

Inside this
issue

- JETRO publishes Swiss World In Japan 1 + 2
- Japan's current economic situation 2
- JETRO seminar on tourism business opportunities 3
- Driverless cars to be available for Tokyo Olympics 4

JETRO publishes Swiss World In Japan

The Japan External Trade Organization (JETRO) publishes this month *Swiss World In Japan — Business Guide for Swiss companies in Japan*.

The publication is available free of charge. It will be widely distributed in Switzerland by JETRO and our Swiss partners. It will be available on JETRO's and Switzerland Global Enterprise's Websites.

Target audience: Swiss companies

Swiss World in Japan brings information for potential investors, such as Swiss companies that consider to invest in Japan. It is also intended for Swiss businesses and people already present in the Japanese market.

As a result, it serves not only as a business starter set, but also as a tool to further expand business in Japan.

It aims three objectives:

- ◇ Improving the conditions of visit, settlement and residence of Swiss people in Japan
- ◇ Spreading business infor-



Swiss World In Japan is released in December 2015.

mation related to investment conditions in Japan

- ◇ Facilitating exchanges and network between Swiss people visiting or living in Japan.

Directory of contacts in Japan

The business guide provides a directory of contacts in Japan. Swiss companies are divided into several sectors: business services,

financial services, food, health & life sciences, luxury & consumer goods, machinery electronics & infrastructure. It also includes Swiss, public institutions, associations and restaurants, as well as international schools, and Japanese governmental organizations, industrial organizations and business institutes.

(Continued on page two)

活動

ACTIVITY

Contents

- Directory of contacts in Japan
 - ⇒ Swiss companies, institutions, associations, restaurants
 - ⇒ Business organizations
 - ⇒ Etc.
- Information for investors
 - ⇒ Industrial Clusters,
 - ⇒ Promising Market Situations
 - ⇒ Success Stories
 - ⇒ M-Industry, Feintool, Sefar
 - ⇒ Financial incentives
 - ⇒ Agreements (Japan/Switzerland)
 - ⇒ Reform 2020
- JETRO and SBH Services

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ACTIVITY

JETRO publishes Swiss World In Japan

(Continued from page one)

Each company/organization is categorized by a colored sign. If you look at the map - which appears at the beginning of the directory - this sign will help you to quickly locate the company or the organization.

All you need to know to invest in Japan

Swiss World in Japan also provides information about:

- ◇ Japanese industrial clusters and promising markets (life sciences, ICTs, renewable energies),
- ◇ available incentives from the central government and from 20 local governments (cities and prefectures),
- ◇ key agreements related to free trade, double taxation, social security, and other matters is also available,
- ◇ reforms to be accomplished by

the year 2020 (Tokyo Olympic and Paralympic Games).

It further includes interviews with representatives of three companies that have successfully set up their business in Japan:

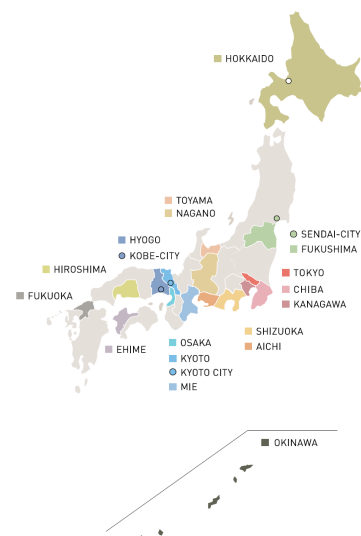
- ◇ M-Industry (subsidiary of the Migros Group distributing consuming products);
- ◇ Feintool Japan (precision manufacturing of metal parts, presses and tools);
- ◇ Sefar (manufacturing of precision fabrics).

You will also find information about JETRO's and Swiss Business Hub's services.

SGE/JETRO MoU

Swiss World In Japan is a project developed under the Memorandum of Understanding (MoU) signed by the JETRO and Switzerland Global Enterprise (S-GE) on July 9, 2014, in Tokyo, Japan. The purpose of this MoU is to strengthen the mutual

FEATURED PREFECTURES



Features prefectures and cities for Incentives from local governments

cooperation between the two organizations and to further expand trade and investment between Japan and Switzerland.

