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Mycom operates overseas sales from Zug

Mayekawa Manufacturing Company (Mycom Group) is a Japanese industrial firm, focused on freezing and compression technologies.

Masao Maekawa is the Chairman of Mayekawa Intertech AG, Mycom's center for overseas sales. He lives in Switzerland since 2004, when he opened this center located in Zug.

Before joining Switzerland, he worked in South and North America, and in South-East Asia. He enjoys his life in Switzerland: "I like the quietness here, to ski and to walk my dog, Hachi", he said.

Overseas sales office in Zug

Mycom has a R&D center in Japan, several factories in Japan and around the world. Its center for overseas sales is located in Zug, which employs 13 people specialized in sales and in engineering.

"The decisions related to our industry are taking place in Europe, that is why we should be here", explained Mr. Maekawa.

In addition, he outlined the advantage of Zug, which is only 30 minutes from Zurich's airport. "Our sales managers can visit our



Masao Maekawa,
Chairman of Mayekawa Intertech AG,
and his faithful dog, Hachi

clients in Europe from Zug", he further said.

Mycom's large projects

Since its establishment in Japan, in 1924, Mycom has expanded its business in four main areas: low temperature refrigeration plants and industrial freezers, large-sized air-conditioning heat pumps (which recover heat from air and water and make hot water), gas compressors (which can handle a wide range of petrochemical industry) and food robotics (automated systems in low temperature conditions).

Mycom has a fluctuating turnover of JPY 1 to 2 billion. "Our

turnover is growing on the long-term, but it goes up and down every year, depending on our projects", said Mr. Maekawa.

Mycom is in charge of some large scale projects. For instance, its technology serves to freeze the ground in the entrance of Tokyo Bay Aqua-Line, a bridge-tunnel combination in Tokyo Bay.

In Europe, it also provides equipments for the international nuclear fusion project ITER in Cadarache, South of France. It further supplies helium compressor to the CERN (European Organization for Nuclear Research), in Geneva.

"Our company started to sell in local markets, and now we are thinking about the global business", Mr. Maekawa said.

Japan in the 21st Century

Masao Maekawa published in March 2013 a book in Japanese about the revival of Japan. In this book, he expresses his opinions about Japan's industry.

"Japan will play a significant role in the world in the 21st Century. Japan's industry should focus on high technologies and invest in the long-term to be successful", he argued.

動向

SITUATION

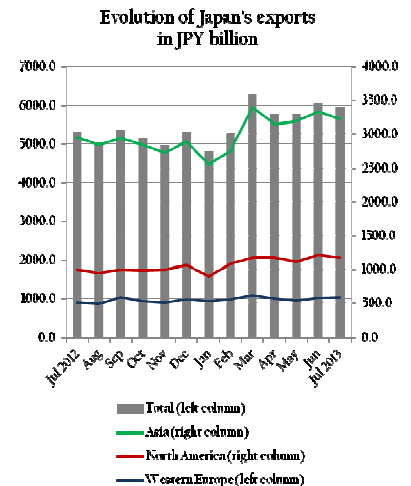
Japan's current economic situation

According to the Cabinet Office (July report), Japan's economy "is picking up steadily and shows some movements on the way to recovery".

Japan's economy is stimulated by the recovery of overseas demand. As shown on the graph, Japan's exports increased 12.2% to ¥ 5962 bio in July 2013 from the same month in the preceding year. Exports increased 17.5% for North America, 14.4% for Western Europe and 9.1% for Asia. However, Japan's economy also logged a

trade deficit of ¥ 1023 billion, as a result of an increase of import of crude oil and LNG, and of a weaker yen.

Moreover, the domestic situation is improving. As mentioned by the Cabinet Office report, "deflation is ending". The consumer price index was 99.8 in June 2013 (2010=100), up 0.2% over the year. The average of consumption expenditures per household was also ¥ 296,512, up 1.2% in nominal terms and up 0.9% in real terms from the previous year.



Source: Japan's Ministry of Finance

活動

ACTIVITY

Globus has resumed the sales of Japanese fruits

Globus has begun to sell Japanese fruits in 2007. It stopped after Fukushima accident in March 2011, but resumed sales of apples in 2012 (for the Christmas period) and of black garlic in May 2013.

JETRO provided support for Globus imports

JETRO has arranged business meetings with Japanese food suppliers to help Globus to import their products.

JETRO Geneva's correspondent in Zurich Chie Hess has helped Globus to communicate with Kashiwazaki-seika Co. (black garlic producer) and Yamano-Ringo Ltd. (apple exporter). Both companies are located in Aomori Pref., North of Honshu's island.

Moreover, JETRO invited in March 2012 Richard Kagi, Senior Buyer at Globus, to attend Tokyo's International Food and Beverage Exhibi-



Chie Hess and Mr. Kashiwazaki, with black garlic in his hands

tion (Foodex) and arranged business meetings with several food and sake companies in Sendai's area (North-East of Honshu).

JETRO also invited Peter Baldinger, Managing Director of Süsswaren Vertriebs AG (a Globus' food supplier), to take part in Agri-Food Expo Tokyo and business

meetings in Japan in August 2012.

Black garlic, apples... and soon tomatoes?

