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会見

INTERVIEW

## Tokyo 2020 will bring the soft legacy



Hiromi Kawamura, International Olympic Committee



After graduated from Osaka University in the area of human sciences in 1998, Hiromi Kawamura entered Ministry of Education, Culture, Sports, Science & Technology in Japan (MEXT).

*International career*

After ten years carrier in MEXT, she graduated from School of International and Public Affairs (SIPA, Columbia University, New York), and has been engaged in the international affairs at the governmental level.

She has worked as the deputy director for the Monuments and Sites Division in Agency for Cultural Affairs dealing with the UNESCO's World Culture Heritage and then the director for international researcher exchanges division in Japan Society for the Promotion of Science (JSPS).

"I was in charge of International Affairs Division, Minister's Secretariats, MEXT when Tokyo was the a candidate city for the Games of the XXXII Olympiad and the 2020 Paralympic Games. I accompanied with Ministers those had the business trips in order to get the supports for Tokyo anywhere in the world", Ms. Kawamura said. In April 2015, she was dispatched to International Olympic Committee from Tokyo organising committee of the Olympic and Paralympic Games (Tokyo 2020). She is now in charge of supporting the coordination for Olympic Games and the development of the culture, Olympiad and the education programs and the public engagement programs in the host cities, as well as establishing closer relationship with the

Tokyo Olympic Committee.

*Tokyo 2020 Olympics and Paralympic Games will leave soft legacy*

Tokyo has been selected to host the Games of the XXXII Olympiad and the 2020 Paralympic Games,

"We are now almost in the beginning of the preparation of Tokyo 2020 Olympic and Paralympic Games. The sport, culture and education and many programs will be launched just after Rio 2016 Olympic and Paralympic Games" Ms. Kawamura explained.

"The legacy of Tokyo 1964 Olympics and Paralympic Games has left mainly "hard infrastructures": Shinkansen express, city public transportation, roads, sports venues, etc. Tokyo 2020

## 会見

INTERVIEW

# Tokyo 2020 will bring the soft legacy



Hiromi Kawamura, IOC

Olympic and Paralympic Games are expected to leave more soft legacies. I expect the Japanese society will expose to the world more and deliver innovations in any area. And people will enjoy more sports not competitive ones and culture in ordinary life", she further men-

tioned.

Several decisions will be made by Japan's Government, Tokyo Metropolitan Government and Tokyo 2020 considering the increase the number of foreign visitors. "For example, you might be able to use your smartphone to get a restaurant's menu in several languages; information in public transportation will be available in several languages; entry from international airports will be more smooth", Ms. Kawamura said.

"Our main challenge is how to manage people from different corporate cultures. In a short term, many staffs have been dispatched from the different stakeholders to Tokyo 2020. Last year, we had only 200 employees. Now, we have 400. And just before the Games, I expect to have about 7 or 8,000 staffs considering London 2012 games! The management of human resources is one of the most challenging issues for

Tokyo 2020. This would impact on the diversion characteristics of the labor market in Japanese society", Ms. Kawamura said.

## Economic benefits of Tokyo 2020

According to an opinion poll, 77% of Tokyo's population support Tokyo's Olympic and Paralympic Games at the bidding stage (poll of January 10, 2013, among 400 people).

Not only Tokyo, but all Japan will benefit from Tokyo 2020 Games. "The government tries to put the importance for its policy to focus on region revival in local areas. Many sport programs will take place outside Tokyo, for instance in the Great East Japan earthquake disaster area", she said.

"If we do well, I expect Tokyo 2020 Games to bring huge economic impacts, and long-lasting ones", she further said.

# Japan's current economic situation

## 動向

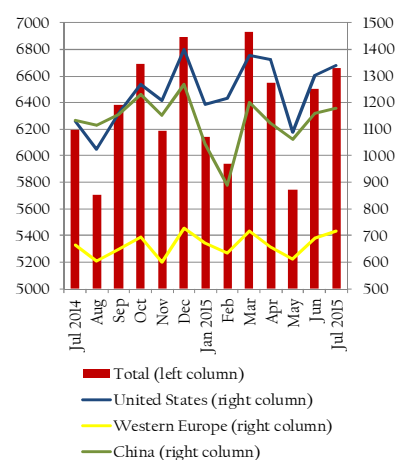
SITUATION

According to the Monthly Economic Report issued in August by the Cabinet Office, "the economy is expected to recover, supported by the effects of the policies, while employment and income situation show a trend toward improvement".

