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Wine-producers export Swiss wines to Japan

Jean-Daniel Vautier and his wife Fuichi Morimoto produce white and red wines, and sell them in Switzerland, but also in Japan.

Jean-Daniel Vautier is the grandson of the first owner of his vineyard "Domaine du Moulin", located in the Canton of Vaud, in the towns of Aubonne and Fechy. His grand-father bought the property in 1922.

When he visited Japan for the first time in 1974, he met Fuichi Morimoto, who he married in 1979. Together, they now manage a six-hectare vineyard.

Among the best Chasselas

"At the beginning, I was producing only one white and one red wines. But, I realized that I needed to diversify", said Jean-Daniel Vautier. Today, they produce 12 different wines. The majority of them are white wine (65% of the production), but they also produce red, rosé, sparkling wines, and some specialties.

The main wine grape variety is the "Chasselas". Other varieties are "Pinot Noir", "Gamay", "Gewürztraminer" and "Pinot Gris".

In 2012, they decided to submit



Jean-Daniel Vautier and his wife Fuichi Morimoto in their wine cellar.

their wine called "Domaine du Moulin Aubonne La Côte AOC 2011" to the world's Chasselas contest, in Aigle. "I just wanted to see what the quality range of my wine is".

Their wine finally obtained... a gold medal and a score of 89/100! It further was selected as the favorite wine of the press.

Exports to Japan

25% to 30% of the bottles are sold in Japan to a total of about 300 private clients. "We have each year more and more clients in Japan", said Fuichi Morimoto. Do Japanese buy the same wines as Swiss? "They buy a little more white wines. Our dry white

wine goes very well with the Japanese cuisine, like sushi and yakitori", claimed Mr. Vautier.

Moreover, many Japanese tourists and residents in Switzerland visit their vineyard.

Every spring, they hold two open door days. This year, they will welcome visitors (not only Japanese) on May 11 and 18.

They also organize a visitor's day on the occasion of the grape harvest, taking place by the end of September. "Every year, we welcome about 300 people, many of them being Japanese. They can pick some grapes, see the harvesting machine and have a drink in our cellar", said Jean-Daniel Vautier.

Moreover, they welcome in average twice a month some groups of Japanese visitors, ranging from 6 to 40 people. They can taste their wines and some local food specialties, and enjoy upon request a raclette.

"This is a family business. We take care of our products from the production to the sales to clients. Our job is not only to make a product, but also to make a link with the clients", said Mr. Vautier.

動向

SITUATION

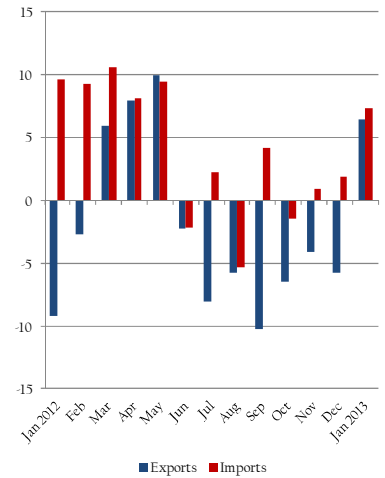
Japan's current economic situation

According to the Cabinet Office, "while the Japanese economy shows weakness recently, signs of bottoming out can be seen in some areas" (Monthly Economic Report, January issue).

Exports increased 6.4% in January 2013 from the previous year to ¥4,799 billion. As mentioned by the Bank of Japan, "while overseas economies remain in deceleration phase, they have shown some signs of picking up" (February report of Recent Economic and Financial Developments). Exports to Asia rose 8.4% (+28.8% for Taiwan,

+23.7% for Thailand) and exports to the United States increased 10.9%. However, exports to Western Europe declined 5.9% (-10.2% for Switzerland).

Private consumption has remained resilient. The average of consumption expenditures per household was ¥359,482 in December, up 2.1% in nominal terms and up 2.2% in real terms from the previous year. The number of unemployed persons in December 2012 was 2.59 million (4.2%), a decrease by 6.2% from the previous year.



Trade statistics of Japan, changes from the previous year in percents
Japan's Ministry of Finance

分析

ANALYSIS

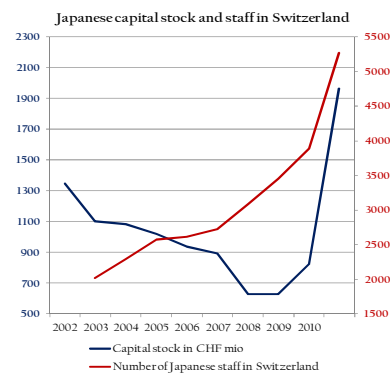
Investments between Switzerland and Japan

Swiss National Bank released in December 2012 information about investments between Japan and Switzerland in 2011.

Japanese capital inflows

As reflected by the graph, Japanese investments and staff increased rapidly in 2011. Japanese capital stock in Switzerland rose from CHF 826 million in 2010 to CHF 1,965 million in 2011 (+238%), showing the third consecutive year of increase, whereas it had declined from 2002 to 2008. Japanese staff in Switzerland soared from 3,881 in 2010 to 5,272 in 2011.

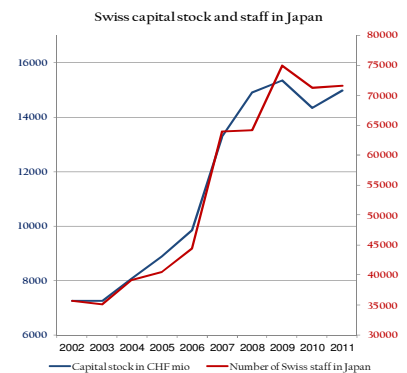
The most significant Japanese investments were carried out in 2011 by Takeda Pharmaceutical Company (acquisition of Nycomed), Toshiba Corporation (acquisition of Landis+Gyr), Nabtesco Corporation (investment in Kaba Hold-



Swiss National Bank

ing) and Mitsui & Co (investment in Multigrain).