Japanese black garlic is obtained through a fermentation process. It has a creamy and soft texture.

Ringo apples are sweeter and bigger than Western ones. "Our customers are always looking for something special and exceptional. Japanese apples are very popular and were sold within days last Christmas", said Matthias Schlagehan, Globus' buyer fruits and vegetables. Globus expects to receive Ringo apples again this year in November.

Does Globus plan to sell more Japanese fruits? "We are thinking about an import of tomatoes for Christmas. The taste is unique and we think our customers will appreciate them a lot", he further said.

JETRO's Approaches to New Growth Strategy

Japan's Cabinet has established a New Growth Strategy to overcome deflation, expand employment and revitalize Japan's economy. JETRO is expected to play an important role in the implementation of this Strategy.

Three arrows

Abe's administration's economic policy consists of three arrows, which aim to overcome deflation, expand employment and revitalize the economy.

The first arrow is a "bold monetary policy". Its objective is to reach an inflation of 2% and a supply of fund by the Bank of Japan (monetary easing).

The second arrow is a "flexible fiscal policy". It will promote disaster prevention and reduction programs and accelerate reconstruction efforts for areas damaged by the earthquake.

The third arrow is a "growth strat-

egy that encourages private sector". It will promote investments to expand energy efficiency and renewable energy. It will also enhance assistance for SME funding. It will focus on investments in areas such as healthcare, agriculture and education.

JETRO initiatives to promote the Growth Strategy

On July 25th, JETRO's Chairman and CEO Hiroyuki Ishige underlined in a speech the following JETRO's initiatives to promote Cabinet Office's Growth Strategy.

The first initiative is the expansion of foreign direct investment in Japan. On the period FY 2003-2012, JETRO has provided support to over 1,000 foreign companies investing in Japan among more than 10,000 foreign companies. The government has set the target of "doubling inward FDI stock in Japan to 35 trillion yen by 2020".

Among other supports, JETRO provides temporary office spaces in six major Japanese cities (Tokyo, Yokohama, Nagoya, Osaka, Kobe and Fukuoka). JETRO has also established in July an "Invest Japan Task Force" to enhance its capability to support foreign companies.

The second initiative is the "further expansion of agricultural, forestry, fishery and food exports". The government set a target of expanding exports from the current 450 billion yen to one trillion yen by 2020". In January, JETRO has set up the Task Force for Agriculture, Forestry Fishery and Food Export Promotion, which has so far provided consultation for more than 6,000 cases and organized more than 110 seminars.

The third initiative is "tapping into emerging markets". The government sets the objective of "helping 10,000 new firms enter overseas markets in the next five years".

政策

POLICY

2013 JETRO Global Trade and Investment Report

JETRO released the 2013 Global Trade and Investment Report.

It outlines that global trade and investment has remained low in 2012 at \$ 17,977 billion, showing an increase by 0.02% over the year. Direct investment around the world declined for the first time in three years (-18.2% to \$ 1,351 billion) due to a drop in investment in advanced countries, especially in Europe.

It also shows that Japan's exports decreased 2.4% from the previous

year, while its imports rose 4.2%. As a result, Japan's economy logged a trade deficit for the second consecutive year.

It further points out that Japanese

outward foreign direct investment increased 12.5% in 2012 from the previous year, marking the second highest increase in history.

Product	Top 3 export destinations		
1 Pharmaceutical products, not containing antibiotics and hormones	South Korea	Hong Kong	China
2 Ball point pens	USA	Mexico	France
3 Sea urchin, jellyfish, sea cucumber, frozen, dried or salted	China	Vietnam	USA
4 Paper & paperboard coated with plastic, wt>150g/m ²	Netherlands	USA	China
5 Yachts, etc. for pleasure of sports, except sailboats or motorboats	USA	Russia	China

Popular exports of Japanese consumer goods, 2012, volume basis

分析

ANALYSIS

革新

INNOVATION

Fujifilm to release new instant camera

Developed by Fujifilm, “Instax mini 90 Neo Classic” camera prints card-sized photos instantly. Fujifilm announced that it has been put on Japanese market since August 23 and it will be released globally later in 2013.

“Instax” is a brand of instant cameras and films developed by Fujifilm since 1999. The Instax Mini 8 was released on the market in 2012 (see picture). Each time a photo is taken, it prints a picture of a size of 62X46 mm.

Instax mini 90 prints photos of a larger size: 86 X 54 mm. It has a flash and a 60 mm F/12 lens.

Inspired by 1970s Fujifilm’s high-end cameras, its style is also in line with a recent retro trend .

It further features several shooting

modes: a “Double Exposure” mode to combine two pictures in a single frame; a “Bulb” mode for 10 exposures at slow shutter speed; a “Valve” mode for light trails and night pictures; a “Kids” mode for moving targets.

Instax mini 90 has a size of 113.4 X 91.9 mm, with a screen size of 65 X 46 mm and a weight of 296 g. It costs ¥ 20,000 in Japan, which is approximately CHF 190.-.

Established in 1934 as a photographic film manufacturer, Fujifilm has become a multinational photography and imaging company.

Its revenue increased 0.9% to ¥ 2214.7 billion in FY 2013 from the previous year and its operating income rose 1.0% to ¥ 114.1 billion



Instax mini 8
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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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