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Menicon opened a R&D office in Geneva

Founded in 1951 and headquartered in Nagoya, Menicon is the Japanese largest contact lens manufacturer, with a presence in 80 countries.

It opened in 2015 a R&D Innovation Centre in Geneva.

Globalizing R&D

Appointed as General Manager of the Geneva's office, Mouad Lamrani graduated with a Ph.D. from the University of Clermont-Ferrand in 1993 in the field of electro-chemistry and organometallics materials.

Then he was awarded a scholarship by the Japan Society for the Promotion of Science (JSPS) to study in Japan. He became an assistant Professor at Tohoku University in Sendai from 1998 to 2000. In 2000, he was awarded the prize of the Japan Novartis Foundation for Young Scientists. "It was the turning point of my scientific and professional life. I had the opportunity to meet the greatest chemist in the world Professor Yoshinori Yamamoto", Dr. Lamrani said.

Employed by Menicon in 2000, his first assignment was in the suburb of Nagoya; in 2003 he opened Menicon's branch office in Strasbourg; in 2005 he established the R&D branch centre in Singapore; in 2008 he was allocated in Lyon.



Mouad Lamrani, General Manager,
R&D Innovation Centre,
Menicon Co. Ltd.

"Menicon is now a global company, produces, sells and distribute all around the world. However, we never had a R&D branch outside Japan. We considered the importance to respond to the different needs around the world and decided to open the R&D Centre in Geneva", Mouad Lamrani said.

Link with the University of Geneva

Menicon carried out a diligence study to evaluate the potentials of four cities — London, Paris, Brussels and Geneva.

"Menicon selected Geneva for several reasons. Its University is in the top one percent in the world in various specialties. Switzerland / Geneva are also very known in the watch and

high precision industry — it has a critical density of scientists with many companies which are unique in the world. And finally, Geneva was selected for the quality of life", Dr. Lamrani said.

Menicon will strengthen its collaboration with the University of Geneva. It plans to hold a world conference on peptides protein from December 22nd to 25th, in collaboration with the University of Geneva "It is going to be a world-class conference like the one I organized in 2013. It will gather Nobel Laureates and prominent professors", Mouad Lamrani said. Menicon further plans to have student exchange program and a research program together with the University of Geneva. The major research projects on which Menicon focus are as follows:

- New smart bio materials for ophthalmology and bio-sensing;
- New tools for clinical studies;
- Diagnostics and geno-typing;
- New materials for contact lenses.

Menicon employs three staffs in Geneva, including Dr. Lamrani, a Japanese staff in charge of administration and finance, and a senior US specialist graduated from Harvard University. "We plan to recruit more staffs and hire students. It is a year of planning", Dr. Lamrani said.

動向

SITUATION

Japan's current economic situation

According to the Cabinet Office "The Japanese economy is on a moderate recovery, while weakness can be seen in some areas" (January issue of the Monthly Economic Report).

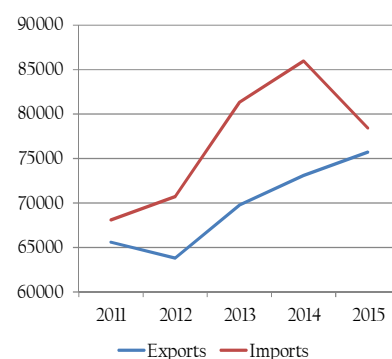
Japan's exports increased 3.5% in 2015 from the previous year to a total of ¥ 75,632 billion. Exports to North America increased dramatically (+11.5%), whereas the increase

of exports to Western Europe (+4.6%) and Asia (+2.1%) was weaker.

The Japanese economy is also stimulated by the private consumption.

The consumer price index for Japan in November 2015 was 103.5 (2010=100), up 0.3% over the year.

The unemployment rate (seasonally adjusted) was 3.3% in November 2015.



Japan's trade statistics in JPY billion
Ministry of Finance

活動

ACTIVITY



Opening remarks by JETRO Chairman and CEO Hirooyuki Ishige



Ceremonial opening of sake barrel at reception

With a network of 73 overseas offices in 54 countries, and 43 domestic offices, JETRO has an extended network able to assist any company wishing to invest in Japan.

The most recent and 43rd domestic office has been opened in Miyazaki Prefecture on October 28th, 2015.

Miyazaki beef and other local specialties

Located on the eastern coast of the island of Kyushu, Miyazaki Prefecture is famous for its local specialties such as Miyazaki beef, shochu

(distilled liquor), tea, Japanese amberjack and cedar. The prefecture also features unique products with excellent ability and a lot of potential, such as "Miyazaki caviar 1983".

