

Special points of interest:

- The Tankan index rose sharply among large enterprises from minus 48 in June to minus 33 in September.
- Toshikazu Ushijima, National Cancer Center Research Institute in Tokyo, obtained the Japanese Cancer Association - Mauvernay Award for his research in the "epigenetic field for cancerization".
- Tokyo Game Show was held from September 24 to 27 and Tokyo Motor Show from October 23 to November 4.
- JETRO Geneva will organize a public Japanese foodstuff discovery seminar.

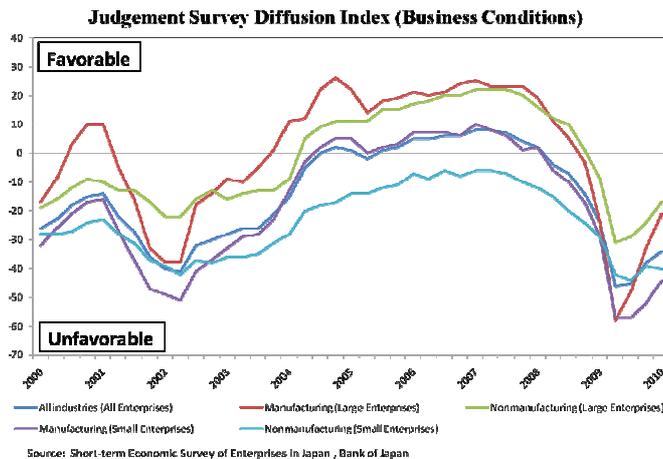
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Japan's current economic situation

Bank of Japan (BoJ) stated that "Japan's economy has started to pick up" and "economic conditions are likely to improve gradually" in its monthly report of recent economic and financial developments issued on October 16. Some economic indicators show that the economic situation remains nevertheless fragile.

The "Tankan" index improved for the second time. The Diffusion Index rose sharply among large enterprises from minus 48 in June to minus 33 in September (see the figure detailing the evolution for various sizes and types of enterprises). The Tankan index, issued on a quarterly basis by the BoJ, is the percentage of companies describing favorable business environment minus that of companies reporting unfavorable conditions. BoJ also upgraded



its core economic assessment of regional economies for the second straight quarter. Indices of industrial production also raised 1.6 % in August on a month, whereas they fell 19 % from previous year. The unemployment rate slightly decreased from the August record high of 5.7 % to 5.5 % in September showing the first decrease in seven months. Consumption of house-

holders also increased 2.6 % in August. However, the consumer price index shrank 2.4 % in August for the fourth straight month. Value of exports decreased 0.8 % in September from the previous month, showing the third straight decline, and fell 30.7% on a year, whereas value of exports to Switzerland soared 45.9% in September year-on-year.

Debiopharm academic and business ties with Japan

Founded in 1979 and headquartered in Lausanne, Debiopharm Group is a global biopharmaceutical group of companies that develops molecules for global registration and maximum

commercial potential and out-licenses them to pharmaceutical partners for sales and marketing. Debiopharm Group in-licenses promising biologics and small molecule drug candidates to target

unmet needs. The group has developed tight collaborations with the Japanese academic and business community.

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Dr Rolland-Yves Mauvernay,
Debiopharm Group President
and Founder.

Debiopharm academic and business ties with Japan

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Dr Rolland-Yves Mauvernay, Founder and President, decided to support research on components discovered by start-ups or bigger pharma companies that were unable or unwilling to develop themselves. He explained as follow his key for success: "I know what I do not know". The group developed four products with global combined sales of \$ 2.6 Bio. in 2008. It employs 350 full-time staff members, from 18 different nationalities with 58% of women, and 400 "on call" experts. As Maurice Wagner, Corporate Affairs and Communication Director, explained, timing element is critical in the firm's business plan, since 20 years are generally needed to develop and start the commerciali-

zation of a product.

