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INTERVIEW

## Greater Nagoya at the EPHJ-EPMT-SMT

### Interview with the 6 Japanese exhibitors

Following the pre-research in 2014 and business matching events in 2015, 6 Japanese SMEs jointly exhibited at the EPHJ-EPMT-SMT. This first participation was a great success, the booth attracted a lot of people. Together the 6 companies had more than one hundred business talks. They are willing to participate repeatedly to raise their profile. Despite their very busy schedule, they answered our questions.



Mr. Schneider-Ammann, Head of Department of Economic Affairs, Education and Research, visiting the booth

#### Iwata Tool

#### *What are the main activities of Iwata Tool in Europe?*

Iwata Tool has been present in Europe for 10 years, from Portugal to Russia. Our main activity is drilling machines for metals, wood, plastic and many other surfaces. Our micro-tools can produce very small and precise holes. We offer standard tools and machines, or we can adapt them to the needs of our customers.

#### *In Europe we also have drilling companies, what is the added value of Iwata Tool?*

We offer a better precision for both the size and the quality of the finish. We offer a "H7" standard quality, which is much better than what most of the industry can do. Our drilling machines can

also work at very high speed (4 holes/sec) with a perfect finish.

#### *What are your feelings about the Salon; have you met interesting companies?*

It is very positive. We can find many big companies as well as interesting SMEs. We made some good contacts, but only the future will tell if those first contacts are leading to business opportunities.

#### Nakagawa MFG

#### *What is your specialty?*

Nakagawa can help you to do with very small holes. Currently our products can reach a size of 0.02mm and we are working on 0.01mm [the holes are so small that it is almost impossible to see the light trough the sample].

#### *In which field are such small holes requested?*

We work mostly with the electronic industry. Miniaturization is a very important trend for semi-conductors. Our knowledge is also used to produce atomic watches.

#### *What do you think about the Switzerland?*

(Laughing) The food is excellent; I really enjoy the way of life here. Professionally, I think that Switzerland and Japan share many values. Practices are fair here. We can build strong and trustful relations. We already have a successful business relation with local companies.

#### Azumi Techno

#### *What is your specialty?*

We manufacture highly precise mold components. We work in the medical field but also for  
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INTERVIEW

## Greater Nagoya at the EPHJ-EPMT-SMT

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other industries requiring high quality and precision. We specialize especially in manufacturing mold with complex shapes, for instance round-corner shaped ones.

*For how many years have you been working with Swiss companies?*

We start to make the first contacts 4 years ago. Then, 3 years ago we came in Europe for the first time. It is important to be here on a regular base. Potential partners need to know you and remember you. We signed the first contracts 2 years ago and we are very satisfied.

*What kind of Swiss companies are interested in your products?*

Since the beginning of the week we talked with several companies working in the watch industry. They highly value our work. Round-corner and complex shapes that do not require a manual polishing are very interesting for them. Generally speaking, a lot of medical innovations have been adapted to the watch industry.

Kitaoka Industrial

*Kitaoka produces monocrystalline diamond, what can we do with it?*

Our main activity is the production of very resistant tools, like drill bit. Our added-value is that, instead of having just a very small diamond part fixed on a classic metal piece, we offer a full monocrystalline diamond tool. By doing that, we avoid any weakness inherent to the use of assembled pieces.

*In which other products can we use your monocrystalline diamond?*

There are several applications for that. In the field of music, we use diamond for the tweeters in the speakers but also for record players.

We also work in the medical field, especially for implants. Diamond has two strong advantages compare to other materials: it is extremely solid and totally bio-compatible.

Juken Kogyo

*What kind of products do you offer?*

We work in the field of plastic molding. We can manufacture super-precision plastic parts by injection. We also offer high precision molding products. We are very proud of our precision which reaches nano-level accuracy. Our products are mostly used for consumer electronic, watches, cameras and automobile parts.

*You brought some samples, could you please tell me what I am looking here?*

Let's take this one first. With your eyes only it looks like dust, but if we magnify it you can see that those very small pieces are micro gear. Those "powder gears" work perfectly. The second one is an optical component with a nano-size surface pattern. We can also process plastic or optical components to apply ultra-precise patterns without any polishing.

