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New President for Honda Switzerland

Honda Motor Co., Ltd. is the world's largest motorcycle manufacturer and one of the leading automakers. It also produces various types of products, such as snow blowers, generators and garden equipments.

Hiroshi Nomura, new President

Honda has two distributors in Switzerland, both of them being based in the Canton of Geneva: *Honda Automobiles (Suisse) SA* for sales of cars, and *Honda (Suisse) SA* for motorcycles and other products. Until March 2011, Honda had two different presidents in each company. "Since April, I have been assigned to take care of both companies", said Hiroshi Nomura.

"Historically, both companies were founded by different persons and their shares were acquired step-by-step by Honda. We considered how to improve our brand presence in Switzerland and decided to work together more than before", Honda Swiss President explained.

Mr. Nomura started his carrier in a car dealership. He also spent a total of ten years working for Honda in Canada, UK and Germany.



Hiroshi Nomura,
President of Honda Switzerland

Recovery to a full production

Honda has a global capital of ¥ 86 billion (about CHF 1 billion); its consolidated net sales were of ¥ 8,937 billion (about CHF 104 billion) in FY 2010, ended in March 2011, showing an increase by 4.2% from previous year.

"This year, Honda suffered a lot from the disaster in Japan. But, from August, we are back to a normal production", said Mr. Nomura.

Honda is also facing the issue of

the strong franc. "The most difficult was the unstable situation of the exchange rates", he explained. But, Honda manufactures 70 to 80% of its cars sold on Swiss market in the UK, the remaining being directly imported from Japan. "It is therefore an opportunity to offer products with much more attractive prices. We are also trying to give more value to customers", Honda Swiss President stated.

Innovations in motorcycles and cars

According to Hiroshi Nomura, "the new model of *Insight* is reflecting all customer requests; especially the quality of interior and visibility of back have been improved quite a lot", he said.

As Honda postponed for one year the launch of the *New Civic*, it had more time to test it than in a usual development. Mr. Nomura emphasized the significant improvements of its drivability, quietness and quality of interior. At Frankfurt Motor Show, which was held in September 2011, "journalists said that this *Civic* can appeal a broader number of customers, which was our aim", he claimed.

動向

SITUATION

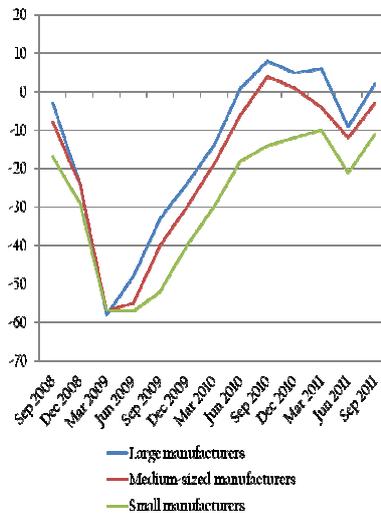
Japan's current economic situation

“Japan's economic activity has continued picking up” and it “is expected to return to a moderate recovery path”, said Bank of Japan (BoJ) in its October report.

Reflecting this national economic recovery, Tankan judgment survey, carried out among about 210,000 enterprises, increased from -9 in June 2011 to 2 in September 2011 for large manufacturing enterprises (see graph).

Tohoku region, which had suffered significant damages from the earthquake, is now recovering as a whole. It reported that “economic activity in non-stricken areas has exceeded pre-earthquake levels” and “even in some of the stricken areas there are signs of resumption in economic activity” (BoJ's October Regional Economic Report).

Japan's economic growth is stimulated by a slight increase of exports



Tankan survey (actual results)

Source: Bank of Japan

(+2.4% from ¥ 5,840 billion in September 2010 to ¥ 5,981 billion in September 2011). On the same period, exports to the European Union rose 7.6%, while exports to Switzerland soared 61.8% from ¥ 57,745 million to ¥ 93,411 million. Japan's imports were up 12.1% to

¥ 5,680 billion in September 2011 from the same month in preceding year.

The domestic economic situation is also moderately improving. Composite index of consumption expenditures (all households) increased from 95.9 in January-March period to 96.5 in April-June period (2010=100). Unemployment rate declined from 4.7% in July to 4.3% in August.

Corporate investments also slightly increased, due mainly to the restoration of disaster-stricken facilities. Machinery orders increased 6.5% in August from previous month. According to BoJ, “business fixed investment, housing investment, and public investment are expected to increase gradually, mainly due to growing demand for the purposes of restoring capital stock”.

Successful JETRO booth in Carouge

活動

ACTIVITY



Booth of JETRO Geneva

A Japanese festival was held on Sunday 2nd October at Carouge's Community Hall (Geneva Canton).

About 5,000 people took part in this festival, enjoying a sunny and warm day. A total amount of more than CHF 25,000 was collected for



Green Party President Ueli Leuenberger visited JETRO booth

the benefit of the Japanese Red Cross that is helping Japanese victims of the March 11 earthquake. JETRO booth collected about CHF 3,000. All second-hand items and a large number of Japanese books were sold. In addition, visitors



Japanese drums

tasted Japanese liquors and alcohols.

The festival also featured shows of traditional Japanese drums, dances, kimono, “Cosplay” and Aikido. A presentation of the rescue operation in Japan was made by Swiss rescue team.

