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Japanese traditions inspired *arushi's* creations

Founded in April 2009 and based in Zurich, *arushi GmbH* produces and sells limited edition carbon products. Their key product is a limited edition carbon seat named *rei*. Alongside this *arushi* imports and sells in Europe automobile and motorcycle parts produced by *Tras Ltd.* in Japan.

"*Arushi's* name is drawn from a combination of the Japanese words "asa" (linen) and "urushi" (Japanese lacquer) reflecting traditional composite materials", explained Gregory Glanzmann, the company's founder.

Building a bridge between Japan and Switzerland

A Swiss national, Mr. Glanzmann was born in Japan and spent 8 years of his life there. Graduated in International Affairs from the University of St. Gallen, he is now writing a Master's thesis on limited edition design. "It is about design creations that are from the beginning limited to a certain amount". He is also president of the Swiss Japanese Chamber of Commerce (SJCC) Alumni Organization and a Sony employee. He worked more than two years in Japan for *BMW* and *Tras*. "I found my role in building a cul-



Gregory Glanzmann,
founder of *arushi GmbH*

tural bridge between the two countries", he said.

When *Tras* asked him to carry out market research on new business opportunities for its car and motorcycle parts, he thought that the beauty of carbon could also serve for limited edition furniture.

Modern technologies and traditional processes

Arushi's chair *rei* is made of a carbon composite and covered by approximately 15 layers of Japanese lacquer. "The lacquering process is in line with the traditional *urushi* lacquering technique, but makes use of modern substances. This is a very labour intensive layer-by-layer process that results in a beautiful finish. This is inspired by the *Ashura*

statue at *Kohfukuji*, a 1,300-year-old piece of craftsmanship that remains undamaged", *arushi's* founder claimed. The chair was shaped by Keita Shimizu, a Japanese furniture designer, who recently fitted the waiting lounge in Haneda Airport.

Rei was exhibited in the VIP lounge of the *Rizla Suzuki MotoGP* team at the 2011 races all over Europe. *Arushi* is now looking for a new motor sport partner for the 2012 season.

"As the feedback on *rei* was phenomenal, we decided to propose a more affordable product inspired by the world of motorsports that is close to our carbon DNA, *reiGP*", Gregory Glanzmann said. *reiGP's* made-to-order production will be limited to 200 pieces, as opposed to the five for *rei*.

Arushi will also sell car and motorcycle parts produced by *Tras* on the website www.tras.ch that will be launched by the end of November.



arushi's limited edition seat *rei*

動向

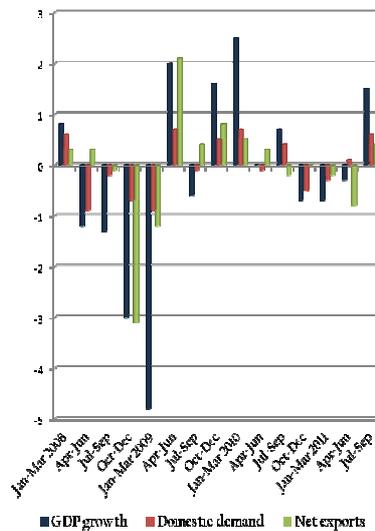
SITUATION

Japan's current economic situation

Japan's economy is recovering after March 11 earthquake. However, its exports are affected by the high yen and the slowdown in overseas economies that results from the financial turmoil and the impact on industrial output in Asia of the flooding in Thailand.

According to the Bank of Japan (BoJ), "Japan's economic activity has continued picking up, but at a more moderate pace mainly due to effects of a slowdown in overseas economies" (November monthly report).

Japan's GDP increased 1.5% in the July-September period from the previous quarter, showing a 6% rise at annualized rate. On this period, the domestic demand increased 1.0%, whereas net exports of goods and services were up only 0.4% from the previous quarter



Development of real GDP and its components (seasonally adjusted series)
Changes from the previous quarter
Source: Cabinet Office

(see graph).

On an annual basis, Japan's exports decreased 3.7% in October, due mainly to a slowdown in Asian economies. Exports to Asia de-

clined 6.6%, whereas exports to North America and Western Europe were down respectively 2.7% and 0.1% on this period. As a result, orders received for machinery fell 3.7% in September from the previous month on a seasonally adjusted basis. However, imports rose 17.9%. More specifically, imports of mineral fuels and chemicals were up respectively 35.6% and 21.2%.

The domestic demand is picking up. As mentioned by the BoJ in its monthly report, "business fixed investment has been increasing moderately, aided partly by the restoration of disaster-stricken facilities" and "private consumption has remained firm".

Furthermore, the unemployment rate declined to 4.1% in September from 5.0% a year earlier.

Kazuo Okamoto awarded by ETH Zurich

革新

INNOVATION



On the right: Kazuo Okamoto, Chairman of Hino Motors, Ltd.
(Oliver Bartenschlager / ETH Zürich)

ETH Zurich awarded honorary doctorate to Kazuo Okamoto, Chairman of Hino Motors, Ltd., for the development of innovative technologies and especially Toyota's hybrid engines. The ceremony

was held on November 19, 2011, on the occasion of the 156th ETH Day. In his speech, Prof. Dimos Poulidakos (Department of Mechanical and Process Engineering) emphasized the role played by Kazuo Okamoto in the development of the Prius hybrid car. Under his leadership, Toyota developed in 1997 the first mass-produced hybrid cars in the world. It produced cars with 1.5 L engine that consumed only less than four liters per 100 kilometer. Following the development and the success of the second generation of the Prius, Toyota estimated itself that it is responsi-

ble for a reduction by 11 million tons of CO₂ emissions.

