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“Our Chamber of Commerce is looking forward to welcoming new members”

Interview with Martin Herb Takata and Dominique Ursprung, Swiss Japanese Chamber of Commerce

Martin Herb Takata has been elected on December 7, 2015, by the board of the Swiss Japanese Chamber of Commerce as President. Dominique Ursprung has been elected by mid-December as Managing Director.

Martin Herb-Takata is a lawyer in Zurich and works together with his Japanese wife who is a lawyer too. They have Japanese clients among others counseling them in particular in business and corporate law. He has served the SJCC from 2003 to 2009 as Managing Director, and a few years later as a board member. “Through these contacts, I feel very familiar with Swiss-Japanese relations. Having graduated from Geneva University, I am also well connected with the French-speaking parts of Switzerland”, he said.

Dominique Ursprung’s involvement with Japan started in 2007 with an exchange semester at Sophia University (in Tokyo). He gained further insights during his studies at the School of Oriental and African Studies (SOAS) in London, during an internship in Nagatacho and eventually at the office of the Yomiuri Shimbun at the UN in Geneva. Today, he is working for the Zurich University of Applied



Martin Herb-Takata
President, SJCC



Dominique Ursprung,
Managing Director, SJCC

Sciences (ZHAW).

What is the purpose of the Swiss Japanese Chamber of Commerce?

MHT: The purpose of the Swiss-Japanese Chamber of Commerce is to promote trade and economic contact between Switzerland and Japan. Since its foundation in 1985 the SJCC has viewed itself as a forum for the exchange of knowledge and experience between industrial, commercial and service enterprises in Japan and Switzerland. It promotes the discussion of economic-related themes and other topics of shared interest.

What reasons have motivated your candidature for the presidency of the SJCC?

MHT: The decision to present myself for this honorary office

has to be seen in the context of the new leadership team that has been in place since the beginning of 2016. The SJCC must reflect the excellent Swiss-Japanese economic relationship as well as present an appropriate level of public visibility.

Our goal remains to provide our members with a valuable networking platform in addition to contributing to the further development of Swiss-Japanese economic and business relations.

What are your plans for the SJCC?

MHT: The SJCC will continue to organize high-level speakers from Japan and Switzerland as well as original presentations on topical Japan related issues.

Beyond this we are also planning to start hosting events in western Switzerland. For this we can

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count on the support of our newly elected Vice-President and Treasurer Dr. Wieland Noetzold from Sunstar, based in the Canton of Vaud.

Last but not least the SJCC will continue its significant support for the Scholarship fund, which enables young professionals to benefit from a year's experience in Japan.

What will be the main activities carried out by the SJCC in 2016?

DU: Our next event is on 15 March with NZZ Journalist Werner Enz, who will present an assessment of Japan's economic situation and Prime Minister Shinzo Abe's reform agenda.

Then, on 10 May, we are very much looking forward to a presentation by Mr. Yoshinori Nakata, Deputy

Director-General, Financial Markets Department, Bank of Japan.

Besides these events, we also support projects from SJCC members by publishing them on our webpage, such as the young Japanese Film Festival "Ginmaku".

What do you think about Japan's economic situation?

MHT: Japan has a high living standard and an innovative business environment reflecting the strength of its economy. It will successfully tackle the challenges that all countries are now facing. We want to underline the difference between the actual experience in Japan and the news about Japan abroad.

What in your opinion are the

most attractive sectors of the Japanese economy for Swiss companies?

MHT: As the third largest economy in the world, Japan has many sectors that are attractive to Swiss companies, such as, for example, life sciences, machinery and the food industry. We particularly encourage Swiss SME to develop business in Japan too.

How can one become a member of SJCC?

DU: Our Chamber of Commerce looks forward to welcoming new members, either as individuals or with a company membership. Further details can be found on www.sjcc.ch.

Japan's current economic situation

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SITUATION

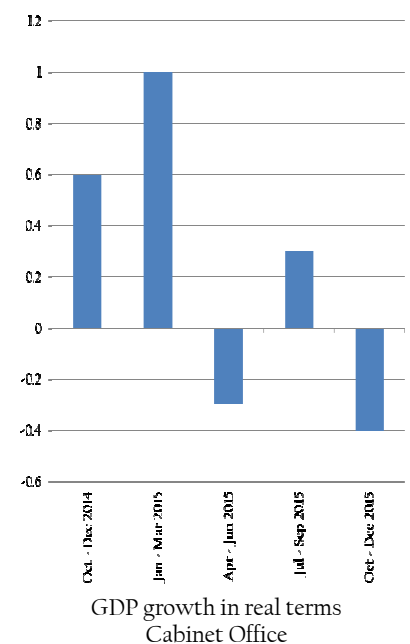
According to the Bank of Japan's Outlook for Economic Activity and Prices (January 2016), "Japan's economy has continued to recover moderately, although exports and production have been affected by the slowdown in emerging economies".

Japan's GDP grew 0.4% in 2015, up 1.0% in the first quarter and up 0.3% in the third quarter, but down 0.3% in the second quarter and down 0.4% in the last quarter.

