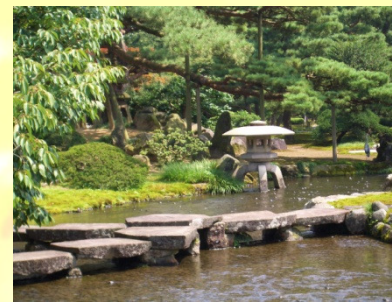


Seminar



Free Trade and Economic Partnership Agreement between Switzerland and Japan



Review and further development

Zurich, November 10, 2010

Michiaki Watanabe, Director General, JETRO Switzerland



Strengthened relations between Switzerland and Japan



Agreements recently signed between Switzerland and Japan

- Agreement on Cooperation in Science and Technology
- Free Trade and Economic Partnership Agreement
- Protocol amending the Convention between Japan and Switzerland for the Avoidance of Double Taxation with respect to Taxes on Income
- Memorandum on establishing a framework for intensified cooperation and a bilateral policy dialogue
- Agreement on Social Security

A large number of Japanese companies recently set up businesses in Switzerland

Sunstar (VD)

Nissan (VD)

Elpida Memory (GE)

Tillot Pharma (Zeria Pharma) (AG)

Toyota Textile Machinery (ZH)

Summit minerals (Sumitomo Corp) (ZG)

Allied Telesis (TI)

Hirotech (ZG)

MS Frontier Reinsurance (Mitsui Sumitomo Insurance) (ZH)

Quadrant (Mitsubishi Plastics) (AG, ZH)

Shiseido (GE)

Namiki (VD)

Tokio Millennium Reinsurance (Tokyo Marine & Nichido Fire Insurance) (ZH)

VS Technology (ZH)

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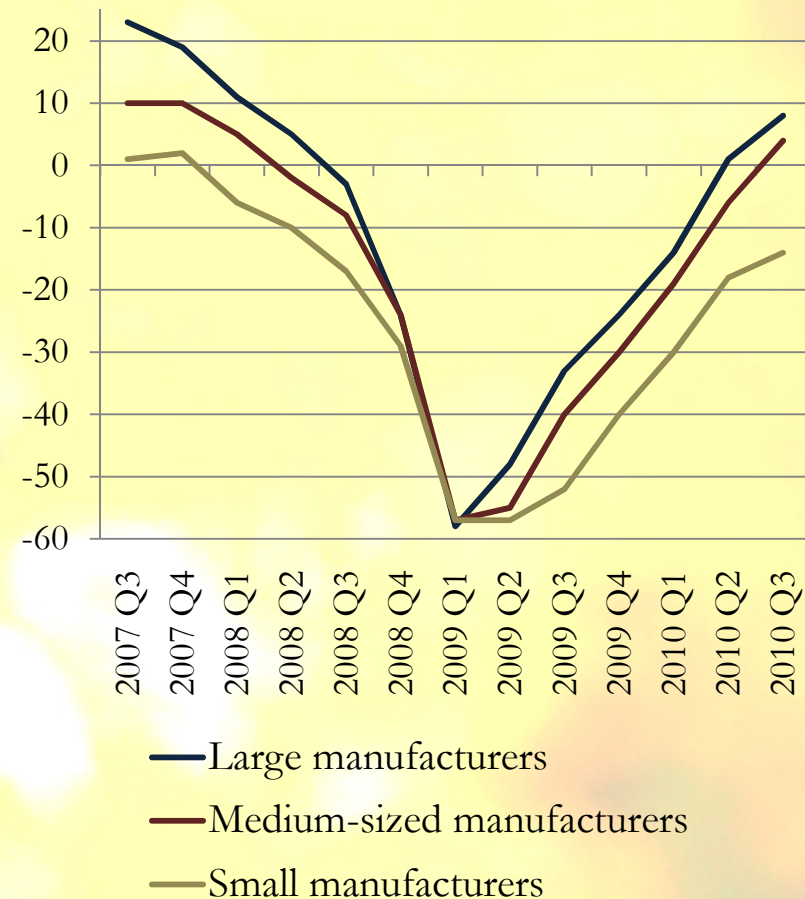
Japan's current economic situation



Japan's economy is recovering since March 2009

- The tankan judgment survey is showing a picking up trend
Large manufacturers: +8 (sixth consecutive quarter of improvement)
- FY 2010 GDP growth: 2.6%
- Corporate profits in April-June: +2.3%
- Exports and imports are increasing
Exports: +14.3% (from previous year)
Imports: +10.0% (from previous year)

Tankan judgment survey





Japan's New Growth Strategy



Objective: 2% growth per year until FY 2020 (in real terms)

Corporate tax reform

Growth areas:

- Green innovation
- Life innovation
- Asian economic strategy
- Strategies for promoting a tourism-oriented nation and local revitalization
- Strategy for making Japan a superpower in science and technology and information and communications technology
- Employment and human resources strategies
- Financial strategies

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Future vision of green innovation



Off-shore wind turbines

Renewal of power plants
(nuclear, thermal power and CCS)
Seawater desalination

Energy supply
center

Energy-saving
buildings

Electric power storage
Lithium battery

On-shore wind
turbines

Next-generation LRT

Solar cell-related
facilities

Smart control center

Regional energy
management

Fast recharging
station

Electric bus

Electric power recharging station

Electric vehicle

Sale of stored electric power
Battery container

Eco house
High thermal insulation/thermal
storage
Solar panel
Heat pump/cogeneration system
Various energy-saving electric
appliances

Battery delivery

Small-scale hydroelectric
power generation

Woody biomass

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Conclusion



- Mr. Soichiro Honda, founder of Honda:
“good ideas have no borders; good products have no borders”
- Japanese saying: お客様は神様です。
Pronunciation: Okyaku sama wa kamisama desu
English translation: “Customers are gods”
- Switzerland: “Der Kunde ist König”

Thank you for your attention!