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Namiki's office at EPFL Campus will expand

Namiki is a Tokyo-based Group specialized in high precision parts & components

Founded in 1939 and headquartered in Tokyo, Namiki Group is a 100% family owned company. It supplies industrial jewels and precision components. "Our mission is to develop key parts and components to enhance the change of our lifestyle", claimed Yoichi Shimoda, President of Namiki Precision of Europe SA and member of the Board of Namiki Group.

Manufacturing world's smallest motors

Namiki Group employs around 2,500 people around the world, including 1,000 in Japan. With their core technology of "cutting", "grinding" and "polishing", they successfully integrated advanced technology to develop its products. Started its history from jewel bearings for measuring electrical meters, world's first diamond phonograph stylus has brought music to our daily life. Among others, they develop micro motors (coreless, brushless and geared motors), diaphragm pumps, optical parts and components for telecommunication industry. By constantly looking into the future lifestyle, Namiki produced world's first vibration motor to



Yoichi Shimoda,
President, Namiki Precision of Europe SA,
Member of the Board of Namiki Group

be used in the pager, which led to be used in the mobile phone application today. By always challenging to the extreme development, Namiki developed world's smallest motor with diameter of 0.9 mm only. Its predecessor product, 1.5mm micro geared motor has received an award in 2004, world's smallest at that time.

Namiki is a global player with customers in Asia, Europe and US in the fields of robotic, industrial machinery, automation, medical, semiconductors and telecommunication.

Its main production facility is located in Japan (Akita and Aomori Pref., in the northern To-

hoku region), but it also has factories in Thailand and China. "The earthquake reduced the supply of electricity in the North of Japan. It affected our production. But quickly making a decision to expand to other area minimized the impact to our customers", explained Mr. Shimoda.

Expansion project in Switzerland

Initially located for ten years in London, Namiki's European office moved in January 2010 to Lausanne, at EPFL Campus.

"It was important for us to develop products at customers' countries, due to increase of overseas customers", explained Mr. Shimoda. Namiki considered almost all Swiss Cantons. It eventually decided to move in Vaud, because EPFL Campus is more suited to conduct its R&D. It also benefitted from the support of the Vaud's Economic Development Office (DEV). Namiki now has four staff members in Lausanne. "To be a true global player, we need to hire local people to do the local business, so as to get more clients in Switzerland and in Europe", claimed Yoichi Shimoda.

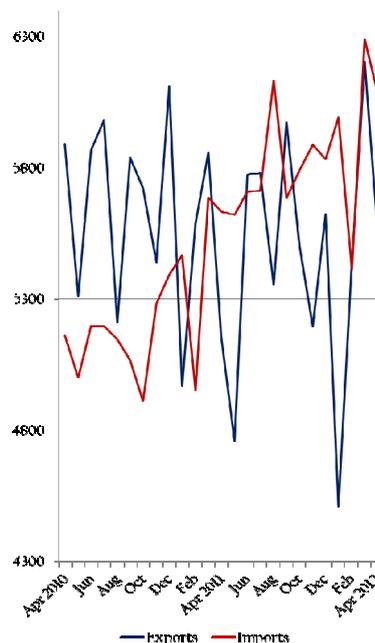
動向

SITUATION

Japan's current economic situation

Bank of Japan claimed in May 2012 "it has become increasingly evident that Japan's economy is shifting toward a pick-up phase, although its economic activity has remained more or less flat" (Monthly Report of Recent Economic and Financial Development). GDP of Japan rose 1.0% in the first quarter of 2012, showing an annualized growth of 4.1%.

Japan's economy is mainly stimulated by the recovery of exports. Exports were in April 2012 ¥ 5,566 billion, up 7.9% from the same month of the preceding year, and up 23.4% from January. Exports to North America rose over the year 44.8% (+42.9% for the United States and +74.8% for Canada), whereas exports to Asia declined 2.6% and exports to Western Europe decreased 7.5% (-61.1% for Switzerland). Japan - China bilateral trade and investment is expected to increase from June, when



Japan's exports and imports
in billions of yen
Source: Ministry of Finance

both countries will start direct trading of their currencies. Exchange rates between yen and yuan will be set by their transactions, departing from the current

currency system which is based on the dollar.

Japan also imported for a total value of ¥ 6,088 billion in April, marking an increase by 8.1% from a year earlier. Japan logged therefore a trade deficit of ¥ 522 billion.

On the domestic market, private demand and public investments have increased. The average of monthly consumption expenditures per household for April 2012 was ¥301,948, up 3.2% in nominal terms and up 2.6% in real terms from the previous year. The consumer price index also rose in April 0.1% from a month earlier and 0.4% year-on-year to 100.4 (2010=100). Furthermore, according to the Bank of Japan, "public investment is expected to be on the rise and housing investment to continue to generally pick up, mainly supported by reconstruction-related demand".

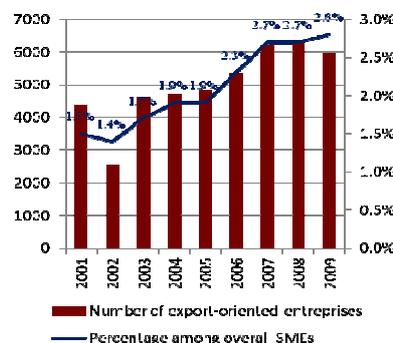
動向

SITUATION

White Paper on Small and Medium Enterprises

Japan's Small and Medium Enterprise Agency released in April a White Paper on Small and Medium Enterprises in Japan.