Development of tight relations with Japan

Whereas only 3% of Debiopharm product opportunities originate from Japan, the group developed tight relations with Japan. It in-licenses products from the Japanese University of Nagoya and from Japanese firms, Kirin and NanoCarrier, and collaborates with the Japanese company Yakult to commercialize Elplat® for the treatment of the cancer of the colon and/ or rectum. Tanaka, a Japanese precious metals trader, has become Debiopharm's supplier of various compounds. Debiopharm also established academic collaboration with Prof. Inoue, from Tokyo Metropolitan Institute of Medical Sci-

ence, and Prof. Maeda, from the University of Kumamoto, for evaluating compounds and technologies.

Debiopharm set up with the Japanese Cancer Association (JCA) the JCA-Mauvernay Award for honoring innovative research in oncology. Last October 3, they awarded Toshikazu Ushijima from the National Cancer Center Research Institute in Tokyo for his outstanding and innovative research in basic science in the "epigenetic field for cancerization". Basic research of Toshikazu Ushijima focused on the "establishment of a novel concept referred as epigenetic field for cancerization, its mechanistic clarification, and its potential clinical application".

Tailored Tamiflu for Japan's market

Chugai Pharmaceutical Co. Ltd. began in October to sell a new Tamiflu product adapted to the Japanese market. Chugai Pharmaceutical is a Tokyo-based drug manufacturer operating in Japan.

Tamiflu was previously produced in Switzerland and directly imported into the Japanese market. It was only subject to a packaging process. However, the Japanese hot and wet weather impaired the quality of the drug.

The new Tamiflu will be

now in situ manufactured. Its powder will be tailored for the Japanese climate. Only the active components still will be imported from Switzerland, other chemical processes will be done in Japan.

892 people were hospitalized and 14 people died in Japan with H1N1 influenza infection from July 28 to September 16 (Japan's Minister of Health, Labor and Welfare). Highest number of cases were reported in

Okinawa Pref., followed by Tokyo's and Osaka's one.

Japan's government decided late October to begin the H1N1 influenza vaccination. Priority was given to about one million doctor and other medical workers, followed by pregnant women and people with chronic diseases. Young children between 1 and 8 are scheduled to be vaccinated late 2009, parents of infants early 2010.

Game and motor shows in Tokyo

Two shows are held at Makuhari Messe in Chiba City with a focus on two Japan's large industries: video games and automobile.

The Computer Entertainment Supplier's Association, in cooperation with Nikkei Business Publications, Inc. organized the Tokyo Game Show 2009, the largest computer entertainment show in the world.

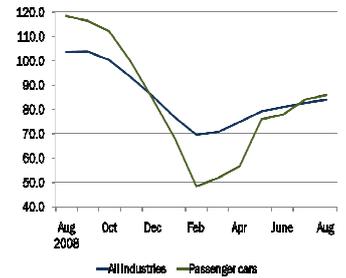
The show, held from September 24 to 27, welcomed 185,030 visitors, about 9,000 people less than in 2008. 180 corporations, organizations and schools from 18 countries and regions were present.

"Mario Kart Wii" (Nintendo Co., Ltd.) and "Metal Gear Solid 4: Guns of the Patriots" (Konami Digital Entertainment Co., Ltd.) have been selected as the winners of the "Games of the Year Division".

The 41st Tokyo motor show is held from October 23 to November 4. 14 domestic companies and 9 overseas firms exhibited 261 cars and motorcycles. One million visitors are expected.

Many firms exhibit electric and hybrid environment-friendly cars. Among them, Nissan shows futuristic electric, tandem, tilting four-wheeled "Land-Glider" and the new elec-

tric car "Leaf" scheduled to be launched in 2010. Toyota exhibits the four-seat "FT-EV II" electric car, the "Prius Plug-in Hybrid" concept car, the "FCHV" hybrid hydrogen fuel cell vehicle and the Lexus first five-door hatchback hybrid "LF-Ch" concept car. Honda features the sporty and fun-to-drive hybrid coupe "CR-Z" and the "Skydeck" minivan. From February to August 2009, the index for the production of passenger cars increased from 48.3 to 85.9, whereas the index for all industrial production went up on the same period from 69.5 to 83.9 (2005=100, see the figure).



Seasonal Adjustment Indices for all industries and for passenger cars - industry production (2005=100)

Source: METI

JETRO participated in Suwa's Messe

JETRO participated in the 8th Suwa Area Industrial Messe, held from October 15 to 17 in Nagano Pref. 252 companies took part with various business expectations: while some were present to exhibit new products, others were expecting orders.

