadline: 3rd August

19th - 22nd Oct.: Tech Biz Expo 2011, Nagoya
This trade fair is focused on the latest component technologies including the fields of materials & material processing (cutting, surface structure reforming, junction & adhesion), diagnostics, measurement and inspection tools etc.
Application deadline: 5th August

For more information and application forms, please see our Website or contact us at SWG@jetro.go.jp.

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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