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## Astellas expands its network through international organization



Masayuki Imanishi, Executive Liaison  
Officer, Astellas Pharma Inc.

Masayuki Imanishi has joined to the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) from Astellas Pharma Inc. (Tokyo, Japan) as Executive Liaison Officer. He has been working actively to strengthen Astellas global relationship with the international organization in Geneva.

“My main mission is to increase Astellas awareness and network to Geneva international community of Non-Governmental Organizations (NGOs) such as the World Health Organization (WHO), the World Intellectual Property Organization (WIPO) or the World Trade Organiza-

tion (WTO) through the IFPMA activities.”, Mr. Imanishi said.

Employed by the Japanese pharmaceutical research-based company Astellas, Mr. Imanishi has an extensive international experience. He spent a total of eleven years overseas, including six years in the United States, three years in Germany and two years in the United Kingdom. He started to work in Geneva in June 2013.

*Promoting access to medicines  
in developing countries*

Based in Geneva, the IFPMA, non-profit and nongovernmental organization, represents the research-based pharmaceutical companies and associations across the globe. Its objective is to improve health around the world by contributing expertise, building trust, and establishing solutions for global health.

“One of our challenges is to improve the access to medicines in developing countries. Although people in developed countries can access to all kinds of medicines from vaccines and essential medicines, to innovative brand medicines, they cannot access even the essential medicines in

developing countries because of unavailability of the medicines, unaffordability of the people and the government, a lack of medical professionals and also a lack of an efficient supply system”, explained Mr Imanishi.

The mission of IFPMA is to advocate policies that encourage discovery of and access to life-saving and life-enhancing medicines to improve the health of people worldwide. To fulfil this mission, one example is to fight diseases in developing countries, and to promote the research on neglected tropical diseases (NTDs). The IFPMA announced in 2012 pledges of 14 billion treatments to help end nine NTDs as well as continued support with research and development and capacity-building programs.

*Japanese pharmaceutical company Astellas*

Astellas Pharma Inc. (“Astellas”) is a research-based pharmaceutical company with a total sales of USD 10.7 billion. It employs a total of 18,000 people worldwide.

(Continued on page 2)

## 動向

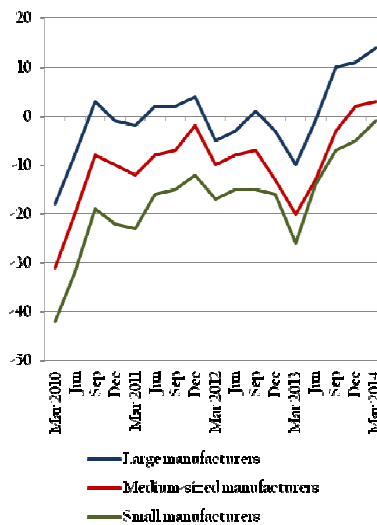
SITUATION

# Japan's current economic situation

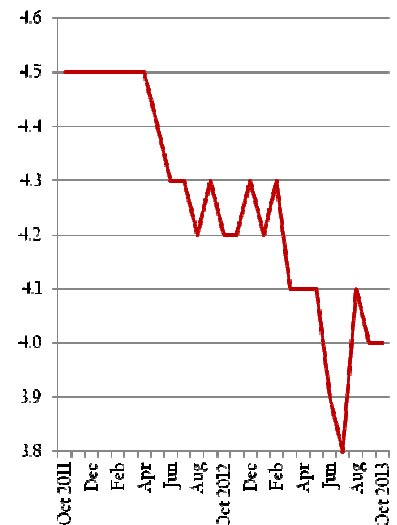
According to the Cabinet Office, "Japanese economy is on the way to recovery at a moderate pace" and "the recovery is expected to take hold as household income and business investment continue to be on upward trends, while exports move toward picking up and the effects of the policies develop" (November 2013 report).

The recovery of the Japan's economy is reflected by several indices. As shown on the graph, the Tankan judgment survey on forecast for business conditions increased for all sizes of manufacturing industries. For instance, it increased from -10 in March 2013 to +14 in March 2014 for large manufacturers. Moreover, the seasonally adjusted index of the industrial production rose 5.4% from the previous year to 99.3 in October 2013 (2010=100).

Exports increased 18.4% over the year to ¥ 5,900 billion in November. Exports were up for all regions: +18.9% for Asia, +20.8% for



Tankan judgment survey on forecast for business conditions  
Source: Bank of Japan



Unemployment rate  
Source: Statistics Bureau, Ministry of Internal Affairs and Communications

North America and +17.1% for Western Europe. Exports of transport equipments (+25.6%), and of chemicals (+21.4%) increased at the fastest rates.

The domestic demand also contributed to the economic recovery. The average of monthly consumption expenditures per household was ¥ 290,676 in October 2013, marking

an increase by 2.3% in nominal terms and by 0.9% in real terms from the previous year. In addition, the consumer price index rose 1.1% to 100.7 (1010=100) in October 2013 over the year.

The unemployment rate continues to decrease. It was 4.0% in October 2013 against 4.2% in October 2012 (see graph).

## Astellas expands its network through international organization

(Continued from page 1)

55% of its turnover is achieved in Japan, 21% in the United States, 20% in Europe and 4% in the rest of Asia.

