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“We are the only Japanese restaurant in Switzerland with one star on Michelin guide”

Yoshiko and Masafumi Kurahayashi own Japanese-style hotel and restaurant, located in the mountains that surround Zurich, in Widen (Canton of Aargau, approx. 20 km from Zurich). It is called Hotel Restaurant Ryokan Hasenberg.

The one-star Michelin restaurant provides traditional Japanese kaiseki cuisine. The hotel includes two Japanese ryokan rooms, two European rooms, two Grand Suites (Japanese and European), and one European Suite, as well as an outdoor bath and sauna in each ryokan room. In addition, it provides a meeting room for business clients.

Yoshiko Kurahayashi explained how twelve years ago her husband purchased the chalet: “He was already living in the village. As he was jogging, he found on the way a small traditional Swiss chalet. It was a pity that it was empty. From this place, you can see the panorama of Swiss Alps. In Japan, it would be a typical place for onsen (Japanese hot springs) or ryokan (traditional Japanese inn). He owned the place and built totally new the ryokan-hotel”.

Local tourists

Hotel Restaurant Ryokan Hasenberg employs a total of eleven staff, including Yoshiko and Masafumi Kurahayashi. The staff is composed of five cooks and four waitresses.

Most of guests in the ryokan are local tourists, from Switzerland, Germany, France, Italy and Great-Britain; a few of them are Japanese.

Only one-star Japanese restaurant in Switzerland

“We are the only Japanese restaurant in Switzerland with one star on Michelin guide. And one of the four kaiseki restaurant in continental Europe with a Michelin star. The other three are located in Paris, Amsterdam and Germany”, Mrs. Kurahayashi said.

Kaiseki is a traditional multi-course Japanese dinner. “It has been conceptualized by Sen Rikyu, the founder of the tea ceremony, in the 17th Century. He was against the decadence in Japan at this time. He said people should be satisfied with a



Yoshiko Kurahayashi, Hotel Restaurant Ryokan Hasenberg, Usagi-yama AG

soup and three dishes, cooked with seasonal materials, very fresh and not expensive. He explained how to cook them in the best way, not only for their tastes, but also for the eyes”, she explained.

January’s flagship menu for dinner (called “Kurama”), for instance, includes among other dishes: a dashi-soup, Japanese appetizers, sashimi, a Kyoto’s specialty made from turnip cabbage, tuna steak, cucumber salad with lobster, and sweet bean soup (oshiruko).

(Continued on page 2)

“We are the only Japanese restaurant in Switzerland with one star on Michelin guide”

会見

INTERVIEW

(Continued from page 1)

“Today, kaiseki is cooked only with seasonal fresh materials, and a high technique. It takes eight to ten years to become a kaiseki cook. It has inspired the French “Nouvelle Cuisine”, as developed by Paul Bocuse”, she further explained.

Every month, a gala called “Salon de Hasenberg Usagiyama” is held. On this occasion, guests can enjoy a kaiseki dinner, with a combination of a Japanese culture event (piano or taiko playing, poem reading, etc.)

Japanese and Western-style rooms

The hotel provides seven rooms, including two Japanese-style ryō-

kan ones, where guests can also have their dinner inside.

What is your project for the future? “I would like to have a bigger

onsen pool. This is my dream, but it would cost a lot”, Yoshiko Kurahayashi said.



Kaiseki dishes



Panorama view from hotel and restaurant, and chalet

Japan's current economic situation

動向

SITUATION

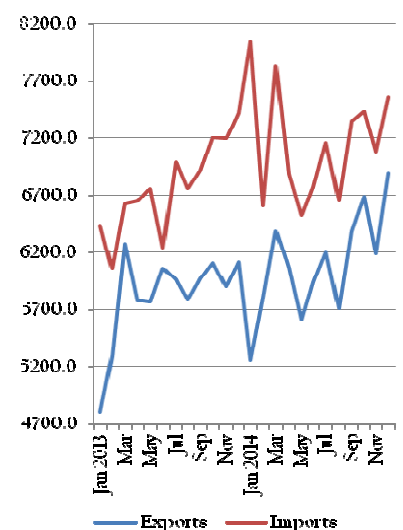
According to the Bank of Japan (BoJ), “Japan's economy has continued to recover moderately as a trend, and effects such as those of the decline in demand following the front-loaded increase prior to the consumption tax hike have been waning on the whole” (Monthly Report of Recent Economic and Financial Developments, issued in January 2015).

