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## Import of Japanese rice in Europe through Geneva

Yuki Corporation has been set up by Mayu Kambara in September 2015 in Geneva. It imports the Japanese Miroku-mai rice cultivated in the east coast of Uruguay (Rocha Department), South America.

Mayu Kambara lives with her five children in Geneva since last year. "I think the most important issue is to protect and flourish children's lives. I want to be sure to provide healthy foods. I cook rice very often. I also like local foods and products, and I like to go the local markets, where I can see who the producer of vegetables is. I feel very comfortable in raising my children in this environment" Mayu Kambara said.

*Importing rice in Geneva*

Yuki Corporation employs five staffs in Geneva in charge of importing rice cultivated in Uruguay.

"My father-in-law acquired a land in Uruguay after the war. He wanted to produce and distribute to Japanese people living outside of Japan a Japanese rice with the taste of the one we eat in Japan.



Mayu Kambara, Founder,  
YUKI Corporation SA

As the climate conditions are very similar to the ones of Japan, he started to cultivate rice by using a Japanese variety", Mayu Kambara said.

"During our first year, we imported only one container of 21 tons of rice. But, we plan in the very near future to export to France, Italy, UK and the Middle East. Our target is to import and export within five years 3,000 tons of rice", Mayu Kambara further said.

Yuki Corporation sells its rice in

restaurants, wholesalers and retailers.

*Quality of Miroku-mai rice*

Yuki Corporation imports the Japanese rice "Miroku-mai".

"The Japanese rice has a short grain, compared to the basmati and other varieties of rice, which have a long grain. And the Japanese rice is sticky. It can be used to prepare Western cuisine, risotto, and of course sushi", explained Mayu Kambara.

"We have received very good feedbacks from our customers. They have outlined that its quality is very stable; the grain has always the same flavor. It also used less pesticides than other rice", she further said.

The rice is derived from the seed of "Akitakomachi". "This rice has been developed by Shigenao Tamura, whose studies have been carried out in consultation with Academia, and who tried to figure out which seed would be the best among 25 species", she said.

(Continued on page two)

会見

INTERVIEW

## 会見

INTERVIEW

## Import of Japanese rice in Europe through Geneva



Miroku-Mai rice

(Continued from page one)

Water and soil of high quality are also needed for the cultivation of this rice. It is cultivated on a farmland of 17,000 hectares in accordance with environment-friendly methods. The land is divided into seven sections, each section being cultivated only twice in a seven-year period. The fallow field serves as a pasture for cows, sheep and

other livestock, in order to reduce the use of chemical fertilizers.

### Expanding Yuki's office

Yuki has moved from a temporary rented office to a permanent office — still in Geneva — by mid of September. “We plan to expand our office and recruit more people!”, said Mayu Kambara.

## Japan's current economic situation

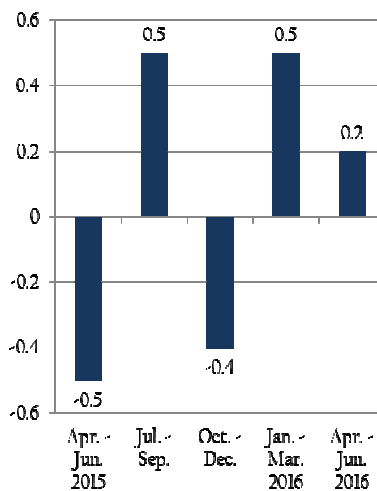
## 動向

SITUATION

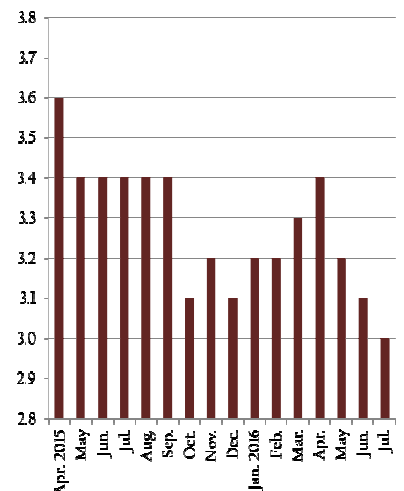
According to the Cabinet Office, “concerning short-term prospects, the economy is expected toward recovery, supported by the effects of the policies, while employment and income situation is improving” (September issue of the Monthly Economic Report).

Japan's GDP grew 0.2% (0.7 at annualized rate) in the second quarter of 2016 (April to June).

Japan's exports declined 14.0% in July 2016 from the same month in the preceding year. Exports were down 13.8% in Asia, 11.9% in North America and 5.4% in Western Europe. On the same period, Japan's imports decreased 24.7%. As a result, Japan recorded a trade surplus of JPY 514 billion, against a trade deficit of JPY 261 billion a year ear-



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



Unemployment rate,  
Ministry of Internal Affairs and Communications

lier.

Japan's economy is still supported by the domestic demand. The Consumer Confidence Index (seasonally adjusted series) in Au-

gust 2016 was 42.0, up 0.7 points from the previous month. The unemployment rate hit a 21 year record at 3% in July 2016, against 3.3% in July 2015.