It shows that the business situation in SMEs has improved since the Great East Japan Earthquake, but has remained flat since the end of 2011 due to concerns about strong yen and to the rise of electricity charges. The business condition diffusion index (subtraction of enterprises that answered "business conditions have wors-



Export-oriented Japanese SMEs
Source: METI

ened" from enterprises that answered "business conditions have

improved") declined from 34.8 in the second quarter of 2011 to 24.2 in the first quarter of 2012.

Furthermore, this study shows that the percentage of export-oriented SMEs has increased since 2002, but export-oriented SMEs still account for a small portion of overall SMEs (2.8% in 2009).

The report is available in English at: http://www.meti.go.jp/english/report/data/SME2012_01.pdf

Shiseido celebrates 140 years of beauty in Geneva

Japanese cosmetics company Shiseido celebrates this year its 140th anniversary. It holds an exhibition in Geneva from May 4 to July 6, 2012.

A private viewing ceremony was held on May 3 with H.E. Mr. Otabe, Ambassador, Permanent Mission of Japan to the United Nations Office and other international organizations in Geneva, H.E. Mr. Umemoto, Ambassador of Japan in Switzerland, and H.E. Mr. Suganuma, Head of the Japanese Consulate in Geneva.

This exhibition traces the rise and expansion of Shiseido in Japan and around the world. Through the history of this company, it also outlines the evolution of fashion and of beauty in Japan.

Of particular interest, a 20-minute movie illustrates the history of Shiseido. In 1872, Arinobu Fukuhara established Japan's first western-style pharmacy named Shi-



Japanese model Sayoko Yamaguchi advertising Shiseido ZEN's perfume (1984).
With the permission of Shiseido S.A.

seido in Tokyo's Ginza district, which later becomes Japan's heart of fashion. Following his studies in Europe, his son Shinzo Fukuhara changed the direction from medicine to cosmetics and beauty industry.

Pictures of nine "Miss Shiseido" -

selected in 1934 to provide make-up advice to women - are also shown in this exhibition.

Shiseido's advertising posters show the influence of Western culture and a more glamorous fashion in the 1960 and later on. In its turn, Shiseido influenced worldwide fashion, especially through its participation in Paris and New York Fashion Weeks.

In addition, Shiseido's show renowned and historical products, such as 1897 "Eudermine" lotion, 1917 "Rainbow Face Powder" (available in seven colors to "suit the complexion of each individual") and 1958 "Lipstick Special". It also exhibits skin care products, cosmetic powders and hairstyle accessories.

Exhibition "Art & Beauty"

May 4 to July 6, 2012

Tuesday to Friday, from 9 a.m. to 5 p.m.

UBS SA, Rue des Noirettes 35, Geneva

行事

EVENT

When Shinkansen trains make wishes come true

The film "I wish" translated from the Japanese "Kiseki" (Miracle) is the latest one directed by Hidekazu Kore-Eda.

It tells the story of two brothers who live in Kagoshima and Osaka, and dream of reuniting. One of them hears that when two bullet trains pass each other for the first time, the energy is such that someone's wish can come true.

At the time of the story, Kyushu Shinkansen line is extended from Hakata to Kagoshima, cutting travel time to one hour and 19 min-



Kyushu Shinkansen

Source: Japan National Tourism Organization

utes aboard the fastest trains. The two brothers and some classmates meet in Kumamoto, the best crossing point of the two bullet trains.

This film is a tale of children full of youthful hope and innocence in

today's Japan. Kore-Eda is able to capture simple gestures, which turn to be magical, like eating an ice-cream, eating Karukan cakes made by a grandfather who thought he would not be able to cook anymore...

From the beginning until the end you feel the magic of childhood, how small things can fill people with happiness.

"I wish" can be watched until June 5 in Geneva, Lausanne and Sion (everyday) and in Fribourg (Sunday only).

文化

CULTURE

革新

INNOVATION

Sunstar developed bike electric equipments



Sunstar's oral care products and bicycle parts

Sunstar is now famous to be one of the top ten oral-care companies in the world. Founded in 1932 in Japan, Sunstar inaugurated its new world's headquarters building in

Etoy (Canton of Vaud) in September 2009 (See issue 10, January 2010).

Sunstar was initially manufacturing and selling rubber glue for the repair of bicycle tires and metal tubes. It is now a world leader in the motorcycle parts business.

Sunstar has developed electric assist units for bicycles. They will be put on Swiss and some European markets from next August. Moreover, they will be exhibited at the international bicycle trade fair Eurobike Show, to be held in Friedrichshafen, Germany, from August 29 to September 1.

Sunstar's electric assist units are adjustable to any standard bicycle frame. They consist in a central motor unit, an integrated sensor, a



Sunstar's power-assisted bicycles and project leaders

drive mechanism and a battery.

It features three driving modes: a normal one, an eco one for maximum battery life and a turbo mode for powerful riding.

Agenda

- ✓ 4th June: Visit of the Delegation of Suwa Desktop Factory (DTF, from Nagano Pref.) in Lausanne Workshop and visit of companies
- ✓ 14th June: "Japan: Challenges and Opportunities in Cleantech sector" ("Japan: Herausforderungen und Chancen im Cleantech-Sektor")
Seminar organized by OSEC, Bern, Hotel Novotel, 3.30 - 5.45 p.m. (In German)

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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