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会見

INTERVIEW

Ehime's sake promoted in renowned European restaurants



Matsuyama Castle, Ehime Prefecture



Kathy Shiraishi, KS Lemman consulting

When Kathy Shiraishi retired from her position at the United Nations, she opened a consulting company (KS Lemman consulting sàrl) and became sales advisor of the Ehime Prefectural Government (located in the northwestern part of Shikoku).

Following the same path as the founder of Ishimitsu

Kathy Shiraishi is the granddaughter of the founder of Ishimitsu, a Kobe-based company pioneer for the trade of green coffee beans in Japan.

"When my grandfather retired, he came back from the United States to Japan, he reopened Ishimitsu in Japan to sell coffee beans. It was just after the war was lost for Japan in 1951! The

Japanese took the taste of coffee and the business was going up and up!", Kathy Shiraishi said.

She came in Geneva in 1975 to work at the United Nations. In her career, she served the departments in charge of personnel affairs and the High Commissioner for Refugees (HCR).

"When I retired, I was getting bored. I wanted to get involved in European business. I visited several Japanese restaurants in Paris to sell Ishimitsu's products. I was introduced to the world of sake", she said.

Promoting Ehime's sake

Kathy Shiraishi brought Paulo Basso — awarded Best Sommelier of the World in 2013 — to Japan, to introduce him sake

breweries.

Ehime has 45 sake breweries (most of them being small ones) with a total production that does not exceed 180,000 liters per year. The quality of its sake is based on several factors, including the purity of its water, its nature and the know-how of brewers.

"Among others, we visited Chiyo No Kame Brewery, a little village in Ehime prefecture, lost in nature, fog and humidity — quite mystical!", Kathy Shiraishi said.

"But Ehime has more to offer. It has been ruled for a long time by Shoguns very closed to Tokugawa Shoguns, and therefore allowed to build a big castle — Matsuyama castle.

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会見

INTERVIEW

Ehime's sake promoted in renowned European restaurants

(Continued from page one)

Ehime is blessed by nature: it has the highest mountains of Western Japan (Mount Ishizuchi), a beautiful countryside, a tremendous variety of food. It is also famous in Japanese literature (Natsume Soseki, Masaoka Shiki)", she also said.

Making sake available in most renowned restaurants

Kathy Shiraishi had the opportunity to meet in Lyon Anne-Sophie Pic

— the only three Michelin starred female chef in France. They arranged sake degustation in March 2016 in her restaurants in Valence (France) and at Beau-Rivage Palace in Lausanne.

"I wrote to Ehime Prefecture. I explained we cannot make mistake — the world will watch us. We ran a competition in Japan to select the best (and certified) sake, from breweries eager to export and willing to come in Switzerland. The Prefecture selected 5 brewers out of 46", Kathy Shiraishi said.

Anne-Sophie Pic created a menu based on Ehime sake. "When we had the degustation, suddenly the ambiance changed. It was very successful", she said.

Kathy Shiraishi also organized the "Ehime week", which took place the first week of March, and brought Tsuyoshi Miyazaki to introduce sake cocktails to Swiss people.

Kathy Shiraishi is now looking forward to organizing new business matching events!

Japan's current economic situation

"Concerning short-term prospects, the economy is expected toward recovery, supported by the effects of the policies, while employment and income situation is improving", according to the Cabinet Office (April issue of the Monthly Economic Report).

Japan's exports declined 6.8% in March 2016 from the same month

in the preceding year, marking a decrease by 9.7% in Asia and by 5.3% in North America, but an increase by 13.3% in Western Europe (+35.9% in Switzerland).

Japan's economy is stimulated by the domestic demand. The average of monthly consumption expenditures per household for February 2016 was 269,774 yen, up 1.6% in

nominal terms and up 1.2% in real terms from the previous year. The consumer price index for Japan in February 2016 was 103.2 (2010=100), up 0.1% from the previous month, and up 0.3% over the year. The seasonally adjusted unemployment rate in February 2016 was 3.3% (against 3.5% in February 2015).

Kabuki play to be performed in Geneva

文化

CULTURE

Kabuki play "Love and Deep Snow at the Mountain Barrier" (Tsumoru koi yuki seki no to) will be performed in Geneva on May 17th and 18th at BFM (room Théodore Turrettini).

Kabuki is a classical Japanese dance-drama representing exploits of legendary heroes, especially through the stylization of drama.

The play will start after a performance of Kabuki dance and a presentation of Kabuki's world.

In the medieval Japan, the play is about love and rivalry between a man drinking sake under cherry trees (played by renown Kabuki player Yajuro Bando) and a mysterious woman (played by his son, Shingo Bando).

