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“My mission is to strengthen the tie between Switzerland and Japan” Interview with Masashi Nakazono, Director General of JETRO Geneva

Masashi Nakazono was appointed as Director General of JETRO Geneva in June 2015. He graduated from the University of Tokyo with the Degree of Bachelor of Engineering. After his graduation, he joined the Ministry of Economy, Trade and Industry (METI), part of the Government of Japan. Since then, he has been working for the Ministry and engaged in varieties of policy makings, including innovation, science & technology, intellectual property, manufacturing industries, and promotion of trade & investment.



Masashi Nakazono,
Director General of JETRO Geneva

Is this your first assignment at JETRO?

This is my second assignment at JETRO. From 2010 to 2013, I was appointed as Executive Director at JETRO San Francisco, California. There, I was responsible for Silicon Valley, monitoring the latest technology trend as well as supporting Japanese start-ups to establish and to expand their business. Silicon Valley is really an exciting place. I could feel the dynamism and passion for pioneering innovation. I very much enjoyed working there.

Do you have another experience living in foreign countries?

Yes I do. From 1996 to 1998, I was awarded a two-year scholarship from the government, and attended Imperial College London and London School of Economics (LSE) as a postgraduate student. At that time, climate change was a very important policy issue, so I decided to learn environmental policy and technologies. There, I was awarded the degree of MSc in Environmental Technology.

served Japan International Co-operation Agency (JICA). What responsibilities did you have?

As Executive Technical Advisor at JICA, I was responsible for the overall operation of implementing Official Development Assistance (ODA) for developing countries, especially in the fields of industrial development, energy & mining and governance sectors. It was a precious experience for me, since I had opportunities to travel to developing countries and witnessed actual scenes of poverty. But at the same time, I was deeply impressed with people in developing countries, especially with their efforts and dedications trying to overcome their difficulties.

Have you ever been to Switzerland?

Business trips only. From 2007 to 2010, I was Director for Trade Remedy Investigations Office at METI, responsible for Anti-Dumping (AD) and Countervailing Duties (CVD) investigations under WTO agreements.

Before joining JETRO, you (Continued on page two)

“My mission is to strengthen the tie between Switzerland and Japan” Interview with Masashi Nakazono, Director General of JETRO Geneva

会見
INTERVIEW



Masashi Nakazono,
Director General of JETRO Geneva

(Continued from page one)

There, I handled Dispute Settlement panel of Korean DRAM case at WTO, and participated in the panel taken place in Geneva. Also I once served at Japan Copyright Office, Agency for Cultural Affairs. I visited Geneva frequently since I was in charge of international negotiations for creating new copyright treaty at WIPO.

What lessons do you think Japan can learn from Switzerland?

Even though Switzerland is a small country, this country has significant influence upon international economy. Also Switzerland is always ranked top in several world competitiveness reports, attracting skilled people, technologies and capitals from all over the world. I would like to find the answer about the secret for that strength.

What is the current economic situation in Japan and what economic reforms are underway?

I am optimistic about Japanese economy. NIKKEI index is record high in these 20 years, so are companies' profits. Unemployment rate is also record low. Household incomes are increasing and consumer consumption is expected to increase. These mean the positive cycle of economy is circulating properly. But we must not stop here. In order to maintain and accelerate this positive cycle, continuous reforms are essential. Various reforms are now on the way under Abenomics, such as corporate tax, corporate governance and labour market.

What are your missions for JETRO Geneva?

Our main missions remain unchanged. Encouraging Swiss companies to invest in Japan and supporting their business activities in Japan are the priority. Supporting business activities of Japanese companies in Switzerland is also our important mission. In addition, I would like to achieve something significant to strengthen the tie between Switzerland and Japan.

What are your personal hobbies?

I like swimming and snorkeling. When I was in San Francisco, my wife and I frequently travelled to Hawaii. Swimming with Sea Turtles and Manta Rays was incredibly an amazing experience. We also like gardening. We grow 17 trees and more than 70 plants in our garden in Chiba Prefecture, suburb of Tokyo. Here in Switzerland, I am really looking forward to exploring Swiss nature and culture. That would be fantastic.

Japanese-Language Proficiency Test

行事
EVENT

Japanese-Language Proficiency Test (JLPT) will take place at the Test Center of the Zurich University, on December 6, 2015. The test guide is available at www.aoi.uzh.ch. The application

period is from July 1 to September 11, 2015.

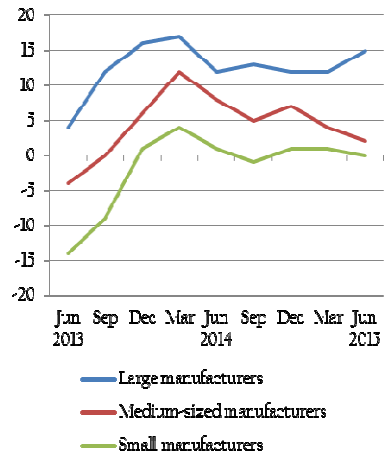
The JLPT has been set up in 1984 as a reliable means of evaluating and certifying the Japanese proficiency of non-native speakers.

