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会見

INTERVIEW

## Fujitsu expands its business in Switzerland

Established in 1935 and headquartered in Tokyo, Fujitsu is now the third IT provider in the world. Appointed in June 2012, Wilhelm Petersmann, Managing Director of Fujitsu Technology Solutions AG (its Swiss subsidiary), introduces the company's philosophy, business and Swiss situation.

### *"Reshaping business and society" (Fujitsu's slogan)*

As claimed by Wilhelm Petersmann, "Fujitsu has a human-centric IT understanding. It cares about the environment."

For instance, it produces energy efficient solutions, such as zero-watt technologies for computers in stand-by mode. It also has developed an agricultural program to help rice farmers in Japan to optimize their production, by measuring fertilization and humidity of soils, and forecasting the weather.

"Our business view relies on sustainable and long-term relations. We are not looking for short-term successes," he said.

### *Production in Germany*

Fujitsu runs a state-of-the-art production and R&D facility located in Augsburg, Germany. It is the most modern manufacturing facility for PCs and serv-



Wilhelm Petersmann, Managing Director of Fujitsu Technology Solutions AG

ers in Europe. "And it is a noteworthy fact that Fujitsu manufactures in Europe at all besides plants in Japan and Asia. Augsburg is a very good example of how Japanese innovative capacity and German engineering knowledge can be combined," claimed Mr. Petersmann.

As he further explained, Fujitsu's main business in Switzerland is direct business-to-business with big companies. "Fujitsu is focused on high quality, highly sophisticated products as well as on world-class services." Among its innovative products for instance is a hybrid PC. It is composed of a screen and keyboard unit. The screen of this hybrid PC can be taken off and used as a tablet PC. As both units of the hybrid are equipped with a battery, it has an autonomy up to 10 hours.

### *18% growth in Switzerland*

Fujitsu has its Swiss headquarters in Regensdorf, and offices in Crissier, Bern, Basel and Zurich. Employing a total of about 200 people in Switzerland, it provides services to all industries (banks and insurances, transport, telecommunication, logistics), but also to the government. "For example, all pilots of the airline company Swiss have a Fujitsu notebook, which contains their flight documents."

Despite a very difficult business environment, Fujitsu is expanding in Switzerland. "The maintenance and hardware market is decreasing by 10 to 15% every year. This represents a challenge for all IT companies. Opposite to this trend, Fujitsu will grow by 18% by the end of the fiscal year 2012 (ending in March 2013) in Switzerland, thanks to its long-term relationships and to new service and hardware contracts," Wilhelm Petersmann said.

In fiscal year 2013, Fujitsu will take the opportunity of cost-cutting programs to further expand its business. "A lot of customers have cost-cutting programs. We do not need to convince them that they can decrease their costs, we just have to show how they can do it," he also said.

## 動向

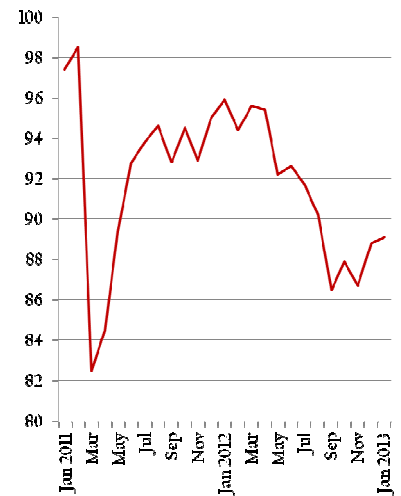
SITUATION

## Japan's current economic situation

"The Japanese economy is showing movements of picking up recently, while weakness can be seen in some areas", according to the Monthly Economic Report issued in March by the Cabinet Office. As shown on the graph, Japan's index of industrial production rose in January 2013 for the third consecutive month (+0.3% to 89.1). Exports slightly declined in January (-2.9%), though exports to North America (+3.7%) and Oceania (+3.7%) were positive. However, exports to Asia (-5.2%) and Western Europe (-9.0%) contin-

ued to decline.

Furthermore, the domestic situation improved recently. Unemployment rate was 4.2% in January, showing a decrease by 6.2% from the previous year. The average of monthly consumption expenditures per household was ¥ 288,934 in January, marking an increase by 2.1% in nominal terms and 2.4% in real terms over the year. Orders in construction (provisional data) rose 7.9% in January 2013 from a year earlier to ¥ 3,142 billion.



Index of industrial production  
Source: Ministry of Economy, Trade and Industry

## 活動

ACTIVITY

Seminars on the eve of 150<sup>th</sup> anniversary

H.E. Luzius Wasescha, Former Swiss Ambassador to the World Trade Organization

Two conferences were held in Geneva (March 4) and Zurich (March 15) on the eve of the 150<sup>th</sup> anniversary of diplomatic relations between Switzerland and Japan.

As mentioned by Roger Mottini (author of a book about the history

of Swiss-Japanese relationship\*), the Treaty of Amity and Trade between Japan and Switzerland was signed in 1864, following the visit of the Swiss delegation led by Aimé Humbert (head of the Swiss watch union).

Moreover, a Free Trade and Economic Partnership Agreement (FTEPA) between the two countries is in force since September 2009.

H.E. Luzius Wasescha, Former Swiss Ambassador to the World Trade Organization, outlined the impact of global changes on the FTEPA.