Japan's exports grew 4.8% in 2014 from the previous year to a total of ¥ 73,101.9 billion, marking a sharp increase by 12.8% in December 2014 from the same month in the preced-

ing year.

In December 2014, exports were boosted by the weak Yen and an increased demand in overseas, especially in North America (+23.7%). In Western Europe, exports increased 6.8% (+ 31.5% for Switzerland).

The consumer price index for Japan in December 2014 was 103.3 (2010=100), up 0.1% from the previous month, and up 2.4% over the year. The unemployment rate, seasonally adjusted, was 3.4% in December 2014, showing a decline from 3.7% in December 2013.



Japan's trade statistics in billions of yen
Ministry of Finance

New business information available on JETRO's Website

Whether you are looking for reasons to invest in Japan, business opportunities, report and statistics or information on cool Japan, you are most likely to find what you need on JETRO's website.

JETRO's revised Website

The whole site of JETRO headquarters has been revised last December making it easier to find information. You are invited to see the revised Website by visiting JETRO Tokyo's homepage: <http://www.jetro.go.jp>

JETRO is now also present on various social media platforms such as Facebook, Twitter and LinkedIn.

5 reasons to invest in Japan

In addition, a new brochure related to investments in Japan is now

available online. It is called "Why Japan? 5 reasons to invest in JAPAN".

It highlights the attractiveness of Japan:

1- Japan's Re-emergence: "Japanese economy is back on a recovery track" thanks to Abenomics

2- Sophisticated Market: a huge market, where a Japanese region like Kyushu (¥ 602.5 billion in FY 2011) is in GDP terms of the same size as Switzerland (¥ 660.8 billion).

3- Innovation Hub: "Japan has an intellectual accumulation that generates innovation"

4- Business Friendly Infrastructure: Japan has world-class transportation infrastructures, with regards for instance of airports and railways (Shinkansen).

5- Comfortable Living: Japan is ranked 1st by the OECD in "Safe"



Screenshot of JETRO's Website
As of February 4, 2015

category of the "Better Life Index (2013)".

The brochure is available at: <http://www.jetro.go.jp/en/invest/whyjapan/pdf/5reasons-en1201.pdf>

Shall you need any further information, please feel free to contact us!

活動

ACTIVITY

Matching SMEs and overseas businesses

J-GoodTech is a new Website that showcases a great number of outstanding Japanese highly competitive craftsmanship SMEs ("Monozukuri" SMEs). It includes "top niche" companies, that are highly competitive in respective

fields, as well as "unique" companies with inimitable technologies. J-GoodTech is operated by the Organization for Small & Medium Enterprises and Regional Innovation (SME Support, JAPAN), a governmental organization.



Screenshot of J-GoodTech's Website
As of February 4, 2015

活動

ACTIVITY

Opening of JETRO's 76th overseas office in Rabat

On December 18, 2014, JETRO opened a new office in Rabat, the capital of Morocco. This is the 76th overseas office in the 57th country and the first office for realizing the pledge of doubling the number of its office in Africa, which was publicized in the fifth Tokyo Interna-

tional Conference on African Development (TICAD V) held in June 2013. Following the opening ceremony, memorandums of understanding (MOU) were signed with the Moroccan Investment Development Agency (AMDI) and the Maroc Export.



MoU signing, December 18, 2014

活動

ACTIVITY

革新

INNOVATION

Toshiba developed virtual dressing room

Toshiba Group has showcased a virtual dressing room at the 2015 International Consumer Electronics Show (CES), held in Las Vegas, from January 6 to 9.

CES is the world largest exhibition of consumer electronics. On this occasion, Toshiba has introduced products envisioned for a safe, secure and comfortable society, the "Human Smart Community".

The virtual dressing room consists of a human-size display projecting a customer's image with various superposed outfits. The premise operates as follows: a high resolution camera captures a photograph of the customer and the selected clothing items are super-



Virtual Fitting Room
© Toshiba Corporation

posed on him with a perfect fit. As the premise is all gesture controlled, it is very easy to be used: the customer just have to stand in front of the display, hold up his or her right hand to change outfits or left hand to take a picture (sent to the customer's smartphone).

This innovation will serve clients of clothing stores who have to rush or simply who want to try several clothing items without actually putting them.

The technology is based on Toshiba's R&D activities related to security cameras and image authentication systems.

The technology is experimented at the beauty salons of *kakimoto arms* (available in several areas of Tokyo). Customers can virtually browse over 100 outfits on themselves. This experiment will measure the interest in this technology, as well as the number of customers who actually purchase outfits.

Agenda

日程

AGENDA

- ✓ 12th 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.

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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