The total amount of Japanese capital inflows in Switzerland in 2012 has not yet been disclosed, but it appears that the main investments were done in 2012 by Citizen Watch (acquisition of Prothor Holding), IHI Corporation (acquisition of Ionbond), Tokyo Electron (acquisition of Oerlikon Solar) and UCC (acquisition of United Coffee).



Swiss National Bank

Swiss capital outflows

Swiss capital stock in Japan remained quite stable from 2010 to 2011, whereas it increased 206.2% from 2002 to CHF 14,340 million in 2011. This evolution reflects the sharp growth of Swiss capital stock in all countries, which rose 246.8% from 2002 to 2011.

The number of Swiss staff in Japan increased similarly 199.3% to 71,205 people from 2002 to 2011.

Japan lifts bans on imports of beef

Whereas Japan lifted bans on imports of beef from France, the Netherlands, the United States and Canada, imports of Japanese beef into the European Union and Switzerland are expected to be allowed again.

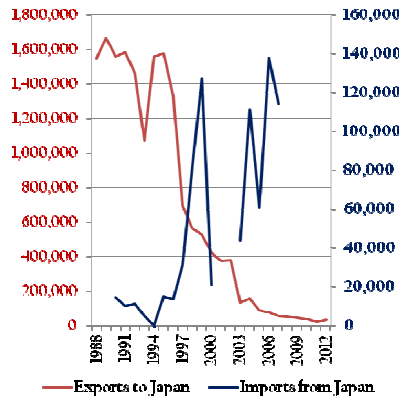
Japan allows imports of EU's beef

Japan decided to lift a ban on imports of beef from France, the Netherlands, the United States and Canada. This decision applies from February 1, 2013 to beef from cows up to 30 months old.

The prohibition of the import of beef was part of its measures against the mad cow epidemic (officially known as “Bovine Spongiform Encephalopathy—BSE”).

A panel of medical and food experts, operating under Japan’s Ministry of Health, has found that no single cattle has been infected by the mad cow epidemic.

This decision has been welcomed by the European Commission as “an important signal to the EU’s trading partners in the Far East and throughout the world that EU beef is safe, and that imports of EU beef should resume quickly”.



Trade of edible meats and giblets (incl. beef) between Japan and Switzerland
Source: Swiss Federal Customs Administration



Wagyu beef
Source: Ministry of Agriculture, Forestry and Fisheries

Exports of Japanese beef to EU expected to be allowed again

The European Union’s Standing Committee on Food Chain and Animal Health (SCoFCAH) endorsed two proposals of the European Commission.

First, it approved the insert of Japan into the list of non-EU countries from which imports of beef into the EU is authorized.

Second, it approved a Japanese monitoring plan for substances and residues in bovine animals and their products.

The lifting of those restrictions is expected to allow the import of Japanese beef into the European Union. According to Swiss Federal

Veterinary Office, Switzerland is expected to follow the decision of the European Commission.

Wagyu beef (“Japanese beef”) is known for its marbling characteristics and its praised quality, which results from specific Japanese breeding and feeding techniques.

Kobe’s beef is a world’s renowned beef, valued for its flavor, tenderness and its marbled texture.

As shown on the graph, imports of Japanese meats and giblets into Switzerland is increasing, while remaining rather low (value of CHF 114,000 in 2007). Moreover, imports of Japanese beef was of a value of about CHF 10,000 per year in the 1990s.

政策

POLICY

JETRO’s conferences in Geneva and Zurich

JETRO will hold two conferences on Switzerland/Japan Free Trade and Economic Partnership Agreement.

The first conference will be held in Geneva (Hotel Beau-Rivage) from 5

pm to 6 pm, on March 4, 2013. Among others, a speech about Swiss/Japan Bilateral Commercial Relations will be delivered by H.E. Luzius Wasescha, Former Swiss Ambassador to WTO.

The second conference will take place on March 15, in Zurich, at Credit Suisse Forum.

Admittance is free of charge. For registrations, please complete the form available on our Website.

活動

ACTIVITY

革新

INNOVATION

PlayStation®4 to be introduced in 2013

Sony Computer Entertainment Inc. (SCE) announced in New York, on February 20, 2013 that it will release its new game console PlayStation®4 in 2013. It has not disclosed its price or exact launch date.

Andrew House, President and SCE's CEO, outlined the company's vision: "Our vision for the future is consumer-centric, developer inspired, and characterized by

an unwavering commitment to phenomenal play experiences".

New features

As mentioned in the press conference by Mark Cerny, lead system architect for PlayStation®4, the console is based on five principles: "simple, immediate, social, integrated and personalized".

The console will use the cloud-

based gaming service developed by Gaikai - a SCE's subsidiary company. This service enables players to try for free the games. "Try it for free, share it if you like it, only pay for games you fall in love with", David Perry, CEO of Gaikai said. Moreover, PlayStation®4 will connect to smartphones and tablets and will be able to act as a second screen.

Agenda

日程

AGENDA

- ✓ 4th March: JETRO Conference: Switzerland/Japan Free Trade and Economic Partnership Agreement
Beau Rivage hotel, Geneva, 5.00 pm to 6.00 pm.
- ✓ 15th March: "On the eve of 150 years of Diplomatic Relations between Switzerland and Japan. The Role of the Free Trade Agreement in the Past, Present and the Future"
Credit Suisse Forum, 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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