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会見

INTERVIEW

New President of the Japan Club of Geneva

The Japan Club of Geneva (JCG) is an association gathering 476 individuals and 51 firms from the Japanese community in the Geneva region in Switzerland.

Mr. Hiromi Yano was elected President in April 2012 for a two-year term. The Association also elected/re-elected 20 Board members including four vice-Presidents.

Hiromi Yano, the new President

Mr. Yano works at the World Trade Organization (WTO). As a member of the Secretariat of an international organization, Mr. Yano does not represent the interest of any specific country, including Japan, at the WTO. In this regard, he stresses that his capacity at the JCG has no relation whatsoever with his job at the WTO.

He first came to Geneva in 1998 when he was posted as a diplomat in the Permanent Mission of Japan to the International Organizations in Geneva. Originally, Mr. Yano joined the Japanese Ministry of Economy, Trade and Industry in 1983.

Having lived in Geneva for 14 years, he acquired a good understanding of the Swiss culture. "Geneva is one of the most international cities in the world. In addition, I feel that the Swiss population has a very sympa-



Hiromi Yano,
President of the Japan Club of Geneva

thetic and friendly view of the Japanese culture. We have to be grateful, and must build on it", he claimed.

Encourage interactions with the local population

The purpose of the JCG is twofold: to promote interactions among the members of the local Japanese community and to encourage the interactions between the Japanese community and the local population.

The Association has, in effect, two branches or sub-bodies. One is the club of individual Japanese living in Geneva. "This part of the JCG arranges a lot of cultural events. Every year, it organizes many events. The three main events are: sightseeing tour of the famous Geneva firework in August, a "Japanese festi-

val" (*Nihon Matsuri*) in autumn, and a New Year's party for the Japanese community", Mr. Yano explained. "This year, we held a very successful *Nihon Matsuri* festival in Carouge on 7 October, with more than 5,000 visitors. It is a great success as well as a challenge for us. The JCG is a rather small association, and to continue to maintain a festival of this size is not easy. More than 200 volunteers have worked very hard to organize it without any payment. This reflects the very co-operative and dedicated nature of the Japanese people, but we should not take this for granted.", he further said.

The second sub-body is the association of Japanese firms operating in Geneva and its neighboring regions (*Shoko Bukai*). The objective of the *Shoko Bukai* is to promote the exchange of information between Japanese firms. This part corresponds to a Chamber of Commerce in some larger cities.

Non-Japanese individuals and firms can become "friendly members" (*sanjo kaiin*) of the JCG. "I am aware that some non-Japanese firms are interested to have closer ties with the local Japanese community. I would like to see how the JCG can contribute to such interest", Hiromi Yano said.

動向

SITUATION

Japan's current economic situation

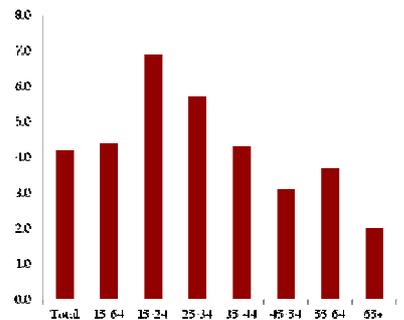
As analyzed by the Bank of Japan (October report), “exports and industrial production have been relatively weak as overseas economies have moved somewhat deeper into a deceleration phase. On the other hand, domestic demand has been resilient, mainly supported by reconstruction-related demand”. The industrial production decreased 8.1% over the year to 86.5 in September (2005=100). Moreover, the Tankan judgment survey in all industries conducted to provide an accurate picture of business trends of enterprises in Japan

was down from 3 in June to 2 in September 2012.

The economy is affected by the deceleration in overseas markets. Exports declined 10.3% in September 2012 from the previous month, mainly due to the weak demand in Asia (-8.3%), including China (-14.1%), but also to the slowdown of the economy in Western Europe (-26.1%). Exports to Switzerland were down 66.8%.

However, the domestic demand remains strong. The average of consumption expenditures per household was 299,821 yen, up

0.3% in nominal terms and up 0.6% in real terms from the previous year. Unemployment rate remains at 4.2% in September (same figure as a year earlier).



Unemployment rate by age in September 2012
Source: Japan's Ministry of Internal Affairs and Communications

分析

ANALYSIS

Japanese and Swiss share a common interest in newspaper reading

One common interest of Japanese and Swiss is rarely mentioned: both populations like very much to read newspapers.

According to the World Association of Newspapers and News Publishers (WAN-IFRA), Japan has the world's highest newspaper reach. They reach 90.9% of the Japanese population in 2010. In addition, the Japanese read two papers per day, morning and evening editions.

Switzerland is ranked 8th with a reach of 77.1% of its population. It is ahead of its neighbors: Austria (69.6%, ranked 10th), Germany (69.6%, ranked 12th), France (46.3%, ranked 31st) and Italy (45.9%, ranked 33rd).

The total number of paid newspapers in Japan is 48.3 million in 2011. The three main Japanese newspapers are *Yomiuri Shimbun* (daily average circulation of 9.9

Top 10	Newspaper reach
Japan	90.9%
Portugal	87.4%
Venezuela	85.0%
Hong Kong	84.1%
Sweden	81.0%
Finland	78.0%
Ecuador	77.7%
Switzerland	77.1%
Luxemburg	76.0%
Austria	73.3%

World Association of Newspapers and News Publishers (WAN-IFRA)

million), *Asahi Shimbun* (7.7 million) and *Mainichi Shimbun* (3.4 million). In Switzerland, the daily circulation of the main newspapers are 215,000 for *Blick*, 209,000 for *Tages-Anzeiger* and 200,000 for *Berner Zeitung*.

