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Polymanga will show world cosplay contest



Left: Polymanga 2015 © NITO ALVARADO / Right: David Heim, Founder & President, Polymanga

Founded in July 2004 by David Heim, Polymanga has become the largest Swiss event on pop culture, video games and manga.

Manga, videogames and cosplayers

Even though Polymanga is not only about Japanese culture and art, it showcases several productions made in Japan. It invites famous Japanese mangaka (cartoonists), animation and game art directors. It also exhibits Japanese animations, movies, videogames, concerts, cosplayers and origami.

According to a survey carried out by Polymanga, 66% of its participants are interested in Japanese culture.

Its Founder and current President, David Heim, is based in Gland (Vaud). As he was aged only 14, he launched the biggest Swiss Website on the evaluation of video games (Power3D.com). He then graduated from the Geneva School of

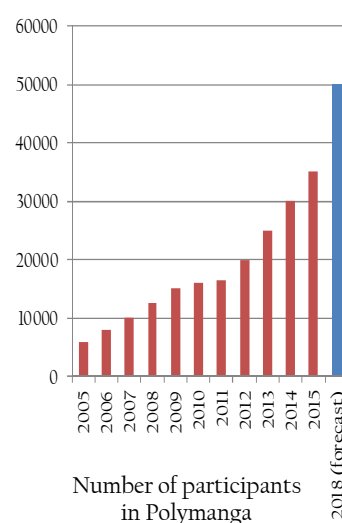
Management and Communication (ESM). "Polymanga was my year-end project. Few people believed it could be possible", David Heim said.

The next edition of Polymanga - Polymanga 2016 - will take place from March 25 to 28 at 2m2c, Montreux. "We will showcase the Global Easter Cosplay. It will be unique, since it is going to be the first worldwide cosplay in Europe", David Heim further said.

More than 50,000 visitors to attend Polymanga 2018

The number of participants to this festival is increasing year after year.

(Continued on page two)



会見

INTERVIEW

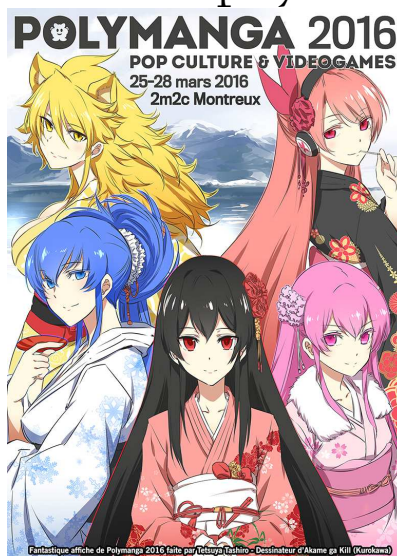
Polymanga will show world cosplay contest

(Continued from page one)

While only 6,000 people visited the festival in its first edition (2005), a total of 35,000 visitors took part in it this year (see graph). “Polymanga has been sold out for one day this year. We have no doubt that we will gather 40,000 visitors next year. If we have more visitors, we will need to expand on the lake side or have one more day”, Mr. Heim claimed. He expects more than 50,000 visitors to attend in 2018 edition!

Most of participants are young people: 80% of attendees are aged from 12 to 23, including 34% from the age of 12 to 17 and 46% from the age of 18 to 23.

“Our challenge is to bring fun to everyone. We got two types of public: “hardcore fans”, who account for about 15% and have a passion in Polymanga’s culture; and the general public, who visit just to enjoy it”, he explained.



Picture drawn by Tetsuya Tashiro, author of Akame Ga Kill (Kurokawa)

David Heim's other activities

David Heim created another festival focusing on pop culture, video games and manga: Art to Play. Taking place in Nantes, France, it gathered more than 15,000 people in its fourth edition of 2014.

“We have been associated as co-producer with Expo Nantes. We share a responsibility in the pro-

grams, exhibitions and communication”, Mr. Heim said.

He has also launched two years ago 8-options (<http://www.8-options.com>). It is an online interactive manga drawn by the French cartoonist Dara. “Once or twice a month, participants can choose what happen next”, Mr. Heim explained.

Influence of Japanese culture

Why is David Heim interested in Japanese manga and animations?

“I grew up in this culture. My first manga was Dragon Ball. I played Japanese video games on Nintendo, Sega and Sony consoles”, David Heim explained.

“I think that what define what we like is what we have watched or read as teenagers. That is why what we propose in Polymanga will influence what people will like or not in the future”, he further explained.

Japan's current economic situation

動向

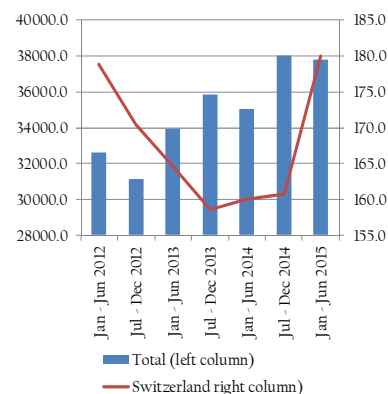
SITUATION

According to the Cabinet Office, “Concerning short-term prospects, the economy is expected to recover, supported by the effects of the policies, while employment and income situation show a trend toward improvement” (July issue).