The Suwa Messe started in 2002 to display highly developed precision products and technologies of the Suwa's region. Last year, more than 27,000 people visited the messe. Swiss companies* were invited to participate in the 2009 messe as part of the JETRO Regional Industry Tie-up program, by Suwa's Desk Top Factory Research Consortium projects or as purchasers. Other invited companies came from the United States, Canada and

France. These firms are specialized in various industrial areas: machine tools, precision machinery, watch and instrument manufacturing and metal working.

JETRO also took part in the October 14 workshop where presentations of all

invited companies were made and visited DTF companies.

The Suwa region is known as "the East-version Switzerland" for its highly developed precision machinery industry. With a relatively small population (200,000 inhabitants), the region concentrates no less than 1,000 SMEs. Well-known companies such as Seiko Epson, Olympus and Kyocera also have their innovative laboratories in this region.



Nagano Pref.
Suwa region, located in Nagano Pref., is "the East-version Switzerland" in Japan



Inauguration of the 2009 Suwa Area Industrial Messe

For further information: <http://www.suwamesse.jp/en>.

* Hilpert Electronics AG, Asyrl SA, Strausak Mikrovezahnungen, Suvema AG, CreativeStudio, Roch mécanique de précision, MB&F and the Swiss Foundation for Micro-technical Research (FSRM).

Japanese foodstuff discovery seminars in Geneva

Further to the entry into force of the Japan - Switzerland Free Trade and Economic Partnership Agreement on September 1, 2009, JETRO will organize two foodstuff discovery seminars in Geneva.

The seminar for food specialists

The dinner-seminar, intended for food specialists, especially Swiss chefs, will be held on November 24.

Ushio Oshima from the company Senbikiya will present the usage of fruits in Japan. In the tradition of Japan, a fruit can serve as a present. Founded during the Edo period in 1834, Senbikiya is a high quality fresh fruits special-

ized company. Dominique Gauthier, Chef at the restaurant "Le Chat-Botté" will then invent a new dish with Japanese foodstuffs. Masafumi Kurahayashi, hotel-restaurant Usagi-yama Director will explain how to use European foodstuffs in Japanese cuisine. Usagi-yama is the only one Michelin-star Japanese restaurant in Switzerland.

The seminar opened to the public

A public seminar will be held on November 25. Ushio Oshima, Senbikiya, will make a presentation on the following issue: "Is a fruit a luxury good in Japan?". Tatsuya Uchi-

tomi, a former pastry cook, manager of Japanese shops in Geneva and in Lausanne (see issue 6) will then explain how some Japanese condiments (soy sauce, miso, sake...) can serve to season Western meals.

A reportage will be done in this newsletter following these two seminars.

Seminar for food specialists: Nov. 24, 5.30 pm to 9 pm, Hotel Beau-Rivage, Geneva. Invitations only.

Public seminar: Nov. 25, from 7 pm. Ground floor room of the Consulate-General of Japan at Geneva, rue de Lausanne 80, Geneva. Translation from Japanese into French provided.

Agenda - Month of the Culture of Japan: www.geneve.ch.emb-japan.go.jp/mois08_prg.htm

Agenda

9th Nov.: JSFTEPA seminar in Geneva
Subscription by e-mail: ccig@cci.ch

16th Nov.: Japanese sake seminar in Geneva

21st - 25th Nov.: Japan booth at the IGEHO (International exhibition for hotels, catering and extra-domestic consumption) in Basel

24th Nov.: Japanese foodstuff discovery seminar in Geneva for food specialists

25th Nov.: Japanese foodstuff discovery seminar in Geneva open to the public

18th - 25th Mar.: Japan Pavilion in Baselworld

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 Geneva Newsletter can also be viewed and/or downloaded online:
<http://www.jetro.go.jp/switzerland/newsletter>

JETRO

Japan External Trade Organization

80, Rue de Lausanne
1202 Geneva
Phone: 022/732 13 04
Fax: 022/732 07 72
E-mail: jetroge@jetroge.ch