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会見

INTERVIEW

Consultancy services for cross cultural management

Yoshiko Kurisaki has started a consultancy business “Europe — Japan Dynamics” to help Swiss and European companies for cross-cultural management with Japan.

25 years in Europe

After an experience of more than ten years in Japan at NTT (Nippon Telegraph and Telephone Corp.), Yoshiko Kurisaki moved to Europe in 1989. “I wanted to try myself in a society where the values are totally different. I was interested in living and working in a foreign country”, she explained.

She worked in Paris at the OECD (Organisation for Economic Co-operation and Development) and at SITA (Company providing ICT services for the airline industry worldwide) in Paris and Geneva.

In addition to her 25 years of experience in Europe, she also studied in Toronto, Canada, and stayed for six months in Singapore for her assignment at SITA.

Business manners in Japan

As a specialist of cross-cultural management, Yoshiko Kurisaki underlines two “layers” of differences in culture management between Japan and Europe.

The first layer is the culture of the



Yoshiko Kurisaki, Founder and Director,
Europe — Japan Dynamics

society: “The Europeans should see Japan without any judgment — take it as it is. They should enjoy learning, taking mistakes as opportunities to learn”, she argued.

The second layer is the culture of the company: “For instance NTT has its own culture. Its hierarchy is clear and nobody calls his/her boss by his/her first name. People think very carefully in decision-making. The OECD is an international organization, but it has a strong European culture. You can call your boss by his/her first name. And the head can make a decision without consensus-making”.

Based on information gathered

from interviews of 14 business people who have firsthand experience in business with Japan, she outlined challenges for European people related to communication and decision-making. “With regard to communication, people do not know if their Japanese counterparts understand well and what their reaction meant. An “yes” in Japan does not have the same meaning as an “yes” in Europe! With regard to decision-making, it takes a long-time for Japanese to make a decision in European standard. The Swiss counterparts might not understand why the Japanese come back with the same questions”, she said.

Services for Swiss and Japanese companies

Yoshiko Kurisaki offers on-site workshops on cross cultural management for Swiss companies doing business in Japan, for non-Japanese executives in Japanese companies, and also for Japanese executives located in Switzerland.

She further provides business consultations, market researches, interpretation and translations for business meetings.

Website: <http://en.geneva-kurisaki.net/>

動向

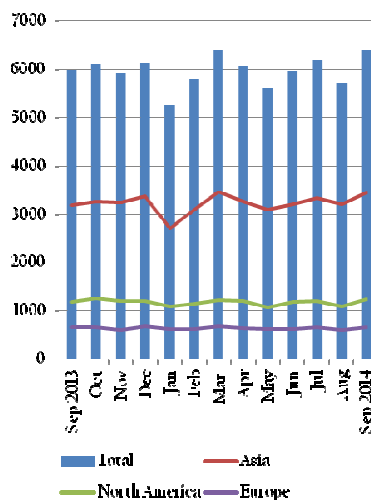
SITUATION

Japan's current economic situation

According to the report issued in October by the Bank of Japan, "Japan's economy has continued to recover moderately as a trend, although some weakness particularly on the production side has been observed due mainly to the effects of the subsequent decline in demand following the front-loaded increase prior to the consumption tax hike".

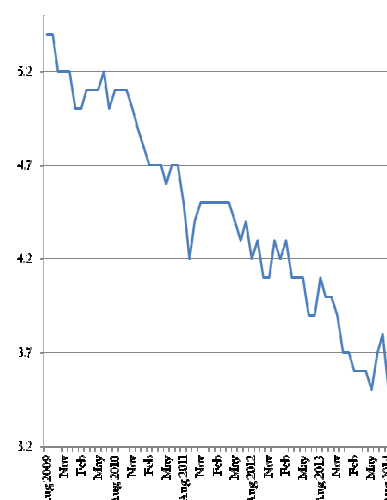
Japan's exports increased 6.9% in September 2014 from the previous year, up 8.1% to Asia and 4.7% to North America, but stable to Western Europe (see graph).

As a result of the consumption tax hike in April, the domestic demand declined. The average of monthly consumption expenditures per household for August 2014 was ¥ 282,124, down 0.9% in nominal



Japan's exports
Source: Ministry of Finance

terms and down 4.7% in real terms from the previous year. The consumer price index for Japan in August 2014 was 103.6 (2010=100), up 3.3% over the year.



Seasonally adjusted
unemployment rate

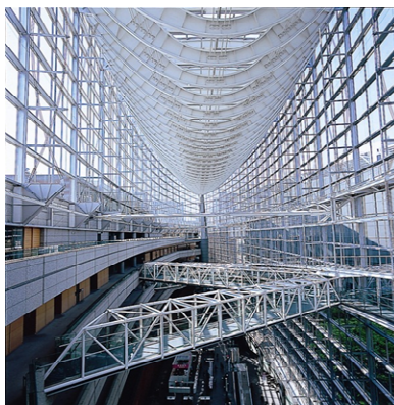
Source: Statistics Bureau, Ministry of Internal Affairs and Communications

The seasonally adjusted unemployment rate in August 2014 was 3.5%, marking a decrease from the rate of 3.9% in the previous year (see graph).