Ranked 17<sup>th</sup> largest pharmaceutical company in the world, it focuses on three main fields: urology, transplantation and cancer.

It has been established in 2005

through the merger of Yamanouchi Pharmaceutical Co., Ltd. and Fujisawa Pharmaceutical Co. "The competition of the pharmaceutical industry was getting more severe, that is why we needed to reach to the critical mass of our R&D expertise & capacity and product portfolio by merging the two companies", said Mr. Imanishi. The name of Astellas comes from "Stellas" named after

the Latin word "stella" (star) and the English "stellar" to mean "aspired stars".

"I would like Astellas to contribute to the global society and community as a shining star to fight against diseases through developing novel and innovative medicines for the patients who is suffering from painful diseases.", he further said.

## 会見

INTERVIEW

## Specialized ICT seminar at JETRO Geneva office

JETRO Geneva held a seminar on ICT (Information and Communication Technologies) on December 2, 2013.

JETRO's Geneva Director General, Koichiro Nakamura, welcomed the participants. He also introduced JETRO's worldwide and Swiss presence, Japan's current economic situation and revitalization strategy.

Yuki Hagihara, Vice-President of Fujitsu, presented Japan's ICT market. He outlined that Japan is the second world largest IT market, accounting for 11% of the global spending.

Furthermore, he introduced Fujitsu — the fourth largest IT services provider in the world. He pointed out some recent Fujitsu's smart community projects, such as the one in collaboration with the



Yuki Hagihara, Vice-President, Fujitsu

city of Aizuwakamatsu, Fukushima Prefecture, to develop an Energy Control Center, and the one in collaboration with Toyota Motor Corporation on demonstration tests for energy data management in Aichi Prefecture.



ICT Mini Seminar at JETRO Geneva office

Following a closing speech by Philippe Meyer, Director of International Relations at the Geneva Chamber of Commerce and Industry, and Services (CCIG), participants enjoyed a sake tasting presentation and degustation.

活動

ACTIVITY

## Japanese literature — Ode to slow food

Ito Ogawa is a contemporary Japanese writer born in 1973. She made her first steps in the world of literature with Children's literature. *Restaurant of Love Regained* [*Le restaurant de l'amour oublié*] is her first novel, it has been a real success in Japan, such a success that a film was even based on the novel.

The story is very simple, yet extremely touching and full of poetry.

The main character is Rinco, a young woman of 25 years that loses her voice after an unhappy end love story. She has nowhere to go so, though it is not her real desire, she decides to go back to her home village. She goes to live with

her mother in a remote countryside area of Japan. Her mother is an eccentric person that shares her life with a domesticated pig called Hermes. She owns a bar, unique meeting point of that village, in the middle of nowhere.

With no job, Rinco, who is passionate with cooking, decides to open a restaurant, and she discovers talents in the art of making people happy by cooking for them. Each dish is meditated and created depending on the personality of the guest. Rinco respects each foodstuff as a gift from nature. She invents for her clients unique dishes that are prepared and enjoyed slowly awakening unsuspected

feelings such as deep love. Rinco's dishes are prepared with so much love that it feeds not only the body but also the soul, giving each person enough energy to keep on living and to keep on smiling in spite of the bad trick of life such as disease. Quickly the rumor says that if one eats at Rinco's place called "The Snail" happiness and chance will knock at one's door.

The lesson of that refreshing novel is not only that love and compassion can change lives but also that food and slow food can lead to a state of mind close to Nirvana. This book is like a modern fairytale with this fatalistic touch that characterizes Japan.

文化

CULTURE

## 革新

INNOVATION

## First talk between human and robot in outer space

Japan Aerospace Exploration Agency (JAXA) astronaut Koichi Wakata and robot Kirobo held the first experiment conversation in outer space. The conversation took place on December 6, on board the International Space Station (ISS). It was announced by Dentsu Inc. on December 20.

This conversation was part of the joint research program KIBO ROBOT PROJECT. This project is carried out by Dentsu Inc. (a Japanese advertising agency), the University of Tokyo's Research Center for Advanced Science and Technology, ROBO GARAGE Co., Ltd and Toyota Motor Corporation. JAXA



KIBO ROBOT PROJECT  
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is also providing support to this project.

The robot has a height of 34 cm and a weight of approximately 1 kg. Speaking Japanese, it can recognize voice and has natural language processing as well as a voice synthesis.

The conversation experiment was

as follows (translation from Japanese):

“Wakata: How did you get out here into space, Kirobo?”

Kirobo: On a Kounotori\* from Tanegashima.

Wakata: Oh, so you flew all the way into space on a bird?

Kirobo: It wasn't a bird, it was the Kounotori rocket.

Wakata: It's incredible that you came here all by yourself.

Kirobo: Well, I'm a robot!

\*Kounotori is the Japanese word for “white stork” and is also the name of the H-II Transfer Vehicle used with the H-IIB Launch Vehicle”.

## Agenda

## 日程

AGENDA

- ✓ 21<sup>st</sup> Jan.: Swiss-Japanese Symposium 2014 — 150th anniversary of Swiss-Japanese relations  
1:30 pm - 6 pm, City Hall, Winterthur



*JETRO's Geneva team wishes you a Merry Christmas and the best for the New Year 2014!*

*We are looking forward to seeing you again and to continuing to support your business activities.*

Rhine River, Rheinfelden

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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