Japan's current economic situation

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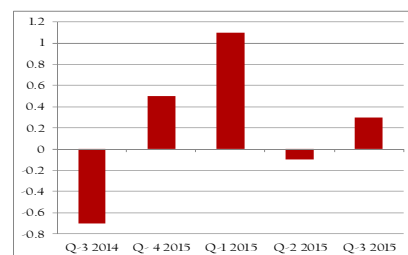
SITUATION

Japan's GDP growth in the third quarter of 2015 (July-September) has been revised on December 8 from -0.2% to +0.3% (+1% at annualized rate). As a result, and despite a decline of the GDP in the second quarter, Japan has not fall into recession.

GDP growth was upgraded further

to a revision of business expenditures from a fall of 1.3% to a rise of 0.6% (quarter-to-quarter).

Estimate inventories have also been revised to ¥ 1.5 trillion from a preliminary estimate that inventories fell ¥ 1.9 trillion.



Development of real GDP, seasonally adjusted series, change from the previous quarter, Cabinet Office

JETRO seminar on tourism business opportunities

— Seminar on “Growth Opportunities in the Japanese Tourism Industry” held at the Japanese Embassy in Bern on December 3rd



JETRO seminar at the Japanese Embassy

活動

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On December 3rd, JETRO Geneva in collaboration with Japan National Tourism Organization (JNTO), the Japanese Government and Swiss-Japanese Chamber of Commerce (SJCC) organized a seminar focusing on the Japanese Tourism Industry.

This event held at the Japanese Embassy in Bern gathered around 30 people mainly from the tourism industry.

New opportunities in tourism

Speakers emphasized that tourism is booming in Japan and the target to reach 20 million by 2020 is likely to be reached much sooner than expected.

Most of the foreign tourists in Japan originate from Asian countries like China and Korea; only 5 % of the visitors are European.

The reason of this recent booming is mainly due to relaxing visa requirement, more international flights to/from Japan, promotion of

Japan in foreign countries through organizations like JNTO and a great expansion of tax-free shopping areas. Indeed their number doubled in one year, leading to a massive arrival of Chinese tourists visiting Japan to do shopping. This new phenomena is highly beneficial to luxury brands that are now reentering the Japanese market.

Sabine Kampmeier, PM&Partners's consultant in tourism, pointed out more money is now spent in shopping than in accommodation. The booming of the tourism in Japan is opening new opportunities not only for the luxury sector but also for hotel industry, ticketing platforms, OTA and all the suppliers of the tourism sector.

Japanese hospitality

Christian Schaufelbühl outlined the challenges that Swissôtel faced when opening a hotel in 2003 in Osaka. As he said, the biggest one is the cultural differences in doing

business between Japan and Switzerland; but Swiss and Japanese are both looking to offer the best hospitality.

He further claimed the next challenge will be to adapt the tourism sector to this new flow of tourists, especially in developing full service hotels. Only 18% of the rooms are nowadays in full service hotels.

Cultural aspects

Besides business presentations, Thomas Köhler shared his experience in walking 2900 km in Japan in 2011 from Cape Soya (northernmost point of the island of Hokkaido) to Cape Sata (southern tip of the Osumi Peninsula of Kyushu island).

Hiromi Kawamura, International Olympic Committee, made her presentation about Tokyo 2020 Olympic and Paralympic Games. She underlined the importance of cultural aspects in the Olympiads.

革新

INNOVATION

Driverless cars to be available for Tokyo Olympics

Robot Taxi is a project started in August 2015 to develop driverless cars by 2020 — the year Tokyo will host the Olympic and Paralympic Games.

This project is based on the collaboration between ZMP Inc. (developer of automated systems) and DeNA (provider of internet-based services).

From March 2016, automated taxis will be tested in the city of Fujisawa — a city near Tokyo on the Pacific Coast (Kanagawa Prefecture). They will bring about 50 local residents from their homes to shopping areas in journeys of about 3 km.

During the experimental phase, a driver will seat in case human intervention is needed, but he will not actually drive the car.

If successful, Robot Taxi's cars will serve to transport athletes from their camps to sports facilities.

It may then serve for several purposes:

- Transport patients to and



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from hospitals and nursing care facilities ;

- Transport residents, especially elderly people, especially in rural areas where there is little or no public transportations;
- Transport tourists with information provided in their native language.

This project is part of the governmental efforts to promote innovations. Prime Minister Shinzo Abe said in October 2015 at the Science and Technology in Society Forum: “I can tell you that in 2020 Tokyo, self-driving cars will be running around, and you will be able to use them to move around”.

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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