Opening ceremony

Approximately 50 representatives attended the opening ceremony of JETRO Miyazaki, held on December 8th, 2015.

Among the participants were Tsuneo Kitamura, Parliamentary Vice-Minister of Economy, Trade and Industry; Shunji Kono, Governor of Miyazaki Prefecture; local govern-

ments and business circles.

In his opening remarks, JETRO Chairman and CEO Hirooyuki Ishige emphasized the significance of establishing this office and pledged JETRO's contribution to the global strategy of the prefecture.

Three pillars of activities implemented by JETRO Miyazaki

JETRO Miyazaki will implement activities focused on the following three pillars:

1. Facilitating exports of agricultural, forestry and fishery products of Miyazaki Prefecture
2. Assisting overseas expansion by companies of the prefecture
3. Attracting inbound demands that will invigorate the region, such as inviting foreign-affiliated companies.

Impulse: Swiss World In Japan

Organized by Switzerland Global Enterprise (SG-E) and co-organized by the Japan External Trade Organization (JETRO), a Swiss/Japanese business event will take place at SG-E on March 1, 2016: "Impulse: Swiss World In Japan".

Launch of Swiss World In Japan

The event will be the opportunity to launch the business guide for Swiss companies in Japan entitled "Swiss World In Japan" (108 p., JETRO pub.).

The business guide will be handed free of charge on the site. It is also already available on JETRO's Website at: <https://www.jetro.go.jp/switzerland/whyjapan.html>

Business opportunities in Tokyo Olympic Games

The event will also present the experience of companies that suc-

March 1st, 2016 - Zurich

IMPULSE: SWISS WORLD IN JAPAN



cessfully entered the Japanese market. Professor Patrick Ziltener (University of Zurich) will provide a statistical assessment of the Free Trade and Economic Partnership Agreement between Japan and Switzerland, which entered into force on September 1st, 2009.

Daisaku Yukita, Deputy Director General of JETRO London, will also introduce the business opportunities in 2020 Tokyo Olympic and Paralympic Games.

SGE, Stampfenbachstrasse 85, Zurich, Registration is open at SG-E Website

活動

ACTIVITY

An by Naomi Kawase

The last movie of Naomi Kawase *An* has been released in Switzerland at the end of last year.

It tells the story of Sentaro, who works in his tiny bakery where he makes Dorayakis with no real enthusiasm.

One day, during the cherry blossom season, an old lady of 73 years old, Tokue (played by Kirin Kiki), comes to his shop and asks him if he could hire her as an assistant baker. First he is quite reluctant until he tastes her *An* (red beans

paste used to fill the Dorayakis), so he decides to work with her. Thanks to Tokue and her exceptional savoir-faire of *An*, people are queuing to taste the wonderful pastry. When preparing *An*, Tokue does much more than to follow a recipe she talks to the ingredients, she imagines the whole story of the beans as if it was alive, she is in communication with nature, with the food.

However *An* tells much more than the passion for food. It

brings together 3 outsiders: Tokue, Sentaro and a young teenager Wakana. The three of them are a bit out of society for different reasons. The movie raises the problem of Japanese society and its difficulties to handle with differences and weakness of people. It denounces discrimination in a very delicate way. *An* is a beautiful movie that touches the heart.

The only recommendation is not to see *An* with an empty stomach... people watching it will understand.

文化

CULTURE

革新

INNOVATION

World's first wearable translator

Tokyo-based company Logbar has introduced the first wearable translator "ili" at the Consumer Electronics Show (CES) which took place in Las Vegas, from January 6 to 9, 2016.

"ili" is a small device (see picture) that can be worn around the neck. Using a voice recognition system, it translates a voice into three languages: Japanese, English and Chinese. More languages will soon be available: French and Chinese.

It is easy to be used: you just need

to push a button and it starts to translate what you say. It works without connection to Internet (Wifi, 3G or any other Internet connexion).

It is able to capture your voice even in noisy environments such as market, pub or street. Ili's powerful speakers can also be heard in noisy environments.

By connecting the device to Internet, it can download updates in order to obtain the latest evolutions of this technology.



Agenda

日程

AGENDA

- ✓ 1st Mar.: Impulse: Swiss World In Japan
Organized by S-GE, co-organized by JETRO
S-GE, Stampfenbachstrasse 85, Zurich, from 13:30 to 17:00
Registration (free of charge) is proceed by S-GE



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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