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Ionbond-IHI opened new headquarters in Zurich

Ionbond is a leading provider of hard, wear resistant and low friction coatings. The Swiss company has been acquired by IHI Corporation, a Japanese heavy industry group at the end of 2012 and moved its group headquarters from Olten to Zurich in October 2013. JETRO spoke to Yoshinori Kawasaki, Chairman of the Board, and Joe Haggerty, Chief Executive Officer, a year after the transaction.

Acquisition of Ionbond by IHI

“We finalized the acquisition of Ionbond on December 28, 2012”, said Yoshinori Kawasaki COB. Mr. Haggerty CEO outlined the advantages of this acquisition for Ionbond. “We became part of a worldwide organization, with access to an extensive network — especially in Japan and in South-East Asia. It also allows us a long-term view of the market and to take on projects that require large investments. We can look into the future very aggressively”.

Mr. Kawasaki pointed out the advantages for IHI. “The acquisition of Ionbond extends our product portfolio. We did not do much in thin film coating before, but with Ionbond we have ac-



Joe Haggerty, Chief Executive Officer,
Yoshinori Kawasaki, Chairman of the
Board, Ionbond IHI

cess to a wide portfolio of today's technologies and to worldwide sales channels”.

The core management team of CEO, CFO and CTO remains in the company. “This provides stability in the organization and allows us to concentrate on the business, the strategies and the integration with IHI. The CIO (Chief Integration Officer) Yasuhiro Shigegaki and I as the Chairman of the Board are new on the team”, said Mr. Kawasaki.

New group offices in Zurich

IHI Ionbond opened a new headquarters in Zurich in October 2013. “We moved the group management to Zurich as it is a

location better suited for the international visitors we expect. Our operation of the coating service center and the equipment engineering and manufacturing in Olten with its 110 employees will remain”, said Joe Haggerty.

Complementary business of IHI and Ionbond

Founded in 1853, IHI is a large industrial enterprise with consolidated net sales of ¥ 1,256 billion. It has a total of 26,618 employees (as of March 31, 2013). Mr. Kawasaki explained IHI's industrial machinery and environmental equipment business: “We provide heat treatment and surface treatment technology and for both we offer equipment as well as services”.

Ionbond is in the surface treatment segment and provides highest performance PVD, CVD and PACVD wear protection, low friction and decorative coating services and engineers and sells coating equipment. Its network of 39 coating services centers covers 17 countries in Europe, North America and Asia. It employs 980 people worldwide.

(Continued on page 2)

活動

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Ionbond-IHI opened new headquarters in Zurich

(Continued from page 1)

Yoshinori Kawasaki is the Chairman of the Board of IHI Ionbond AG. He graduated in applied physics, and joined IHI in 1982 at the corporate R&D department. He has been the Vice-President of the industrial machinery and environ-

mental equipment operations for four years.

Joe Haggerty, a US national, joined Ionbond as the CEO in 2007. He obtained a masters degree in electrical engineering and an MBA from the University of Colorado. He has extensive experience in

engineering and in management of international technology companies in the USA, Europe and Asia. Prior to joining Ionbond he worked in the USA, Japan, China and Liechtenstein.

動向

SITUATION

Japan's current economic situation

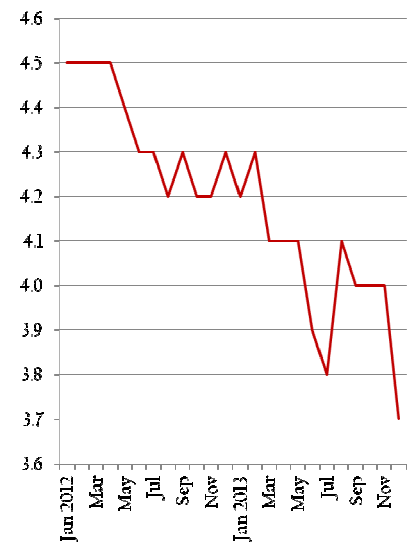
According to the Bank of Japan, "Japan's economy has continued to recover moderately, and a front-loaded increase in demand prior to the consumption tax hike has recently been observed" (February 2014 issue of the Monthly Report of Recent Economic and Financial Developments).

Japan's GDP grew 0.3% (1.0% in annualized base) in last quarter of 2013, marking the fourth quarter of consecutive growth.

Exports rose 9.5% in January 2014 from the previous year to ¥ 5,252 billion. Exports to North America

and Western Europe increased respectively 20.6% and 18.5%, whereas exports to Asia were up only 5.8%.