As shown on the graph, Japan's exports rose 7.9% to 37,807 billion in the first half of 2015 from the same term in the preceding year. On this period, exports were up

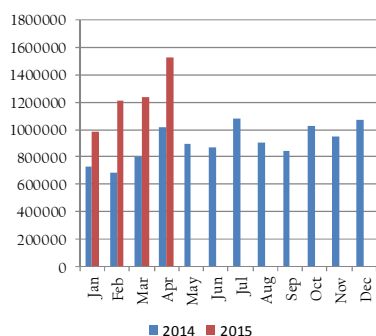
16.9% in North America, 7.6% in Asia and 4.4% in Western Europe (+12.5% in Switzerland).

The domestic demand continued to increase. The average of monthly income per household was in nominal terms up 3.3% in June 2015 from the previous year to ¥ 733,589. The consumer price index rose 0.4% over the year to 103.8 in June 2015 (2010=100).

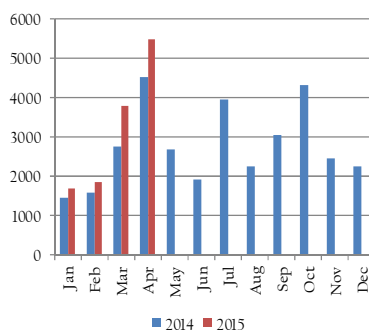


Japan's exports in billions of yen
Ministry of Finance

Tourism is booming thanks to Abenomics



Tourists in Japan
JNTO



Swiss visitors in Japan (incl. tourists)
JNTO

Under Abenomics, Japan's government is aiming to increase tourism from 10 million in 2013, to 20 million in 2020 and 30 million in 2030.

36.6% increase of tourists in 2014

According to the Japan National Tourism Organization (JNTO), the number of foreign visitors in Japan was 13,413,467 in 2014, showing an increase by 29.4%. Among them, a total of 10,880,604 people visited

Japan as tourists, marking a rise by 36.6% (see left graph).

The number of tourists in Japan continues to boom in 2015: its number rose 33.9% in January, 75.2% in February, 54.1% in March and 49.8% in April.

Most of tourists visit Japan during the Spring (1,528,848 tourists in April 2015) and in the Fall (1,029,922 tourists in October 2014).

The number of Swiss visitors also

increased in 2014 (up 17.0%, see right graph).

It goes without saying that Tokyo 2020 Summer Olympic & Paralympic Games will contribute to further increase the number of visitors in Japan!

JETRO seminar in Bern

In this context, JETRO will hold a seminar "Growth Opportunities in the Japanese Tourism Industry". It will take place at the Japanese Embassy, Bern Engestrass 53, on December 3, 2015.

This seminar is a unique opportunity to gain fresh and valued added insights about Tourism Industry in Japan. It is aimed to all Swiss companies operating in the tourism sector and looking for new growth opportunities in Asia.

政策

POLICY

Exploration for geothermal resources in Iwate

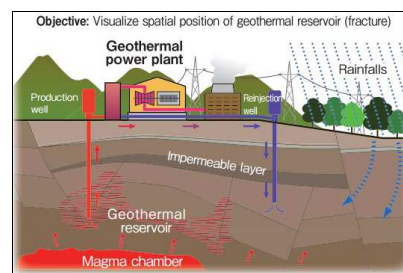
The Japan Oil, Gas and Metals National Corporation (JOGMEC) will provide necessary funds for the exploration of geothermal resources in the Matsuo Hachimantai area, Iwate Prefecture (North of Honshu island). JOGMEC is investing 24.99% of the budget related to the exploration in the fiscal year 2015.

The exploration will be conducted by Iwate Geothermal Power Co, which is a joint holding company,

established in October 2011 by JMC, Geo-E and JFE Engineering.

The existence of a geothermal reservoir of over 250 °C has been discovered in the course of initial surveys. It is expected that the geothermal power plant will have an electricity capacity of 7,000 kW.

JOGMEC is an organization under the jurisdiction of the Ministry of Economy, Trade and Industry (METI).



Technology for exploration of
geothermal reservoirs
© Japan Oil, Gas and Metals National

政策

POLICY

革新

INNOVATION

Panasonic to develop hydrogen to power homes and vehicles

Panasonic Corporation announced that it is developing a solar-based technology to power homes and vehicles with hydrogen energy. Thanks to this technology, homes and vehicles will become energy self-sufficient.

Electrolysis method, which served

so far for splitting water and extracting hydrogen, was not efficient enough to use solar energy. This method is based on the use of titanium oxide photocatalysts, which only absorb ultraviolet rays, accounting for only 4% of sunlight.

Panasonic is now using photocata-

lysts consisting of niobium nitride, which is able to absorb 57% of sunlight.

According to Panasonic, the commercial application of this technology will start at the earliest in 2020.

Agenda

日程

AGENDA

- ✓ 3rd Dec.: Growth opportunities in the Japanese Tourism Industry
Japanese Embassy, Bern, Engestrass 53, from 1.15 pm to 6 pm

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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