1,500 experts in the field of electrotechnology to gather in Tokyo

行事

EVENT



Tokyo International Forum

Source: Ministry of Economy, Trade and Industry

Set up in 1906, and headquartered in Geneva, the International Electrotechnical Commission (IEC) is an international organization that develops consensus-based international standards in the field of elec-

trotechnology. Its standards and other publications serve as a basis for the drafting of national standards, tenders and contracts. The IEC members are National Committees (NCs) ; it has a total

of 83 members from all over the world.

Dr. Junji Nomura became IEC President on 1 January 2014, for a three-year term, having served as President-Elect since 1 January 2013.

The General Meeting of the IEC will be held this year at the Tokyo International Forum, from November 10 to 14 (technical meetings will be held from November 4 to 15). Its concept is "Integration toward a Smarter World — Coexistence and Sustainability".

It is expected that IEC General Meeting will gather a total of approximately 1,500 experts from IEC Technical Committees.

Opening reception of Gifu Prefecture in Zurich

Gifu Prefecture will hold a promotion event “Gifu Heartland of Japan” to support its local industry. It will take place on November 11, 2014 from 6 pm to 9 pm at Sato Furnishings, Zurich. This event will be part of the official 150th anniversary of diplomatic relations between Japan and Switzerland.

Located in the center of the main island Honshu, it gathers several aspects of traditional Japanese culture — its craft, cities and towns, castles, temples, shrines, museums and festivals.

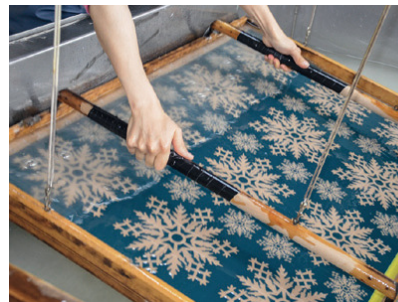
Gifu is known for its sake, made



Town in Gifu prefecture

from the Japanese pure Alps water. It is also famous for its production of a strong, thin and high quality paper “washi”.

It is also the place for the production of ceramics, knives and wood furniture.



Washi paper

In addition, Gifu items will be exhibited at Sato Furnishings, Zurich, from November 12, 2014, to December 31, 2014. Among others, Gifu's furniture, ceramics, kitchen knives, sake and “washi” paper will be displayed.

行事

EVENT

Kabuki prints exhibited in Geneva

The Geneva Museum of Art and History exhibits Kabuki prints

from October 10, 2014, to January 11, 2015.

Kabuki is a Japanese theater, sometimes called the “art of singing and dancing”. It shows exploits of legendary heroes, through the stylization of the drama.

Kabuki has been very popular in Japan, especially from the early 17th Century to the first half of the 18th Century.

The exhibition shows prints that represent some kabuki scenes. Most of the pictures served as advertisements.

Most of them have been collected by Geneva-based Emilia Cuchet-Albaret (1881-1962) who brought back art pieces from her visits in Japan.



Geneva Museum of Art and History, Utagawa Kunisada II 二代目 歌川 国貞, *L'acteur Fujikawa Kayū III dans le rôle d'Asuka*, 12.1852, © MAH, photo : Ryo Akama (With permission)



Geneva Museum of Art and History, Shunkosai Hokushū 春好春 北河, *L'acteur Ichikawa Ebijūrō II dans le rôle d'Issun Tokubei, le mauvais joueur d'échecs*, 1823, © MAH, photo : Ryo Akama (With permission)

文化

CULTURE

Le geste suspendu. Estampes Kabuki du Cabinet d'Arts Graphiques, Cabinet d'Arts Graphiques du Musée d'Art et d'Histoire, October 10, 2014 to January 11, 2015.

革新

INNOVATION

Innovation awards at CEATEC Japan 2014

CEATEC (Cutting-Edge IT & Electronics Comprehensive Exhibition) Japan 2014 is an IT and electronics comprehensive exhibition that gathers the world's leading-edge technologies, products and services.

It took place from October 7 to 11, 2014, at Makuhari Messe, Chiba City (near Tokyo). A total of 150,912 people visited this exhibition, marking an increase by 6.8% from CEATEC 2013.

The most striking and innovative products and services among the exhibits received *Grand Prix* awards in four innovation categories: life-style, social, technology and green.

— All pictures of this article
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CEATEC 2014 Grand Prix Awards

Lifestyle Innovation Category



Moverio BT-200, BT-200AV has been developed by Epson Sales Japan Corporation. The glasses that can be connected to a Blue-Ray or a DVD player.

Social Innovation Category



Indoor Location Technology "TAGCAST", by Tagcast, Inc., provides GPS connections even in underground environment where no network service is usually provided.

Technology Innovation Category



System LSI for New Video Compression Standard HEVC Playback is a new video compression technology created by Panasonic Corporation System LSI Business Division.

Green Innovation Category



Sharp Corporation has unveiled the IGZO Display Tablet. This tablet has a high brightness screen, capable to display vivid images under sunlight.

Agenda

日程

AGENDA

- ✓ Nov. 11, 2014: Gifu Prefecture promotion event "Gifu Heartland of Japan". 6 pm to 9 pm, Sato Furnishings, Zurich.

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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