

Inside this  
issue

- “I encountered how Swiss people interested in and full of knowledge of Japanese culture” Interview with H.E. Ms. Misako Kaji, Ambassador, Deputy Permanent Representative of Japan 1 + 2
- February 12, 2015 in Bern: Seminar on medical devices 3
- Japan’s current economic situation 3
- Fujisawa Sustainable Smart Town 3
- Message from Koichiro Nakamura, Director General of JETRO Geneva 4

会見

INTERVIEW

## “I encountered how Swiss people interested in and full of knowledge of Japanese culture”

Interview with H.E. Ms. Misako Kaji, Ambassador, Deputy Permanent Representative of Japan

H.E. Ms. Misako Kaji has been appointed in September 2014 Ambassador, Deputy Permanent Representative of Japan to the United Nations and Other International Organizations in Geneva, as well as head of the Japanese Consulate in Geneva.

*Could you please introduce your professional experience? In which countries have you lived so far?*

As diplomat, we can have two types of experience: bilateral and multilateral diplomacies. I have some experience in both categories but more in the latter.

As for bilateral diplomacies, I have been assigned briefly in London (United Kingdom), in Hanoi (Vietnam) and in Brussels. Brussels is a multilateral capital but work at the Japanese Mission to the EU could be considered from the viewpoint of Japan heavily as bilateral diplomacy.

As for multilateral diplomacy, I have been posted twice in New York to represent Japan in the United Nations meetings.

I have also been seconded to the UNHCR as assistant to the High Commissioner for Refugees, Ms. Sadako Ogata here in Geneva, 13 years ago.



H.E. Ms. Misako Kaji,  
Ambassador, Deputy Permanent  
Representative of Japan

*What are your current responsibilities in Switzerland?*

I have two responsibilities here.

One is the head of the Japanese Consulate in Geneva, which covers four Cantons of the Romande area: Geneva, Vaud, Valais and Ticino.

The other one is to represent Japan in some of the many UN conferences taking place here in Geneva, which include the Human Rights Council. I also oversee Japanese government transactions with such organisations as the United Nations High Commissioner for Refugees, the World Health Organisation, the

International Labour Organisation, the International Telecommunication Union, the World Intellectual Property Organization, as well as the International Committee of the Red Cross, International Federation of the Red Cross, and the International Organisation for Migration.

*What issues discussed at the United Nations are the most important for Japan?*

It is difficult to say that one issue is more important for Japan than another.

But if you are to choose one, the preparatory process of the United Nations World Conference on Disaster Risk Reduction which is to take place in Sendai, Japan, from March 14 to 18, is underway here in Geneva. The Delegations of UN member states are discussing a framework document on how the international community could be more equipped to reduce the risk of natural disasters and reduce the number of human, economic and other losses, across the globe. Sendai is a city in the region stricken by the 2011 Great East Japan Earthquake.

(Continued on page 2)

## “I encountered how Swiss people interested in and full of knowledge of Japanese culture”

Interview with H.E. Ms. Misako Kaji, Ambassador, Deputy Permanent Representative of Japan

会見

INTERVIEW

(Continued from page 1)

It has been chosen to host this conference so that the participants can witness how the whole region is rebuilding itself.

Japan, a very disaster prone country, has taken the initiative in the past two decades.

The World Conference on Disaster Reduction was convened in Yokohama in 1994 and in Kobe in 2005 which led to the adoption of the Hyogo Framework for Action, a practical document that world governments can consult. The negotiation underway in Geneva is to agree on its successor document for 2015 and beyond, to be adopted in Sendai. This is about preparedness such as anti-seismic constructions which may cost more to build, but pay in the longer run, and to build back better after damage is caused by natural disasters.

### *How do you foresee the Japanese economy and economic policies in general next year?*

Prime Minister Shinzo Abe came up with a decisive economic strategy, named three arrows of the Growth Strategy, consisting of monetary policy, fiscal policy and structural reform. This strategy refers to various elements, including the reconstruction, revitalization of the economy and of local prefectures, empowerment of women, and corporate reform.

We have a lot of targets for 2020: increase of women executives, of the number of foreign visitors and

students, and of inbound investment promotion, etc.

Japan experiences two economic challenges. First, it has to fight against deflation and revitalize its economy. Second, it has to reduce the national debt and achieve fiscal consolidation. We need to increase taxes, but if we increase too much, it would damage the consumption. Sustainable economic growth is needed to resolve these challenges.

That is why we need to strengthen the growth strategy and to implement various reforms, including the promotion of foreign investments and expertise.

### *What will be the main Japanese events taking place in Switzerland in 2015?*

2014 saw the 150<sup>th</sup> anniversary of the establishment of the diplomatic relation between Switzerland and Japan. A variety of activities under this umbrella took place in both the countries last year. 2015 is to build on these activities and further promote the colourful relationship.

In terms of anniversary, we will celebrate the 40th anniversary of the Romande Section of the Swiss—Japanese Association.

And as every year, we are planning a series of events under the initiative of the Autumn of Japan's Culture together with Japan related associations in and around Geneva. I am happy to tell you that the Museum of Ethnography of Geneva will exhibit treasures of Daigoji from Kyoto from September 2015 to

February 2016.

### *What is your message to Swiss people and your wishes for 2015?*

In the past four months, I was impressed both professionally and personally to learn how Swiss people are interested in and full of knowledge of Japanese culture.

I was asked to break a cask of sake with a small hammer (*Kagami biraki ceremony*) at the Japanese Festival in Carouge, together with the Mayor of this city and the president of Japan Club of Geneva, the organiser of the event. Many people from the local community participated in this festival, reaching its fourth edition with the generous cooperation of the city. In every shop along the street of Carouge, Japanese calligraphy was displayed.

