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Increase of Mazda's market share in Switzerland



Damian Donnellan, Managing Director, Mazda (Suisse), in front of Mazda's RX-Vision



Mazda's booth at Geneva Motor Show 2016

Founded in 1920 and headquartered in Hiroshima Prefecture, Japan, Mazda Motor Corporation ("Mazda") had a stand at Geneva Motor Show, which took place from March 3rd to 13th, 2016.

JETRO Switzerland Newsletter interviewed the CEO of Mazda Switzerland (appointed two years and half ago) Damian Donnellan.

Since 1968 in Switzerland

Mazda operates in Switzerland as a Mazda's subsidiary, 100% owned by Mazda Motor Corporation since 2002. It employs a total of 45 people (full time equivalent), who include the staffs of the head office in Petit-Lancy (Geneva Canton), the staffs in technical training center,

but also the staffs administrating car dealers. It has a network of around 150 car dealers in Switzerland.

Mazda has started its operations in Switzerland in 1968. It began in 1970 a 31-year cooperation with Blanc & Paiche for the import of vehicles. The most successful year was 1981, with total sales of 15,482 cars and 633 trucks.

90% of production in Japan

Mazda imports most its cars from its Hiroshima-based factory (about 90%).

"We thank the Japanese government for the Free Trade and Economic Partnership Agreement with Switzerland. If that agree-

ment would not be maintained, it would be very challenging for us", Damian Donnellan said.

"We now also have a plant in Mexico. So we are less exposed to the Yen. Sometimes exchange rate is a blessing, sometimes it is not. We try to offer the price that is fair for the market. We cannot change our prices based on exchange rate, otherwise, we would have to change them every week!" he further said.

No. 1 of Japanese cars in Switzerland

Mazda's sales in Switzerland increased 31.6% in 2015 from the previous year.

(Continued on page two)

会見

INTERVIEW

Increase of Mazda's market share in Switzerland

(Continued from page one)

Its market share in Switzerland rose from 2.5% to 3.1%.

"We observe that overall sales of Japanese cars decreased from 22.0% of the market in 2009 to 15.7% in 2015. The Swiss market is oriented towards German cars, which account for 46.8% of Swiss market in 2015. But we also see a trend for 4X4 (40.4% in 2015) and for diesel cars (38.9%). Mazda has a competitiveness in 4X4 and in clean diesel and so we have become the number one brand for Japanese cars in Switzerland. This is the first time in our history that we became

the number one Japanese car maker based on volume of sales, I think everyone is surprised – even us!", Damian Donnellan said.

Mazda's cars at Geneva Motor Show

Mazda's "RX-Vision" Concept Car (see picture) was exhibited at Geneva Motor Show. Unveiled at the 2015 Tokyo Motor Show in November, "it has almost no corners, a very slick and pure design. It's beauty comes from takes things away, keeping the design as pure as possible to its purpose – not by adding things unnecessarily. I

think it is a very Japanese way of looking at things", Damian Donnellan said.

"Our model line-up at Geneva Motor Show is the youngest one of any car maker in Switzerland. At the same time at a global level we are the smallest independent and generalist car manufacturer in the world (based on volume of sales). Even though we are flattered by our success in Switzerland, we never forget that we are small compared to others and stay humble and must work very hard to maintain our way", Mr. Donnellan said.

Japan culture festival in Davos

文化

CULTURE



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The 16th edition of "JapAniManga Night" will take place in Davos from May 27th to 29th, 2016.

The festival features Japanese pop culture events, such as concerts, cosplay showcase, manga, animations.

This year the festival will expand to a third day and expect to gather 8,000 people. "We grow to satisfy everyone who likes Japan", said Lukas Zuberbühler, Executive Chairman of the JapAniManga Night. The festival will also show

Japanese traditional culture (calligraphy, food, tea ceremony, sumo match...).

Set up in 2002, the festival initially took place in Uster and then in Winterthur (Canton of Zurich). "We grew up in Winterthur. As we were always sold out, we had to look for a larger venue. Davos appeared as the best place. It provides an excellent venue — the same as the one provided to the World Economic Forum", said Lukas Zuberbühler.

For further information, please consult the following Website: <http://www.japanimanga-night.ch/>

Swiss World In Japan attracts around 70 participants

Switzerland Global Enterprise (S-GE) has organized in collaboration with the Japan External Trade Organization (JETRO) a business seminar: “Impulse: Swiss World in Japan”.

Held in Zurich on March 1st, 2016, it gathered around 70 participants, mainly from Swiss SMEs.