Music, costumes, makeup, set design, play... Kabuki is of great interest with respect to several of its aspects.

Tickets available at www.ticketcorner.ch



JETRO survey on business conditions in Europe

The Japan External Trade Organization (JETRO) has published the results of a survey about business conditions of Japanese companies in Europe in 2015.

Conducted from September 17th to October 15th, 2015, the survey is based on 957 valid responses from 16 countries in Western Europe (including UK, Germany, France and Switzerland) and 9 countries in Central and Eastern Europe.

Views on European economy

72% of the Japanese companies in Europe answered they forecast a “profit” for 2015, whereas only 14.9% responded a “breakeven” and 13.1% a “loss”.

When asking about the change compared to 2014, 39.4% responded an “increase”, 39.9% “remain the

Rubber products	66.7%
Pharmaceuticals	65.4%
Real estate	60.0%
Food/agricultural/fishery processing	54.5%
Motor vehicles and motorcycles	54.5%

Mining	80.0%
Ceramic/stone/clay	50.0%
Hotel/travel/restaurant	38.9%
Precision equipment	37.5%
Securities	33.3%
Other manufacturing	33.3%

Industries with high percentages of companies forecasting an “increase” (left table) or “decrease” (right table) in operating profit forecasts for 2015 compared to 2014 (JETRO Survey)

same” and 20.7% “decrease”. Companies operating in the rubber, pharmaceutical and real estate industries expressed the highest percentage of “increase” (see tables).

When asking about the future of the European economy, 20.2% of companies respond that “it has already extricated itself from recession” and 52.9% that “it will take some time to extricate itself from

recession”.

Promising future sales destinations

With regard to promising future sales destinations, Turkey appears as the most common answer, just like in the previous survey. Germany rose to the second rank and Poland to the third rank.

活動

ACTIVITY

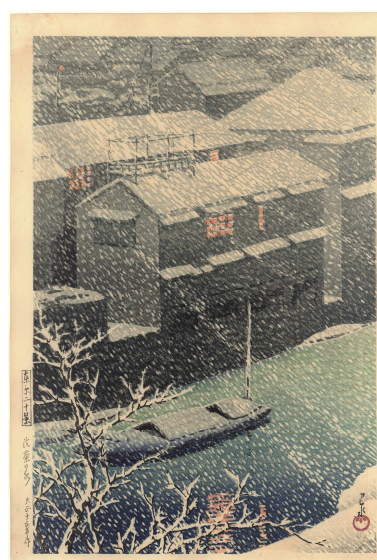
Japanese prints at Geneva's Baur foundation

Geneva-based Baur Foundation (Museum of Far Eastern Art) exhibits a collection of nearly 200 modern Japanese prints until May 22, 2016. The exhibition is entitled *Modern Japanese Prints (Estampes modernes japonaises)*.

The exhibition is divided into two parts. The first part is related to the *shin-hanga* movement (new prints) representing modern women and landscapes. The second part focuses on *sosaku-hanga* (creative arts), which wished to ensure a full control of all steps in the art production.



Itō Shinsui 伊東深水 (1898–1972) *Mi-roi*, 1954, 50 x 35.5 cm © Nihon no Hanga, Amsterdam



Kawase Hasui 川瀬巴水 (1883–1957) *Hiver au col d'Arashi*, de la série *Souvenirs de voyage* 1921, 39 x 26.7 cm © Nihon no Hanga, Amsterdam

文化

CULTURE

革新

INNOVATION

Japan unveils energy/environment innovation strategy

Japan's Cabinet Office has unveiled the "Energy/Environment Innovation Strategy". It aims at drastically reducing greenhouse gas emissions on the long-run (by 2050).

The strategy has been defined in line with the limit at 2°C to the increase of the global temperature, as set in 2015 UN Climate Change Conference (COP 21).

More specifically, it sets a goal of doubling conversion efficiency and

reducing power generation cost to ¥7/kWh or less.

The strategy focuses on technologies to be of practical use in the short-term (by 2030) and medium-term (after 2030).

As shown on the table, it classifies the technologies into seven categories.

1	Innovation production process
2	Ultra-light weight, heat-resistant material
3	Next-generation storage battery
4	Production, storage and usage of hydrogen
5	Next-generation solar power generation
6	Next-generation geothermal power generation
7	Immobilization / effective use of CO ²

Seven categories of the "Energy/Environment Innovation Strategy"

Agenda

日程

AGENDA

- ✓ 17th / 18th May: Kabuki play *La barrière d'Osaka sous la neige des amours*
BFM (Théodore Turrettini), 2, Place des Volontaires, Geneva
Tickets available at www.ticketcorner.ch
- ✓ 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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