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ANA expands routes to Tokyo-Haneda airport

All Nippon Airways (ANA) is the largest airline company in Japan and is ranked 15th in the world, in terms of passenger numbers, with 45 million passengers per year (as of 2013).

Miho Habel started to work for ANA in 1985 as a cabinet attendant. She has moved in Geneva in 1989 and then worked for another airline company. "I set up ANA's Geneva office in Geneva in 1997, when the company was trying to expand", Ms. Habel said.

She is now also an active member of the Japan Club of Geneva, an association of the Japanese community living in Geneva. She chaired for two years the association. This year, she took part in the organization of the Sakura project (a plantation of twenty cherry trees in Geneva) and in the fifth edition of the "Fête japonaise" that was held in Carouge on October 4 and 5", Ms. Habel said.

Joint-venture to expand at Haneda airport

In the past twelve months, ANA has developed its connections to Haneda airport through a joint-venture with Lufthansa, Swiss and Austrian Airlines. "Together,



Miho Habel, Manager Switzerland,
All Nippon Airways

we are managing the revenues, the pricing and the network. Our passengers can therefore benefit from same prices and the combinations with other carriers", explained Miho Habel.

As part of this joint-venture, ANA can provide several flights from European airports (London, Paris, Frankfurt and Munich) to Tokyo Haneda airport. "We expand this year the Haneda route with new flights from Düsseldorf", said Ms. Habel.

"While Narita airport is 60 km away from Tokyo, Haneda airport is only 14 km away. It is well connected by bus and train.

Moreover, Haneda airport is the center of domestic operations, providing an easy access to 39 Japanese cities.

Top quality on-board services

ANA has a five-star rank at Skytrax, an airline and airport review and ranking site. This award recognized ANA efforts to provide high quality on-board services.

ANA's menus are created by 26 consultant master chefs and specialists, with more than 20 Michelin stars between them.

Furthermore, ANA's seats in business class are full flat bed "and no one is next to you", said Ms. Habel, since each seat is on the aisle-side.

First in the world to launch 787 Boeing aircraft

In addition, ANA has recently finalized an order for 40 new Boeing aircraft. It includes 20 new B777-9Xs, 14 more B787-9 Dreamliners and six extra B777-3000ERs.

"ANA is therefore the first carrier in the world to operate 787 Boeing aircraft!", said Ms. Habel.

動向

SITUATION

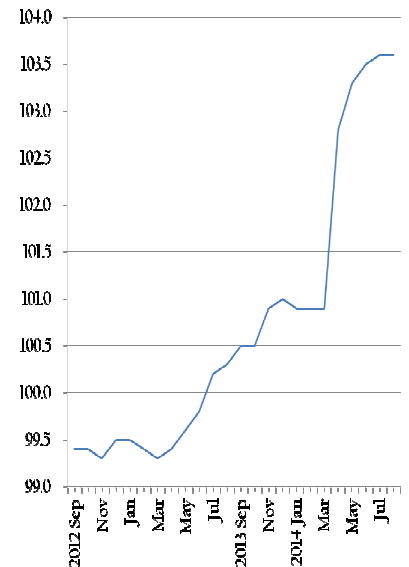
Japan's current economic situation

According to the Bank of Japan (BoJ), "Japan's economy has continued to recover moderately as a trend, although the subsequent decline in demand following the front-loaded increase prior to the consumption tax hike has been observed" (September 2014 report).

Japanese exports decreased 1.3% in August 2014 from the previous year. Exports were down 0.6% to Asia, 5.1% to North America, but were up 2.5% to Western Europe. Due to the increase of the consumption tax rate from 5% to 8% in April 2014, the domestic con-

sumption has declined. The average of monthly consumption expenditures per household for August 2014 was ¥ 282,124, down 0.9% in nominal terms and down 4.7% in real terms from the previous year. However, according to the BoJ, "the effects of the subsequent decline in demand following the front-loaded increase prior to the consumption tax hike are expected to wane gradually".

In addition, the consumer price index for Japan in August 2014 was 103.6 (2010=100), up 3.3% over the year (see graph).



Consumer price index (2010=100)
Statistics Bureau, Ministry of Internal
Affairs and Communications

活動

ACTIVITY

IDE-JETRO introduces the "Happy Worker" initiative



Presentation by IDE-JETRO at the WTO on October 2, 2014



The Institute of Developing Economies — Japan External Trade Organization (IDE-JETRO) held a meeting at the World Trade Organization (WTO), in Geneva, on October 2, 2014. The discussion was focused on the following topic: "From Bangladesh Garment Factory Tragedy to "Happy Worker" — An Initiative for Balance of Benefits in Globalized Trade".