The seminar was opened with the speeches by H.E. Ryuei Maeda, Ambassador of Japan in Switzerland, and Daniel K  ng, CEO of S-GE.

The seminar was a unique opportunity to gather information to invest in Japan.

It has been outlined that since the launch of the Abe administration, the Japanese economy has achieved a high standard of growth. Several reforms are under way, such as the corporate tax reform, and efforts to attract foreign visitors and investments.

Swiss World In Japan — Business Guide for Swiss Companies in Japan (published by JETRO) was presented and distributed to all at-



Left picture: H.E. Ryuei Maeda, Ambassador of Japan in Switzerland, and Daniel K  ng, CEO of S-GE. All pictures    2016 Switzerland Global Enterprise



tendees.

It was further explained that the Japan - Switzerland Free Trade and Economic Partnership Agreement (JSFTEPA) has successfully served 6% of Swiss exports, providing annual savings of CHF 19.2 Mio.

The business experience of the Swiss chemicals company Sika in Japan was also presented: entering Japanese market in 1955, Sika has now 16 sites and sales offices, as

well as 5 production sites in Japan.

Last but not least, a presentation was made about the business opportunities in Tokyo 2020 Olympic and Paralympic Games. Economic effects are estimated between JPY 3 to 21 trillion. Several infrastructure projects and governmental initiatives related to the Games were also presented.

Japan's current economic situation

According to the Cabinet Office, “Concerning short-term prospects, the economy is expected toward recovery, supported by the effects of the policies, while employment and income situation is improving” (Monthly Economic Report, February 2016).

Japan's exports declined 4.0% in February 2016, down 6.1% for Asia

and down 0.7% for North America, but up 9.0% for Western Europe.

The consumer price index was 103.0 (2010=100) in January 2016 (stable from the previous year). The unemployment rate fell from 3.3% in December 2015 to 3.2% in January 2016, showing a job availability of 1.28 in January (highest level since December 1991).



Ministry of Internal Affairs
and Communications

活動

ACTIVITY

動向

SITUATION

革新

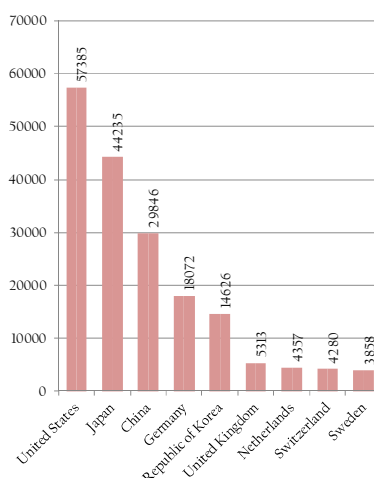
INNOVATION

Japan as second world's biggest source of patents

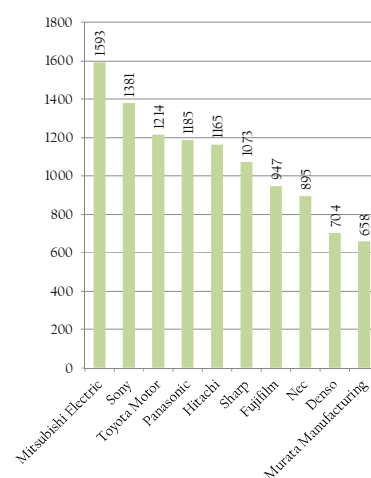
Japan is in 2015 the world's second biggest filer of patent applications under Patent Cooperation Treaty (PCT), according to the World Intellectual Property Organization (WIPO).

A total of 44,235 patent applications (+4.4% against 2014) were filed by Japanese companies, accounting for 20.3% of the world's patent applications (see graph).

Japan is ranked second, after the United States (57,385 patent applications), and before China (29,846 patent applications), Germany (18,072) and the Republic of Korea (14,626). Switzerland is ranked 9th. The top 50 of world's PCT applicants is dominated by 18 Japanese



Top 10 countries filing most PCT patent applications in 2015
Source: WIPO



Top 10 Japanese companies filing most PCT patent applications in 2015
Source: WIPO

firms, including Mitsubishi Electric (1593 PCT applications), Sony (1381 PCT applications), Toyota

(1214 PCT applications) (see graph).

日程

AGENDA

Agenda

- ✓ 19th May: Workshop: "Inside a Japanese head - How to avoid fatal mistakes with Japan" Europe-Japan Dynamics, in cooperation with SJCC Swiss-Japanese Chamber of Commerce From 6:30 pm, Au Premier, Salon RudolfBahnhofplatz 15, Zurich

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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