An analysis about the impact and utilization of the FTEPA was also introduced by Patrick Ziltener and Georg Blind, Professors at the University of Zurich. It shows that the utilization rate rose rapidly until 2011 (40%), and then declined to



Patrick Ziltener and Georg Blind, Professors at the University of Zurich, and Roger Mottini, Lecturer, Author and Researcher

26% in 2012.

\*Roger Mottini, "Tell in Tōkyō: schweizerisch-japanische Begegnungen von den Anfängen bis 1914" (also published in Japanese).

## Japanese low-emission cars at Geneva Motor Show



Toyota i-Road concept car



Nissan's Resonance concept car



Mitsubishi Plug-in Hybrid

革新  
INNOVATION

Japanese car manufacturers are seen as leaders in the development of low-emission cars. The following are some examples of their technologies.

### Hybrid technology

Toyota has developed the Hybrid Synergy Drive technologies, which allow the car to use the power engine only. It also enables the re-charge of the battery during deceleration and braking. It began to develop this technology as early as in the 1960s.

Toyota's hybrid technologies are used in cars, such as Yaris (79 g/km of CO<sub>2</sub> emission and 3.5L/100 km), Auris (89g/km of CO<sub>2</sub> emission; 3.8L/100 km), Prius (89g/km of

CO<sub>2</sub> emission; 3.9L/100 km) and Lexus cars.

Nissan also exhibited the hybrid crossover Resonance concept car. It has a 2.5-liter four-cylinder engine. It combines electric motor/generator linked to a Continuously Variable Transmission (CVT).

The design of Honda's CR-Z Hybrid has been revised in 2013. It has an average consumption of only 5 liters / 100 km. It is able to reach 100 km/h in 9 seconds.

Integrated Motor Assist (IMA) hybrid system of Honda's Jazz Hybrid uses i-VTEC engine and electric motor to achieve higher fuel efficiency and performance.

Mitsubishi's GR-HEV concept Sport Utility Truck (SUT) features a diesel-hybrid system which re-

duces its CO<sub>2</sub> emission to 149 g/km and a 2.5L engine.

### Electric cars

Toyota also unveiled the i-Road concept – a three-wheel electric car (see picture).

Nissan manufactures since 2010 the Leaf electric car. It has a range of up to 175 km per charge of battery and a maximum speed of 145 km/h. Furthermore, 95% of its battery can be recycled.

In addition to i-Miev (range capacity of 130 km), Mitsubishi exhibited CA-MiEV concept car. Its regenerative braking system and reduction in body weight enable a driving range of 300 km.

## JETRO's survey on Japanese foods among overseas consumers

JETRO conducted a survey on Japanese foods among 2,800 consumers located in seven countries and regions: China, Hong-Kong, Taipei, South Korea, the United States, France and Italy.

Japanese cuisine is seen as the most favorite foreign cuisine in all countries, except the United States

(where it is ranked third most foreign favorite cuisine).

Sushi, yakitori and tempura are very popular, regardless the country or region, whereas ramen noodles are more popular in Asia and the US, and curry rice is more popular in Europe.

96.3% of Chinese consumers have

an excellent or good opinion about Japanese sake, although only 69.2% of French respondents and 72% of Italian respondents express a positive opinion about it.

Japanese green tea is enjoyed in all countries (average of 32.7% of excellent opinions and 57.6% of good opinions).

分析  
ANALYSIS

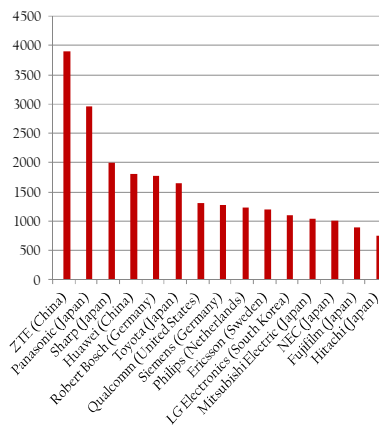
**革新**  
INNOVATION

## More innovative Japanese firms

According to the World Intellectual Property Organization, the number of patents filed by firms originating from Japan under the Patent Cooperation Treaty (PCT) rose 12.3% to 43,660 in 2012 (estimate) from a year earlier. They already increased 20.9% in 2011 year-on-year (see graph).

The increase of the number of patents filed by Japanese firms is much higher than the global average growth: +6.6% in 2012.

Japan is the second largest provider of patents, after the United States and ahead of Germany: patents filed by Japanese companies account in 2012 for 22.5% of the total number of patents filed in the world, against 26.3% for the United States (No. 1) and 9.7% for

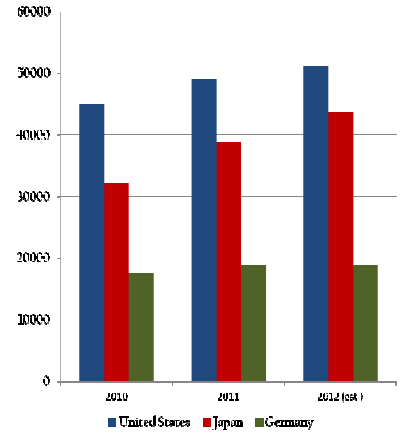


Patent filings under PCT - Top 15 companies  
Source: World Intellectual Property Organization

Germany (No. 3).

### 7 of top 15 firms are Japanese

Among the 15 companies which filed the most PCT patents, 7 of



PCT international applications - Top 3 countries of origin  
Source: World Intellectual Property Organization

them are Japanese firms: Panasonic (2951), Sharp (2001), Toyota (1652), Mitsubishi Electric (1042), NEC (999), Fujifilm (891) and Hitachi (745).

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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