Spontaneous, positive interest in Japanese culture was heartwarming.

As a message, I would say in French, “Bonne continuation!” , i.e. “Keep up the good work!”

### *What are your feelings in Switzerland? Do you enjoy living in this country?*

Geneva is a suburban city in the bosom of beautiful nature, rather than a big urban city. And it is a cosmopolitan city; we can see it not only in the United Nations, but also in our daily life.

I enjoy the suburban and cosmopolitan atmosphere of Geneva.

## February 12, 2015 in Bern: Seminar on medical devices

Swiss medical devices companies wishing to expand their business in Asia should keep an eye on Japan. Japan is the world's second largest market for medical technology products, with the world fastest aging society. It is therefore one of the most promising markets.

New regulations adopted under Abenomics made the entry into the Japanese market much easier for foreign companies. The enactment of the Pharmaceutical and Medical Act Law in November 2013 has reduced lag times and expedites the approvals of medical equipments.

At the same time, local authorities are facilitating the establishment of

research facilities for overseas companies in huge clusters, such as Kobe's one which counts 240 companies, universities and research institutions.

To give the latest information to the interested companies, JETRO, in collaboration with its partners, organizes an informative seminar in Bern on February 12, 2015.

Among the speakers, Martin Stricker, Director of G&S in Tokyo, has more than 20 years of working experience in Japan. He had been the FDI representative for the Life Science Cluster Basel-Area in Japan from 2006 until 2012. Charles Ochsner is the general counsel of the company CH Pro-



Charles Ochsner and Martin Stricker

jects Management Ltd, a consulting firm active in assistance and representation of Swiss SMEs in Japan.

This seminar is a unique opportunity for Swiss medical companies interested in the Japanese market to find answers to their question. For the detailed program and registration, please visit JETRO Geneva homepage.

行事

EVENT

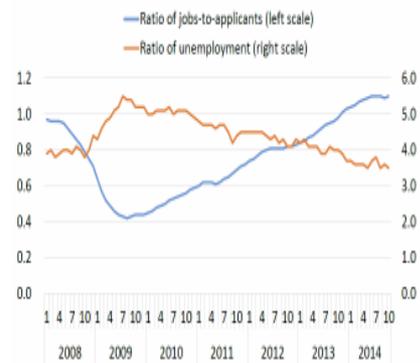
## Japan's current economic situation

According to the Bank of Japan (BoJ), "Japan's economy has continued to recover moderately as a trend, and effects such as those of the decline in demand following the front-loaded increase prior to the consumption tax hike have been waning on the whole" (report issued in December 2014).

Japan's exports increased 4.9% in November 2014, showing a rise by 5.8% to Asia and by 6.5% to North

America, and a slight decline by 0.5% to Western Europe.

The average of monthly consumption expenditures per household for November 2014 was ¥280,271 yen, up 0.3% in nominal terms but down 2.5% in real terms from the previous year. The unemployment rate (seasonally adjusted) was 3.5% in November 2014, marking a decrease from the previous year by 12% of unemployed people.



Employment situation  
Ministry of Economy, Trade and Industry

動向

SITUATION

## Fujisawa Sustainable Smart Town

The Opening Ceremony of the Fujisawa Sustainable Smart Town (Fujisawa SST) took place on November 27, 2014. It was held by the Fujisawa SST Council, a consortium led by Panasonic Corporation. Fujisawa SST is a forward-looking town, located in the suburban region South of Tokyo.

Fujisawa SST SQUARE is the core

facility and serves as a central communication base. It plays a central role in "managing the town, welcoming guests and fostering community".

New initiatives will be undertaken. The West side of the land under administration will serve until 2018 as a venue for next-generation lifestyles and businesses.



Committee Center — Fujisawa Sustainable Smart Town

© 2014 Panasonic Corporation  
(With permission)

革新

INNOVATION

## Message from Koichiro Nakamura, Director General of JETRO Geneva

Dear Reader,

On the occasion of the beginning of the year 2015, and on behalf of JETRO Geneva, I would like to wish a happy and prosperous year to all of you.

I'm often asked to talk about the view of Japanese economy and the progress of Japanese business environment. Here, I would like to introduce to you some key messages from the Minister in charge of Economic revitalization. He made reference to the results of growth strategies and to future growth

strategy measures:

<http://www.japan.go.jp/abenomics/speeches/amari20141219.html>

In the past ten years, JETRO has supported the expansion of more than 10,000 foreign companies in the Japanese market, and has successfully brought in the investment over 1,000 of those companies. We strengthen our efforts to help Swiss companies to expand their business in Japan and to collaborate with Japanese partners. We look forward to assisting you.

Thanks to our readers, partners

and supporters, we have upgraded the contents of this Newsletter and contributed to provide interesting stories on companies and people as well as deliver updated information on Japanese economic and technologies. Any comments, suggestions and feedbacks on the Newsletter continue to benefit you. We look forward to hearing from you. Thank you very much.

Director General, JETRO Geneva Office

Koichiro Nakamura



JETRO Geneva's team wishes you the best for 2015!

We are looking forward to assisting you!

Ueno Park, Tokyo  
November 10, 2014

## Agenda

日程

AGENDA

- ✓ 12<sup>th</sup> Feb.: Japan — healthcare and medical devices market  
1.15 pm—7.15 pm, Bern, Hotel Schweizerhof, Bahnhofplatz 11  
The program is available on JETRO Geneva's Website. See also article page 3.

*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>

# JETRO

**Japan External Trade Organization**

JETRO Geneva  
80, Rue de Lausanne  
1202 Geneva  
Phone: 022/732 13 04  
Fax: 022/732 07 72  
E-mail: SWG@jetro.go.jp