Dr. Abu Shonchoy, IDE-JETRO Research Fellow, argued that tragedies in Bangladesh factories (for instance, the collapse of the

Rana Plaza on April 24, 2013, which caused the death of 1,129 people) have stressed the need to improve working conditions and the welfare of factory workers through the "Happy Worker" initiative".

This initiative discussed by the panelists aims to improve working conditions and the welfare of factory workers. It is a NGO-led certification program to promote consumer-driven regulations in the garment industry. This initiative aims to fill the information gaps between end consumers and manu-

facturing factories, on one hand, and working conditions and safety standards, on the other hand.

Mr. Masaki Wada, one of the panelists of the session, a distinguished expert from garment industry consultancy commented that this initiative would be well applicable as Corporate Social Responsibility (CSR) strategies of small and medium sized apparel companies which are aiming at starting strengthening their brands as ethically certified hence differentiating them to global brands other than price competition. To this extent, Happy Worker initiative would be applicable not only in Bangladesh but also the other garment products supplier countries such as Cambodia and Vietnam.

IDE-JETRO is a leading center of social-science research on developing regions, associated with JETRO.

Economic Mission of the Geneva Canton in Japan

The Canton of Geneva will lead an economic mission in Japan from November 24 to 28, 2014.

This Mission is co-organized by the Office for the Promotion of Industries and Technologies (OPI), the

Geneva Chamber of Commerce, Industry and Services (CCIG), the Canton of Geneva and JETRO.

The participants will have the opportunity to evaluate the business potentials of the Kansai region,

including Kyoto, Osaka and Tsu city (Mie prefecture).

The programme and registration form are available on JETRO Switzerland Website: www.jetro.go.jp/switzerland/

活動

ACTIVITY

Great success for the Japanese festival



“Marché aux puces”



Ladies in kimono



Japanese calligraphy

行事

EVENT

Over 10,000 people visited the fifth edition of the Japanese festival (“Fête japonaise”) in Carouge, Geneva Canton. It took place this year on two days, Saturday 4th and Sunday 5th October. It was organized by the Japan Club of Geneva (JCG).

Visitors could enjoy a variety of

Japanese food prepared by several restaurants members of the JCG, such as sushi, yakitori (grilled chicken), udon noodle, okonomiyaki (Japanese pancake), tonkatsu (deep-fried pork cutlet) and pastries.

They also had the opportunity to learn more about other aspects of

— Pictures by Sayaka Matsumoto—

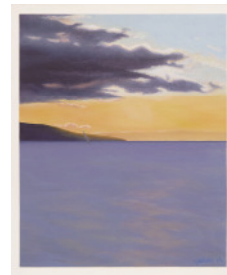
Japanese culture. The festival featured among others a Japanese language lesson, an Ikebana demonstration, several traditional dance shows and a cosplay contest. A second-hand market of Japanese books and items (“marché aux puces”) had also a great success.

Japanese artist exhibits art pieces in Carouge

From October 2 to November 2, the museum of Carouge (Geneva Canton) exhibits the art pieces of the Japanese artist Yatchi. This exhibition is part of the events organized to celebrate the 150th anniversary of diplomatic relations between Switzerland and Japan. Yotchi is a painter and graphic

artist, specialized in acrylic painting, oil painting and watercolor techniques.

Born in Tokyo, she graduated from the Women's College of Fine Arts (*Joshi Bijutsu Daigaku*). She moved to Switzerland in La Tour-de-Peilz (Vaud Canton) in 1977 and now lives in Carouge.



“A demain”, Oil painting, 2014, Yatchi Museum of Carouge

文化

CULTURE

Japanese industrial innovations at Paris Motor Show 2014

革新

INNOVATION



Toyota HC-R Concept
© Toyota (Toyota Europe Newsroom)



Nissan Pulsar NISMO Concept
© Nissan (Nissan Europe Newsroom)



Honda HR-V
© Honda (Honda Europe Newsroom)

Japanese car manufacturers unveil their latest innovations at the Paris Motor Show, held this year from October 4 to 19. Among others, the following are some examples of their innovations.

Toyota HC-R Concept

Toyota presents the HC-R Concept. It is a full hybrid crossover concept to give “a first hint of a type of vehicle that Toyota would like to bring to the C-segment market” (September 22, 2014, Toy-

ota Europe Newsroom).

Nissan Pulsar NISMO Concept

Nissan unveils the Pulsar NISMO Concept. It brings a sport dimension to the Pulsar range.

“The Pulsar NISMO Concept distils the essence of the brand into every panel, trim and styling element, setting itself apart from its standard grades” (October 2, 2014, Nissan Europe Newsroom). Few information is nevertheless available about the engine of this concept

car: “Further details will be announced in due course”.

Honda HR-V

Honda introduces the HR-V. It has a coupé-like designed “with sharp, dynamic lines that link the sleek upper body with the stable and planted lower body” “combined with the versatility and stability of an SUV” (Honda Europe Newsroom)

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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