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Janome Sewing Machine expands in Europe through Elna

In October 2006, Janome Sewing Machine Co. Ltd. took over the Swiss company Elna International Corp. SA located in Meyrin (Canton of Geneva) – a famous Swiss sewing machine company. Ryo Nakamura has been appointed as the first Japanese president of Elna in October 2015. After his graduation in the field of international relations, he joined Janome Group in April 2005. He has first served in Janome's sales department in Tokyo, and then gained further working experience in several overseas positions (in Taiwan, Thailand and United States).

Acquisition in 2006

Headquartered in Tokyo and founded in 1921, Janome exports sewing machines in more than 100 countries. It produces sewing machines in three factories, located in Tokyo, Taiwan and Thailand, where Elna machines are now also produced. As of March 31, 2014, it showed consolidated sales of JPY 44,696 million.

Janome acquired Elna in October 2006. "As Janome is not only a

household sewing machine supplier, but also one of the biggest manufacturers of household sewing machines in the world, Elna was able to distribute high quality household sewing machines using Janome's platform to expand its business. At the same time, Janome aimed to increase its market share especially in Europe. In order to be able to play in each market, we needed to handle more than one major brand name. That is why we decided to focus on Elna", said Ryo Nakamura.

In Switzerland, Elna now employs more than 10 staffs in its headquarters in Meyrin. They are in charge of both international and domestic sales, marketing, administration, accounting, logistics, after-sales services and education/training. Elna has an additional team of three salespersons working at its store in Balexert shopping center and two technicians at its workshop in Zurich. Elna also owns two subsidiaries: Elna Germany based in Neumünster (North of Hamburg) and Elna France in Paris.



INTERVIEW



Ryo Nakamura, President,
Elna International Corp. SA

Strengths of Elna's machines

"Elna is one of the famous and premium brands in Europe, and we have valuable know-how to develop unique design and Swiss image products", said Ryo Nakamura.

He further highlighted Elna's historical machine "Lotus", which is now displayed at the New York's Museum of Modern Art (MoMA) as a milestone in design and innovation: "The most famous Elna model, which is called "Lotus", was originally introduced in 1968 and featured a

(Continued on page two)

Janome Sewing Machine expands in Europe through Elna

会見

INTERVIEW



Ryo Nakamura, President,
Elna International Corp. SA

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spectacular and innovative design. Protective shutters that were built into the machine's body replaced the traditional and heavy carry case. When the shutters opened like a Lotus flower, they created a handy, go-anywhere sewing table. The accessories box was integrated into the machine, and the result was a streamlined machine which was the delight of seamstresses and sewists everywhere. The Lotus was Elna's iconic and best-selling machine of all time and a world-wide success".

As for Elna's future plans, Ryo Nakamura announced that Elna is planning to open a concept store in the Zurich area.

Living in Switzerland

"The most difficult is the language. As I only speak English, sometimes I cannot choose on the menu! But all our employees speak English. And they can also speak several other languages, such as German, Italian and Spanish", said Ryo Nakamura.

"It is a wonderful environment, not only for me but also for my family. We can have lots of experience, which we could not expect in Japan. My son has a chance to speak not only Japanese but also English and French at school. That would not be possible in Japan", he further said.

Japan's current economic situation

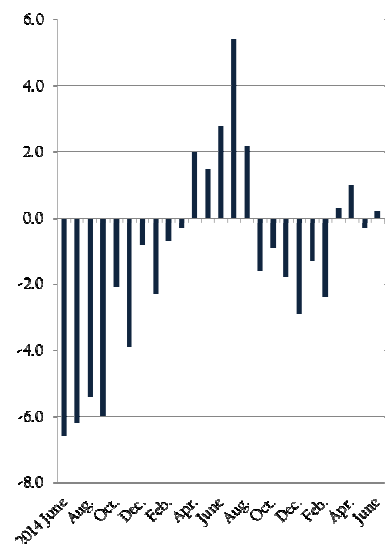
動向

SITUATION

According to the Bank of Japan (BoJ), "Japan's economy has continued its moderate recovery trend, although exports and production have been sluggish due mainly to the effects of the slowdown in emerging economies" (Outlook for Economic Activity and Prices, July 2016).

Japan's exports declined 14.0% in July from the same month in the preceding year, to a total of JPY 5,728 billion. Exports dropped sharply in Middle East (-30.8%) and Africa (-21.3%), and to a lesser extent in Asia (-13.9%), North America (-11.9%) and Western Europe (-5.4%).