Graduated from the University of Tokyo, Kazuo Okamoto began his career at Toyota Motor Corporation in 1967. He is also today the Vice-Chairman and Representative Director of Toyota, as well as the President of the "Society of Automotive Engineering of Japan" (JSAE).

As Prof. Poulidakos claimed, Kazuo Okamoto continues to "fight enthusiastically for the idea of green cars that allow the humanity to remain mobile while reducing CO₂ emissions".

OSEC seminar on Japan/Switzerland FTEPA



Wolfgang Schanzenbach, OSEC Regional Director Asia Pacific

The OSEC organized a seminar on November 8, 2011. It focused on Japan / Switzerland Free Trade and Economic Partnership Agreement.

Following the welcome statement of Wolfgang Schanzenbach, OSEC Regional Director Asia Pacific, Marcel Germann introduced OSEC services. Head of Swiss Business Hub Roger Zbinden also

made reference to a number of companies that successfully expanded their business activities in Japan.

Manabu Eto, new Director General of JETRO Geneva, introduced the history of our organization. Initially named “Japan Export Trade Research Organization”, the Organization has now 36 domestic offices and 73 offices in 55 countries. Mr. Eto showed that its objectives have changed in the 1980s and again in the 2000s. It now aims at promoting exports and overseas investments in Japan.

Introduction of the FTEPA

Manabu Eto also explained the main features of the Japan/Switzerland Free Trade and Economic Partnership Agreement (FTEPA), showing that there is still room for improvements.



Manabu ETO, JETRO Geneva Director General

A study made by the University of Zurich was presented by Dr. Patrick Ziltener. This study shows that the FTEPA is used by 39.1% of Swiss firms exporting to Japan and 30.0% of Japanese companies exporting to Switzerland. The Agreement is mainly used in the fields of vehicle (73.0%), plastic (43.6%), base metal (46.8%) and textile industries (47.0%).

活動

ACTIVITY

New Director joined JETRO Geneva team

Kayo Hokinoue has joined JETRO Geneva team this month as a new Director.

She has served JETRO at its headquarters since April 1991. “I spent half of my career at JETRO in the public relations division, trying to introduce the right person or appropriate organization to answer questions asked by journalists. Those questions were about economic trends and external trade procedures”. She arranged seminars, elaborated TV programs and interviewed a large number of entrepreneurs. In addition, she has a



good knowledge in French and worked for JETRO Paris in 2004. At JETRO Geneva, she will help

Japanese SMEs to expand into Switzerland and promote R&D relationships between the two countries. She will also publish some articles for the JETRO Daily News and JETRO Sensor.

What impressed her in Switzerland? “I am amazed by the beauty of Swiss landscapes”, she said. She went to the Jungfrau and Matterhorn seven years ago. She is now planning to visit a number of cities on the Lemman Lake side. As a fan of classical music, she also wants to attend some piano and violin concerts, as well as ballets.

活動

ACTIVITY

革新

INNOVATION

Sharp achieved the world's highest solar cell conversion efficiency

On November 4, 2011, *Sharp Corporation* announced that it achieved the world's highest rate of solar cell conversion efficiency (as of that date, according to Sharp's survey).

According to the National Institute of Advanced Industrial Science and Technology (AIST), *Sharp* has produced a solar cell that has a conversion efficiency of 36.9%. AIST is one the national organizations that provide official certifications for measurements related to the efficiency of solar cell conversions.

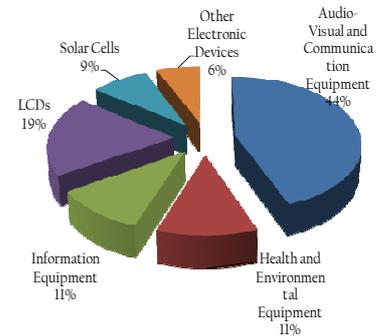
Sharp technology is using a three-junction structure that is made up of elements such as indium and

gallium. This latest improvement of the conversion efficiency is due to a reduction of the resistance of the junction areas connecting the solar cell layers.

Sharp's research on solar cells for space applications began in 1967. It started in 2000 the research and development on a three-junction structure technology.

This innovation can be used in concentrator-type solar cells, space satellites, flight crafts and land vehicles.

Headquartered in Osaka, *Sharp* is a large Japanese electronics manufacturer, employing 65,300 people around the world, including 31,500 in Japan (as of September 30, 2011).



Sharp's sales by product group
Six months ended September 30, 2011
Source: Sharp Corporation

Its net sales increased 5.3% in the third quarter of 2011 (ended September 30) from the previous quarter to ¥ 674.2 billion. On the same period, its operating income was multiplied by 8.5 to ¥ 30.0 billion.

Agenda

日程

AGENDA

- ✓ Mid-February (date to be decided): Seminar on Japanese food and culture (presentations by Japanese food importers), with SJCC, in Zurich
- ✓ Early March (date to be decided): Seminar on corporate strategy towards Asia and Japan, with SJCC, in 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 Switzerland Newsletter can also be viewed and/or downloaded online:
<http://www.jetro.go.jp/switzerland/newsletter>

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