The domestic economic situation continued to improve. Unemployment decreased from 4.3% in December 2012 to 3.7% in December 2013 (see graph). The consumer price index was 100.9 in December 2013 (2010=100), up 1.6% over the year. The average of monthly consumption expenditures per household for December 2013 was ¥ 334,433, up 2.7% in nominal terms and up 0.7% in real terms



Unemployment rate
Source: Ministry of Internal Affairs and Communications

Large audience at Japan Night 2014

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Japan Night 2014 was held on January 23, 2014 in Davos.

Following the opening remarks by

Klaus Schwab, Executive Chairman of the World Economic Forum, the participants enjoyed Japa-

nese food specialties (Nigiri sushi, Wagyu beef, etc.) and drinks.



Sake cask breaking ceremony



Dinner



Welcome desk

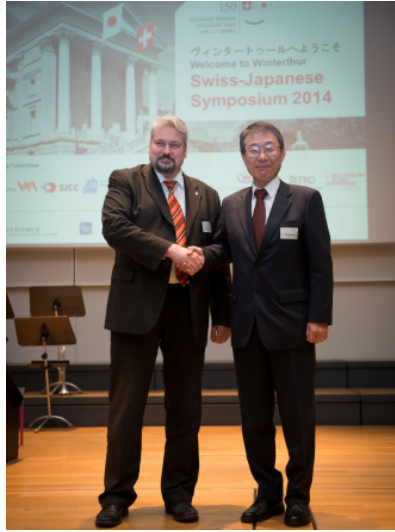
Symposium in Winterthur to celebrate 150th anniversary

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Hiroyuki Ishige,
Chairman and CEO of JETRO



Michael Künzle, Mayor of Winterthur, and
H.E. Ryuhei Maeda, Ambassador of Japan
to Switzerland



Cocktail

On January 21, 2014, JETRO co-organized a Symposium addressing the 150th Anniversary of the establishment of diplomatic relations between Japan and Switzerland.

Hiroyuki Ishige, Chairman and CEO of JETRO, gave a presentation entitled “Japan’s New Growth Strategy and JETRO’s Activities”. He underlined the role of JETRO in the implementation of the Growth Strategy. He also ex-

pressed his commitment to vigorously promoting overseas direct investment into Japan as JETRO.

Michael Künzle, Mayor of Winterthur, welcomed the participants in his city and outlined the history of the relation between Winterthur and Japan.

H.E. Ryuhei Maeda, Ambassador of Japan to Switzerland pointed out that the market responded in a very favorable way to the Abenomics policy.

Other speakers delivered presentations on Swiss-Japanese relations.

The Symposium was co-hosted among others by the Swiss-Japanese Chamber of Commerce (SJCC), the Department of Economic Affairs of the Canton of Zurich and JETRO.

It was attended by around 230 participants: one of the largest number of participants gathered in Swiss-Japanese events so far. The Symposium was followed by a cocktail.

Official launch of festivities in Neuchâtel



Koichiro Nakamura, Director General of
JETRO Geneva at the business lunch

JETRO co-organized the official launch of the festivities in Neuchâtel. The ceremony took place at the Neuchâtel’s Museum of Ethnography on February 6, 2014. This ceremony was held exactly 150 years after the signing of the Treaty of Amity and Trade on February 6, 1864.

Other organizers are the Swiss Confederation, Neuchâtel’s Canton and City, Museum of Ethnography, the Swiss Post and the Embassy of Japan in Switzerland.

At the business lunch, Koichiro Nakamura outlined the economic recovery of Japan thanks to Abenomics and JETRO’s initiatives.

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革新

INNOVATION

Marukome invents Miso soup dispenser

Marukome has placed on Japanese market a miso soup dispenser called "One-shot Kiwami" since January 27, 2014.

One-shot Kiwami is a miso soup dispenser based on the capsule machine system. The user has to put a bowl under the machine, with his favorite ingredients. Then, he has to push the lever to obtain the right portion of concentrate for miso soup.

It is intended to be used in small restaurants serving Japanese food, as well as in offices.

Miso soup is a traditional Japanese dish consisting of a miso paste, hot



Miso soup

Source: Ministry of Agriculture, Forestry and Fisheries

water and several ingredients, such as dried seaweeds, beef sliced into strips, scallions, boiled eggs and bean curd (tofu).

Headquartered in Nagano, and established in 1854, Marukome is a Japanese miso soup producer.

Agenda

日程

AGENDA

- ✓ 5th Mar.: Targeted seminar on ICT in Zurich
Mr. Yuki Hagihara, Vice-President, Fujitsu, and Ms. Sandra Tobler, ICT expert, Switzerland Global Enterprise, will talk and discuss about the global trend of ICT.

Please note that from now on, JETRO Switzerland Newsletter will be released by the beginning of each month. As a result, this is the March issue. It supersedes the February issue.

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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