Both countries experience the same phenomenon: increase of the newspaper reading on Internet and

the decline of paper editions' sales. As a consequence, the circulation of daily paid newspapers declined in Japan 7.1% in 2011 from the previous year. The gross revenue of 41 selected newspaper firms belonging to the Japan Newspaper Publishers & Editors Association declined 2.7% in FY 2010, ending March 2011.

However, unlike in Switzerland, Japanese newspapers do not face the competition of free newspapers: daily free newspapers are not popular at all in Japan.

Japanese newspaper firms cut their costs by 3.4% in FY 2010. Among the various cuts, general and administrative expenditures were reduced by 12.2%, reporting related expenditures declined 9.2% and materials costs decreased 7.7%. Consequently, net profit of Japanese newspaper firms surged 187.9% over the year.

Japanese festival in Carouge

The Japan Club of Geneva organized on Sunday October 7, 2012, from 12.00 to 20.00 the Japanese Festival, in Carouge, Canton of Geneva ("Fête japonaise"). It welcomed more than 5,000 people.

The staff of JETRO Geneva served (for free) a total of about 800 cocktail drinks made from Japanese alcohols (shochu and Awamori).

Whereas the sake is a brewed beverage, shochu is a distilled one. As a result of this distillation process, it contains from 25% to 43% of alcohol, against 14% to 17 for sake. It is prepared from barley, sweet potatoes, or rice.

Awamori is a distilled beverage unique to Okinawa, Japan's southern island. It is made from rice, yeast and a kind of black yeast



From left to right: Nicolas Walder, Administrative Counselor of Carouge, Stéphanie Lammar, Administrative Counselor of Carouge, Manabu Eto, Director General of JETRO Geneva, Patrick Monney, President of the City Council of Carouge, Hiromi Yano, President of the Japan Club of Geneva

(called in Japanese "koji").

Furthermore, other booths served Japanese food specialties, such as sushi, yakitori (grilled chicken), ramen noodles, okonomiaki (Japanese pancake), gyoza ravioli,

miso soup and pastries.

Honda also exhibited its ASIMO humanoid robot - one of Japan's most famous robot (see picture). ASIMO project led to the creation of a robot able to run and walk as an human; it can turn, climb stairs and reach objects.

Visitors could also experiment e-bikes assisted by Sunstar's electric units (see Newsletters issue 38, May 2012).

A number of traditional Japanese dances (Marumori, Bon-odori), Cosplay contest (performance of participants dressed as video game or anime characters), Kimono's show and concerts were also performed.



Japanese cocktail made from Awamori, Curaçau liquor and citrus juice, served at Carouge's festival



Show of Honda's Asimo robot
Its height is 130 cm and its weight is 54 kg.



Show of Kimono

JETRO innovation seminar at EPFL

JETRO will organize a seminar entitled: "Japanese Corporate R&D Seminar - Japanese Innovation Culture". The seminar is organized in collaboration with the Federal Institute of Technology of Lausanne (EPFL), Vaud's Chamber of Commerce and Industry (CVCI), Economic Development Office of Vaud's Canton, Japan's Consulate in

Geneva and Japan Club of Geneva. It will take place on November 22, 2012 at EPFL Room BC 410, in Lausanne. A number of representatives of Japanese major companies (Sunstar, Sumitomo Chemical and JTEKT) will introduce the R&D corporate strategy of their companies.

Two speakers, namely Mr. Jean-

Frédéric Berthoud, Director of Vaud's Economic Development Office, and Manabu Eto, Director General of JETRO Geneva, will outline the comparative strengths of Japanese R&D. For further information and registration, please see our Website.

活動

ACTIVITY

活動

ACTIVITY

革新

INNOVATION

Sony introduces environmental products and technologies

Demand for environmental-friendly products and technologies is growing in developed countries, but also in emerging economies. Anticipating this change in consumer behaviour, Sony Group is developing a range of products inspired by the commitment to develop products with unprecedented environmental performance.

According to Haruyasu Nagata, Senior Vice President, Sony Corporation: "What is notable is that those products use fewer resources or boost energy efficiency while enhancing basic product performance. In marketing, Sony promotes the economic advantages of those products, such as less energy consumption and long life, as well as the environmental advantages like lower environmental im-



Swiss and Austrian building of Sony, located in Schlieren (Canton of Zurich)

pacts" (Sony's Website).

Sony's environmental-friendly products include a range of products, such as smartphones, cameras, notebooks and Blue-Ray players.

For instance, the display of Xperia™ smartphone reduces the

power consumption by up to 50%. It also contains post consumer recycled plastics and waterborne paint.

Cyber-shot DSC-HX20/HX30 camera features a 20x optical zoom, which is 60% smaller in volume than previous models. It is further able to shoot about 1.5 times more pictures than previous models per watt-hour of battery capacity (94 shots compared to 64 per watt-hour). It is made with SoRPlas, a plastic developed by Sony with 99% recycled content.

VAIO Z notebook can resume operating in only two seconds after opening the lid.

Last example, the need for energy of BDP-S185 Blue-Ray disc™ player is 55% lower than one of the previous model (BDP-S370).

Agenda

日程

AGENDA

- ✓ 22nd November: JETRO/EPFL seminar "Japanese Corporate R&D Seminar / Japanese Innovation Culture" 2 p.m.—5 p.m.
Room BC 410, EPFL innovation center, Lausanne.
To register, please see our Website.

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>

JETRO

Japan External Trade Organization

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