*What are your expectations here?*

We are here for the first time. We

hope to meet some potential good friends and eventually making business with them. We are mostly looking for partners in the medical field, but also fashion.

Nagase Integrex

*What kind of machines do you manufacture?*

We produce mostly high-precision binding machines. It is the first time that we attend to this trade fair and we are mostly looking to meet people in the nano-tech where our products can be useful.

*On which European markets are you focusing?*

All the European markets are potentially interesting, but we mostly focus on the German and the Swiss markets. They are the most advanced ones. Our products are made for advanced high precision markets. Only few markets can really enjoy the added-value we offer.



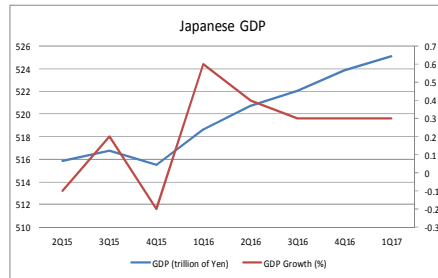
The 6 companies offered Japanese sake at the reception held on June 21st

## Japanese GDP growth in first quarter 2017

The Cabinet Office released, on June 8th, the second preliminary figures regarding the Japanese GDP growth in the first quarter 2017 (Jan-March). With 0.3% growth, the GDP expansion has been smaller than expected (0.5%). However, it represents the 5<sup>th</sup> consecutive quarter of expansion, making of it the long-

est period of growth in more than 10 years. This correction is mainly explained by smaller domestic demand. The current GDP of Japan is 525,151 billion Yen (real seasonally adjusted GDP).

The first preliminary figures for the second quarter (April-June) will be published on August 14<sup>th</sup>.



Source: Japanese Cabinet Office

**動向**  
SITUATION

## JETRO meets WTO: Seminar with H.E. Director Azevêdo

On May 22, JETRO held a business seminar under the theme of “Current issues in global trade,” taking the opportunity of a visit to Japan by His Excellency Roberto Azevêdo, Director-General of the WTO. JETRO Chairman and CEO Hiroyuki Ishige stated in his opening remarks that people around the world are now focusing on how the WTO will play a leading role under the leadership of Director-General Azevêdo in realizing global trade liberalization in the midst of rising protectionist sentiments seen worldwide.



Mr. Hiroyuki Ishige,  
Jetro Chairman and CEO

Following Chairman Ishige’s remarks, Director-General Azevêdo took the podium and acknowledged that various challenges have been facing the global economy. He continued that “While issues regarding trade are sometimes discussed in connection with the problem of structural job losses, there is evidence from research that advancement of technology and innovation have a much more significant impact on employment than trade does. However, both trade and technology are essential elements in achieving sustainable global growth and development.” In addition, he emphasized that it is impossible to solve global trade issues outside a multilateral trade framework, and stressed the importance of the role played by the WTO as a well-experienced and functional organization, as seen in past achievements such as the creation of the “Dispute Settlement Understanding” system and the conclusion of the trade facilitation



His Excellency Roberto Azevêdo,  
Director-General of the WTO

agreement in 2013. The Director-General concluded by expressing his determination to see a successful WTO Ministerial Conference in Buenos Aires at the end of 2017, as well as his expectation for the leadership of Japan.

Details on the [JETRO website](http://www.jetro.go.jp)

**活動**  
ACTIVITY

革新

INNOVATION

## Super slow-motion video in a smartphone

Presented last February at the Mobile World Congress in Barcelona, Sony's new flagship smartphone is now available. The Xperia XZ Premium will face strong competition on the highly competitive smartphone market. To challenge the two giants of the market, Sony can count on the group's knowledge.

Thanks to the TV Bravia branch, the Xperia XZ Premium offers the world's first 4K HDR display on a smartphone. The XZ Premium can also count on Sony's many years of know-how regarding cameras, to offer features never seen on smartphones, like super slow-motion videos.

The XZ Premium also is one of the most powerful phones on the market, offering super-fast wireless

connection and advanced synergies with other Sony products like the Playstation 4.



Sony's Xperia XZ Premium

*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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