However, as the BoJ mentioned, "domestic demand is likely to follow an uptrend, with a virtuous cycle from income to spending being maintained in both the household and corporate sectors". Indeed, the average of monthly income per household stood at JPY 731,099 in June, down 0.3% in nominal terms but up 0.2% in real terms from the previous year (see graph). The seasonally adjusted unemployment rate remained at a very low level (3.1% in June 2016 against 3.4% in June 2015). Orders received for construction increased 9.1% in the first half of 2016 to a total of JPY 42,667 billion



Japanese income for two-or-more-person households, change over the year, in percentage
Ministry of Internal Affairs and Communications

Next deadline for JETRO's subsidy program

The next deadline for application to JETRO's Subsidy Program for Global Innovation Centers is Friday, September 9th, 2016 (12:00 p.m. Japan Time). It will be the last deadline.

Global Innovation Centers

JETRO's Subsidy Program for Global Innovation Centers aims at drawing investments and excellent management resources from overseas by promoting location of high value-added sections of overseas companies such as R&D facilities, and making Japan a high value-added hub and innovation base for global value chains.

This subsidy program subsidizes the cost of

- (1) establishment of global innovation centers,

- (2) experimental studies, or
- (3) feasibility studies (F/S) in Japan with respect to projects connected to regenerative medicine or IoT (=Internet of Things) by foreign / foregin affiliated companies, in collaboration with Japanese companies, universities, public research institutions or other organizations.

For more information, please refer to Application Guidelines of Subsidy Program for Global Innovation Centers.

(in English)

https://www.jetro.go.jp/en/invest/incentive_programs/info.html

(in Japanese)

<https://www.jetro.go.jp/invest/support/info.html>

Application forms shall be submitted by mail or in person.

JETRO's programme schedule (tentative)	
September 9 th	Deadline of the application
Mid September — late September	Screening and selection
Early October	Notification of result of selection
Mid October	Grant petition
Late October — early November	Notification of grant decision (Start of project)
early November — February 3 th	Project implementation
February 3 th , 2017	Completion of Project

Please feel free to contact JETRO for any consultation before submitting the application.

活動

ACTIVITY

MOU signed with Tokyo University of Foreign Studies

On July 8th, JETRO concluded a memorandum of understanding (MOU) concerning comprehensive collaboration with the Tokyo University of Foreign Studies.

On the basis of this MOU, JETRO will aim at contributing to the development of Japan and its local communities through the following activities:

- Strengthening linguistic support for Japanese companies expanding business overseas,
- Promoting surveys and studies

related to Africa,

- Providing useful information to Japanese companies from the results of surveys and studies
- Fostering global human resources.

Tokyo University of Foreign Studies has promoted multilingual global human resources able to respond to global diversification. It has signed agreements with 150 organizations from 57 countries and regions.



JETRO Chairman and CEO Hiroyuki Ishige and TUFs President Hirotaka Tateishi

活動

ACTIVITY

革新

INNOVATION

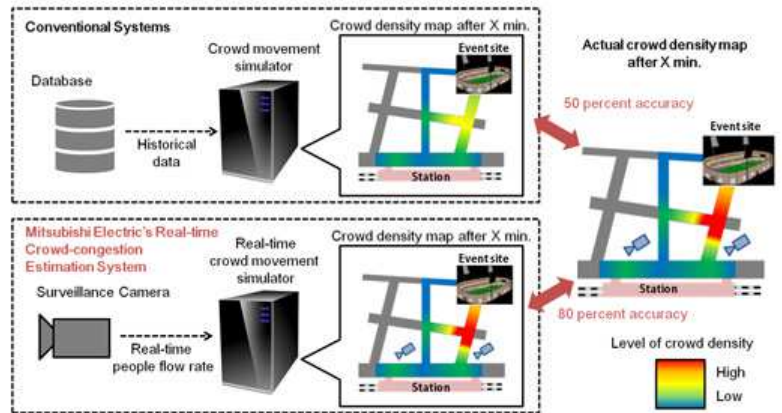
Mitsubishi Electric developed real time crowd estimation

Tokyo-based company Mitsubishi Electric Corporation has announced on August 18th that it has jointly developed a high-accuracy real-time estimation system related to crowd congestion on pathways to and from event sites.

This technology has been invented in collaboration with the Research Center for Advanced Science Technology of Tokyo University (RCAST).

With 80% accuracy rate, Mitsubishi Electric's technology is approximately 30% higher than conventional methods.

This technology relies on both surveillance cameras and a real-time stimulator predicting crowd move-



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ments.

It will provide event organizers the possibility to manage pathways by anticipating crowd movement and taking crowd-management coun-

termeasures in advance.

A field demonstration of this new system has been carried out on August 30th at Tamagawa Fireworks Festival in Tokyo.

Agenda

日程

AGENDA

- ✓ 1st Nov.: Invest Japan Seminar (TBC)
8:00AM-10:00AM, Chambre de commerce, d'industrie et des services de Genève
- ✓ 4th Nov.: Invest Japan Seminar (TBC)
8:00AM-10:00AM, Basel Handelskammer

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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