Reconstruction process is on the way

Economic damage of March 11, 2011 Great East Japan Earthquake is estimated at approximately ¥ 16.9 trillion (about CHF 195 billion).

Third complementary budget

Japan's is now considering a third complementary budget for the reconstruction of the devastated area. A first extra budget of ¥ 4 trillion (about CHF 46.3 billion) was approved in May and a second extra budget of ¥ 2 trillion (about CHF 23.2 billion) was cleared in July (see August issue of this Newsletter).

This third supplementary budget of a total of ¥ 700 billion (about CHF 8.1 billion) is divided into three parts: nuclear devastated area funds (¥ 300 billion), flexible approach for additional measures (¥ 150 billion) and healthcare measures (¥ 200 billion).

Clean up innumerable wastes

The disaster has left innumerable wastes estimated to a total quantity of 25 million tons. These wastes raise two main issues.



Red and green flags showing owner's wills regarding waste disposal
Source: Reconstruction headquarters in response to the Great East Japan Earthquake

First, they are made up of a chaotic mixture of various sorts of debris, such as concrete, wood, metal, plastic, sand and sludge. Some governments, such as Sendai city and Oarai town, decided from the beginning to separate wastes. It appeared that, while this process took initially more time, it is now accelerating waste disposal and reconstruction processes.

Second, local authorities have to take into consideration real-estate owner's opinions regarding waste removal. Watari town office in Miyagi prefecture has set rule that owners shall express their will by using flags: red ones to show that wastes shall be removed; yellow ones to express that only wastes within the premises shall be removed; green ones to indicate that

no action shall be taken (see pictures above).

Smart city projects

This disaster is also seen as an opportunity to build so-called "smart cities", that use latest sustainable technologies to reduce dependency on non-renewable energies. The third extra budget will promote R&D on renewable energies.

Sendai city in Miyagi prefecture is considering a project to provide electricity to facilities generated by solar power plants located on devastated farmland.

Rikuzen-Takata in Iwate prefecture is also planning to implement a large-scale power storage system.

政策

POLICY

Thank you for your answers!

We thank very much all participants for their answers to the survey about this Newsletter. All answers were considered.

The results of this survey confirmed the need to change the layout of this Newsletter. We hope that you will enjoy it!

It also pointed out your interest on information about Japanese activities in Switzerland, and to a certain extent about Japanese activities in Japan.

Based on these results, we also decided to give greater importance to interviews that introduce a

company and to information about Japanese innovations. We will also focus more on the following sectors: chemical and pharmaceutical, precision and electronic industries. Thank you again for your support!

活動

ACTIVITY

革新

INNOVATION

Toshiba unveiled AT200 tablet

Toshiba Europe GmbH announced that it will release the AT200 tablet in the fourth quarter of 2011 in Europe.

With a thickness of only 7.7 mm and a weight of 558 g, this tablet features a screen of 25.7 cm (10.1"). It enables users to watch videos on its high-definition screen that displays pictures of 1280 X 800 pixels. Its battery also allows them to watch movies for eight hours.

The tablet features an Adaptive Sound Device Enhancer's algorithm, which produces an excellent sound similar to large speakers, as well as the Sound Masking Equalizer, that adapts sounds to surrounding environment.

Furthermore, it encompasses an



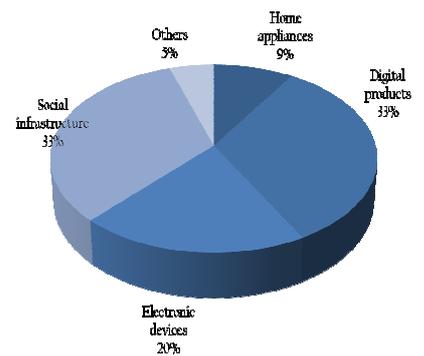
Toshiba AT200 tablet
Courtesy of Toshiba Europe GmbH

impressive number of interfaces and ports onboard, including micro-USB, micro-SD, Wi-Fi™, Bluetooth®, micro-HDMI®, front and back HD cameras.

It also provides GPS, 3D accelerometer, electronic compass and ambient light sensor.

Established in 1875 and headquar-

tered in Tokyo, Toshiba employs about 203,000 people around the world (as of March 31, 2011). Its net sales increased year-on-year by 1.1% in FY 2010 (ended March 2011) to ¥ 6,399 billion (about CHF 74 billion).



Net sales by business segment (FY 2010)
Source: Toshiba Corporate Profile 2011/2012

Agenda

日程

AGENDA

- ✓ November 8: OSEC seminar about Japan - Switzerland Free Trade and Economic Partnership Agreement
16.30 - 19.30, Osec, Stampfenbachstrasse 85, 8006 Zürich / language : German
The program is available in English on JETRO Geneva's Website and in German on OSEC's Website
- ✓ June 17 - November 20: Japanese prints at Fondation Pierre Gianadda, Martigny
- ✓ September 17 - November 28: Month of Japanese culture
See the full program on the Website of the Japanese Consulate in Geneva at: http://www.geneve.ch.emb-japan.go.jp/mois2011/programme_general_mcj2011.pdf

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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