Japan's exports increased from the same month in the preceding year 7.6% in July 2015 to a total of ¥ 6,664 billion (see graph), marking an increase by 18.8% in the United States, 7.8% in Western

Europe and 4.2% in China. On the same period, Japan's imports declined 3.2% to ¥ 6,932 billion. As a result, the trade deficit declined 72.2% to ¥ 268 billion.

The private consumption slightly increased. The average of consumption expenditures per household was ¥ 314,788, up 1.0% in nominal terms and up 0.7% in real terms from the previous year. The consumer price index for Japan in July 2015 was 103.7 (2010=100), up 0.2% over the year.



Japan's exports in billions of yen  
Ministry of Finance

## Momoko Sugiyama has joined JETRO Geneva

Momoko Sugiyama serves as Director of JETRO Geneva since August 2015, taking over from Kayo Hokinoue. She is in charge of management and research activities, as well as promoting investments to Japan and helping exports to Switzerland.

She graduated with a Bachelor degree from Chuo University of Tokyo in the field of policy studies and started her career at JETRO in 2002.

### *Travelling a lot in foreign countries*

She has a long experience in assisting business expansion of developing countries. “For example, we provide opportunities for Asian and African companies to meet potential partners in Japan by organizing exhibitions to showcase their products and technologies. I travelled a lot for that in ASEAN countries, China, India, and in African countries”, Momoko Sugiyama said.

From 2011 to 2013, she joined JET-

RO Yokohama in Kanagawa Prefecture (in the South of Tokyo) and she was in charge of supporting local SMEs in expanding their business overseas. Then since April 2014, she was part of the JETRO's Overseas Research department. In her positions at JETRO, she also visited the United States and European countries, such as France and Denmark.

### *Image of Switzerland*

“In my view, Japanese people think Switzerland has a lot of strengths in innovation and marketing. It produces high quality and high-value items, and exports them all around the world. Japanese SMEs have now to search for new markets and they want to learn from the strengths of Switzerland”, Ms. Sugiyama said.

What are her first impressions in Geneva? “It is a clean and beautiful city. It is an easy place to live for foreigners. Public transportations are very convenient. I have been also impressed by the large number



Momoko Sugiyama,  
Director, JETRO Geneva

of fair trade and organic products available in ordinary supermarkets”, she further said.

### *Photography as a hobby*

“I like hiking and cycling. So, I am very happy to be here!

When I visit a new place, I like to take some pictures. I would like to take photos of beautiful sceneries in Switzerland”, she further said.

活動

ACTIVITY

## The Secret of Swiss Innovation

Manabu Eto, former Director General of JETRO Geneva, and Hiromi Iwai, have jointly published a book in Japanese: “The Secret of Swiss Innovation: Learning From Most Competitive Country” (ed. JETRO, original title in Japanese).

The book explores several factors of Swiss innovations, including education, research activities, polit-

ical system, industries and corporate tax. Presentations were made on August 31 in Zurich and on September 1 in Geneva.

The book is available in online book stores.



Presentation by Manabu Eto  
to the Japan Club of Geneva  
on September 2, 2015.

活動

ACTIVITY



## 革新

INNOVATION

## Japanese earthquake resistant technologies

The major earthquake which struck the east coast of Japan on March 11, 2011 had a magnitude of 9.0 on the Richter scale. It has been one of the most world's powerful earthquake in history. Considering the amplitude of this earthquake, it is quite surprising that the five Shinkansen trains operating at 270 km / hour in Fukushima, Miyagi and Iwate prefectures (in the Tohoku stricken area) did not derail.

Japan has a long history in developing earthquake resistant technologies. Japanese firms have recently developed some new technologies.

### *Counterbalancing the quake's effects*

Kajima Corporation has developed a new technology able to reduce the effects of earthquake on skyscrapers by about 60%.



Tokyo — Source: Japan National Tourism Organization

300 tons of weight is suspended by a set of steel frames. When an earthquake occurs, the weight moves to the opposed direction, so as to counterbalance seism effects. Kajima Corporation has installed this technology in April 2015 in the 55-floor Shijuku Mitsui Building. The cost of installation is estimated at ¥ 5 billion.

### *Reinforcing the underground structures*

Taisei Corporation has created a panel of 7 mm thick made in carbon fiber. It serves to reinforce the underground structures. If heavy machines cannot access to underground structures, such panels can be installed by hand.

## Agenda

## 日程

AGENDA

- ✓ 3<sup>rd</sup> Dec.: Growth opportunities in the Japanese Tourism Industry  
Japanese Embassy, Bern, Engestrass 53, from 1.15 pm to 6 pm  
For further information, please contact JETRO Geneva

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

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