## Standard certification on hospitality is now in force

As JETRO Switzerland Newsletter mentioned (Issue 79, November 2015), Japan's Ministry of Economy, Trade and Industry has developed the "Omotenashi [hospitality] Standard Certification".

The aim of this standard certification is to vitalize and improve productivity in the service industry, and to raise the attention of potential customers to the quality of services.

### 7 categories of criteria

Based on a self-declaration of conformity, applicants to Omotenashi Standard Certification 2016 program have to meet 15 of a total of 30 requirements.

Such requirements are divided into the following seven categories related to efforts related to:

- (1) information (by using Websites, social networks and leaflets...),
- (2) equipment (payment terminals, pictograms that can easily be understood by foreigners...)
- (3) environment (non-smoking areas, cleanliness...)
- (4) Business (back-office operations, customer satisfaction questionnaires...)
- (5) tools (tablets, posters and maps in foreign languages...)
- (6) customer understanding and support (understanding of foreign cultures and communication with foreigners)
- (7) Human resources education and training.

### Certification sign

Once a company has obtained the standard certification, it will re-



ceive a certification sign (see picture) and it will be allowed to display it in shops and offices.

It is expected that this sign will help customers to identify the best service providers and help such registered service providers to attract more customers.

活動

ACTIVITY

## JETRO released Global Trade and Investment Report 2016

JETRO has released in August the "Global Trade and Investment Report 2016".

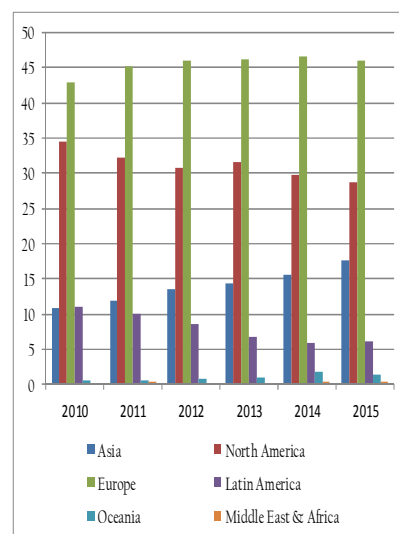
Japan's exports increased on a yen basis by 3.4% to JPY 75.6 trillion in 2015, whereas imports decreased by 8.7% to JPY 78.4 trillion. Exports of Japanese agriculture products rose 21.8% from the previous year, marking a record high at JPY 745.1 billion.

The United States remained the largest trade partner for three consecutive years. Exports to China decreased in a wide range of categories, such as machinery, electrical

equipment, transportation, partly due to its slow economic growth.

At the end of 2015, the inward stock of FDI in Japan increased to JPY 24.4 trillion from the end of the previous year. As shown on the graph, Asia's ratio increased from 15.5% in 2014 to 17.6% in 2015, whereas Europe's ratio slightly declined from 46.6% to 46.0% and United States' ratio decreased from 29.8% to 28.8% (see graph).

For further information, please access to JETRO's Website at: <https://www.jetro.go.jp/en/news/releases/2016/25775525206556e1.html>



Evolution of inward FDI share in Japan by end of year and region

活動

ACTIVITY

## 革新

INNOVATION

## Sony's new smartphone features a triple sensing camera

The features of Sony's Xperia™ XZ and X Compact have been presented at the Berlin's trade show for consumer electronics and home appliances IFA.

Xperia™ XZ and X Compact features one of the most advanced cameras in a smartphone.

Its camera technology includes a triple image sensing technology. The image sensor, which can take pictures up to 23 mega-pixel resolution, is assisted by two other sensors.

The mobile image sensors (Exmor RS™) is able to intelligently predict and track subjects in motion for blur-free results.

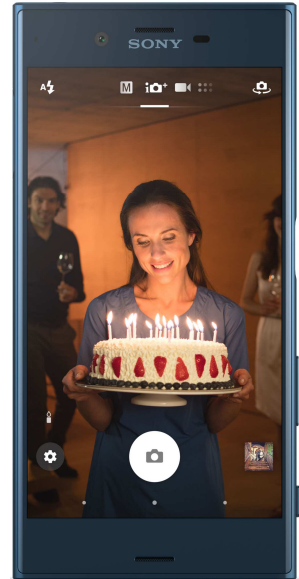
The distance sensor (Laser AF)

sensor captures blur-free photos even in low light conditions.

“With Xperia XZ and Xperia X Compact you can capture every moment as you see it, with blur-free images day or night, and with true to life colours thanks to our new triple image sensing technology”, said Hideyuki Furumi, Executive Vice President, Global Sales and Marketing, Sony Mobile Communications.

In addition, its camera also features a fast capturing technology, able to take a picture in 0.6 seconds.

Xperia XZ includes a 5.2” glass display and a metal back; Xperia X Compact has a 4.6” screen.



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## Agenda

## 日程

AGENDA

- ✓ 1<sup>st</sup> Nov.: Invest Japan Seminar  
8:00AM-10:00AM, Chambre de commerce, d'industrie et des services de Genève
- ✓ 4<sup>th</sup> Nov.: Invest Japan Seminar  
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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