日本語能力試験
JLPT Japanese-Language Proficiency Test

Japan's current economic situation

According to the Cabinet office, “the economy is expected to recover, supported by the effects of downfall in oil prices and the effects of the policies, while employment and income situation show a trend toward improvement” (June issue). Reflecting this improvement, the tankan judgment on business conditions (actual results) increased from 12 in March 2015 to 15 in June 2015 (see graph). The demand in overseas markets continued to increase. Japan's exports rose 2.4% in May 2015 year-

on-year, showing an increase by 8.1% in North America, 3.3% in Asia and a decline by 2.1% in Western Europe. The domestic demand is also on the rise. The average of monthly consumption expenditures per household for May 2015 was ¥ 286,433, up 5.5% in nominal terms from the previous year. The consumer price index for Japan in May 2015 was 104.0 (2010=100), up 0.3% from the previous month, and up 0.5% over the year.



Tankan judgment survey on business conditions (actual results)
Bank of Japan

動向
SITUATION

JETRO's Website is now available in German and French

JETRO's Website is now also available in two Swiss official languages, namely German and French!

Previous improvements

By the end of last year, new information related to industrial clusters, business situation in each prefecture or each major city, logistics and residence has been added (see Issue 68, December 2014). Early this year, business information related to attractive sectors and incentive programs, among others, has also been made available (see Issue 70, February 2015).



Snapshots of JETRO Headquarters Website, June 19, 2015

Now in six languages

The Website is now also available in five languages in addition to Japanese: English, German, French, but also Korean and Chinese.

Please do not hesitate to consult JETRO's Website at:
(German version) <http://www.jetro.go.jp/de/invest/>
(French version) <http://www.jetro.go.jp/fr/invest/>

活動
ACTIVITY

革新

INNOVATION

Japan/EU partnership on 5G mobile technology

The European Union and Japan signed an agreement on May 28, 2015 to strengthen their partnership on the development of 5G mobile technology.

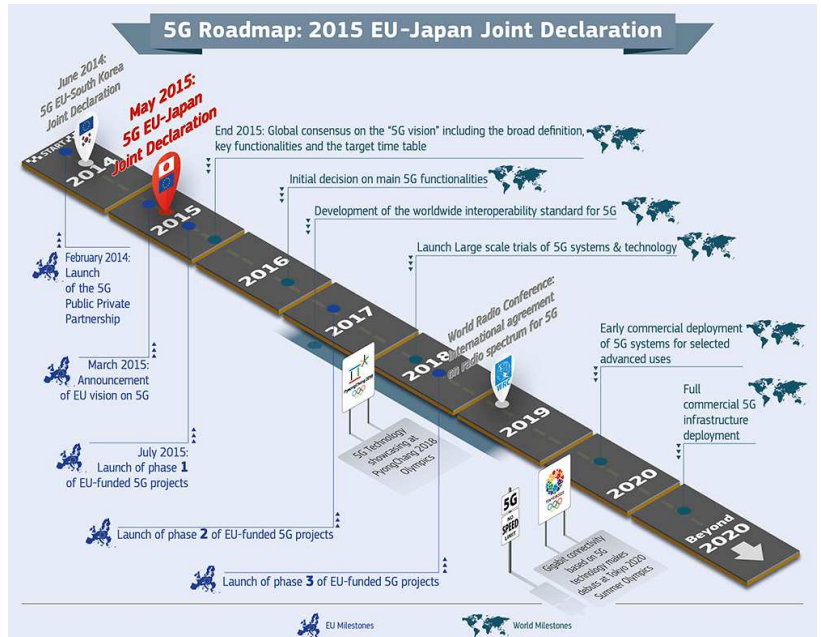
It has been signed by Sanae Takaichi, Japanese Minister for Internal Affairs and Communications, and by Günther H. Oettinger, European Commissioner for Digital Economy and Society.

Common definition and standards

Under the 5G agreement, Japan and the EU will work towards a global definition of 5G and common standards.

They will also identify radio frequency bands to be harmonized at the global level, as well as future 5G applications and ecosystems, in the areas of connected cars, e-health and high-quality video content distribution.

Furthermore, they will invest EUR 12 million for the development of 5G related projects, such as Internet of Things, Cloud and Big Data platforms.



Source: European Commission

2020 Tokyo Olympic Games

According to Günther H. Oettinger, European Commissioner for Digital Economy and Society said, “5G will be the backbone of our digital economies and societies worldwide. This is why we strongly support and seek a global consensus and cooperation on 5G. Our agreement with Japan is a milestone on the road to a global definition of 5G, its service character-

istics and standards. It shows that our countries are ready to take leadership in building our digital future” (EU’s Press release, May 29, 2015).

Japan’s target is to deploy 5G networks for the 2020 Tokyo Olympic Games.

For further information, please visit the Website of the European Commission: <http://ec.europa.eu/digital-agenda/en/towards-5g>

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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