Whereas Japan's exports increased in 2015 (+3.5%), they declined by the end of the year (since October). In January 2016, Japan's exports

continued to decreased 12.6%. The demand declined mostly in Asia (-17.8%), but also in North America (-6.4%) and in Western Europe (-3.8%).

The domestic demand also shows some weaknesses. The average of monthly consumption expenditures per household for December 2015 was 318,254 yen, down 4.4% in real terms from the previous year. However, the consumer price index for Japan in December 2015 was 103.5 (2010=100), up 0.2% over the year. The seasonally adjusted unemployment rate remains very low: 3.3% in December 2015.



Subsidy Program for Global Innovation Centers

JETRO will implement 'Subsidy Program for Global Innovation Centers'.

The aim of this program is to draw 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.

Subsidized projects

Eligible projects for the subsidy shall be one of the followings:

- (1) Establishment of global innovation centers. It refers to establishment of R&D sites including the accompanied facilities such as manufacturing, sales or administration. However, the relocation and consolidation of existing sites in Japan are not eligible for the subsidy.
- (2) Experimental studies. It refers to experiments being conducted by a foreign company in collaboration with Japanese companies or organizations, such as research and data collection in order to achieve practical application of technologies, products and services in Japan, which are already being put to practical use, or are expected to have practical application in foreign countries, such as the country where the foreign company's headquarters is located.



活動

ACTIVITY

- (3) Feasibility studies (F/S) in Japan with respect to regenerative medicine or Internet of Things. It refers to activities such as market research conducted by a foreign company in collaboration with Japanese companies or organizations, in order to achieve practical application of technologies, products and services in Japan, which are already being put to practical use, or are expected to have practical application, in foreign countries, such as the country where the foreign company's headquarters is located.

Submission of application

Application forms shall be submitted to the following address by mail or in person. Fax or email is not allowed.

Support Program for Global Innovation Centers, Invest Japan Division, Invest Japan Department, Japan External Trade Organization

(JETRO) 6th Floor, Ark Mori Building, 12-32 Akasaka 1-Chome, Minato-ku, Tokyo 107-6006, Japan
Tel: 03-3582-5234.

If delivering the documents in person, please visit the General Information Desk on the 6th floor.

Several screenings are scheduled through the middle of September 2016. The deadline for the first public offering is Thursday, March 10, 2016; for the second, Friday May 13, 2016; for the third Friday July 8, 2016; for the fourth, Friday September 9, 2016.

For further information about application guidelines and submission of application forms, please download the documents from the following Websites:

- (in English) https://www.jetro.go.jp/en/invest/incentive_programs/info.html
- (In Japanese) <https://www.jetro.go.jp/invest/support/info.html>

革新

INNOVATION

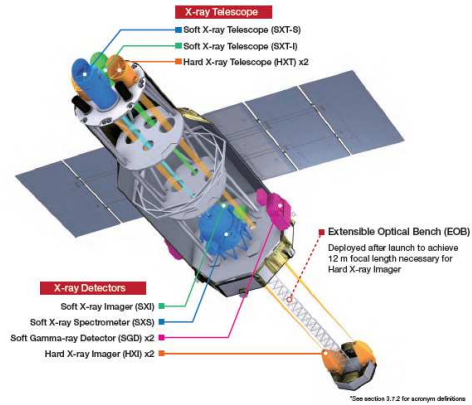
JAXA's X-ray astronomy satellite successfully launched

Japan Aerospace Exploration Agency (JAXA) has successfully launched the X-ray astronomy satellite on February 17, 2016.

The pupil of the eye

Named *Hitomi* (pupil of the eye), the satellite is 14 meters long and weighs 2.7 tons. It is equipped with x-ray telescopes and two gamma-ray detectors.

Hitomi will observe the universe in the X-ray band in order “to investigate the mechanisms of how galaxy clusters —the largest objects in space made of “visible matter”—formed and influenced by dark energy and dark matter, to reveal the formation and evolution of supermassive black holes at the center of galaxies, and to unearth the physical laws governing extreme conditions in neutron stars



ASTRO-H Press kit © 2003 Japan Aerospace Exploration Agency

and black holes” (NAXA’s Press Kit).

Launched from Tanegashima island

Hitomi was launched on an H-IIA rocket from Tanegashima island (one of the Osumi Islands belonging to Kagoshima Prefecture — southwest tip of Kyushu).

Initially scheduled on February 12, the delivery of the satellite was postponed due to bad weather conditions, on February 17 at 5:45 pm, and was 15 minutes later in orbit.

The launch of *Hitomi* is a JAXA — NASA joint project, estimated at a total of ¥ 39 billion. JAXA’s contribution will be ¥ 31 billion.

日程

AGENDA

Agenda

- ✓ 15th Mar. : Werner Enz (NZZ) "Assessment of Japan's economic situation and Abe's reform agenda" Musée Visionnaire, Predigerplatz 10, Zurich, 18:30—20:00
Registration by SJCC

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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