

## ANNUAL REPORT 2011 OF THE SJCC SCHOLARSHIP FUND

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### 1. Summary and Highlights

**Pro Memoria:** Since its establishment in 1988 our Scholarship Fund has granted scholarships to 203 well educated candidates amounting to a total of approx. CHF 2'765'000 (average CHF 13'620 per capita).

- Interest in SJCC scholarships has been stable: 34 (34 in 2010) requests processed in 2011, of which 8 approved at approx. JPY 931'000 average per capita, 11 rejected and 15 open at yearend.
- Sound Finances
  - Our Balance Sheet shows an Accumulated Surplus of CHF 195'394 (189'599) at yearend.
  - Revenues amount to CHF 68'614 (100'158), incl. e.o. donations by SJCC members of 11'200.
  - Expenditures account for CHF -62'763 (-98'965), all of which are scholarship payments except for accrued bank charges of -321.
- Outlook 2012:
  - Estimated Contingent Liabilities, i.e. promised but not yet paid scholarships account for CHF -93'000 (-74'630) as per January 2012 estimate.
  - At present, we expect a further reduction of sponsors to 3: Hilti: CHF 20'000, CS: 10'000, and SJCC: 20'000. As a consequence, we have budgeted only 5 scholarships despite a continued inflow of requests at previous year's level (12 already by end April).
  - Soliciting new sponsors has top priority for us as demand by industry and tourism etc. for qualified young professionals with solid "Japan competence" is rising. The Scholarship Committee, in cooperation with the Chamber BOD and Alumni Association, will evaluate respective options..

## 2. Progress and Activities of our Scholarship Fund

**Pro Memoria:** Our educational program in Japan focuses on encouraging and supporting young well educated residents of Switzerland (non-Swiss welcome, provided they are permanent residents) in their efforts to acquire a thorough knowledge of Japan, its language and culture as well as its social, political and business practices. Our concept is largely, but not exclusively, oriented towards the needs of business. It requires from the scholarship recipients a Japan training commitment for at least one year comprising intensive study of Japanese and practical work experience as interns in local companies, either Japanese or international.

In the face of 34 serious and mostly well qualified enquiries and applications it is with regret that our Scholarship Committee could only accommodate 8 candidates at average scholarships of JPY 931'000 per capita, totally JPY 7'450'000 (~CHF 84'000 at 2011 budget rate of exchange of CHF 1.13: JPY 100). These scholarships are payable mostly in 2012/13.

A typical individual budget for the “Japan Year” amounts to JPY 2'800'000 – 3'000'000 covering all expenses. Ideally, roughly 1/3 each of this budget should be covered by our scholarship, the compensation (if any!) from the internship and by the candidate's own resources.

In addition to receiving a scholarship commensurate with their own financial capabilities, scholarship recipients benefit from continued non-financial guidance and support, e.g. in finding accommodation, selecting a school and in searching for an appropriate internship (difficult to find, as the educational concept of a practical internship is alien to the Japanese curriculum) etc.

The impact of the dreadful earthquake in Fukushima was strongly felt by our scholarship recipients. Fortunately, none had been staying in the directly affected region. However, 13 had temporarily left Japan but returned within weeks. A few then engaged in voluntary services in Tohoku prefecture. Apart from a temporary lull in applications, interest in our scholarship program has not declined.

The Scholarship Committee has modified its "Regulations & Guidelines" which were approved by the Chamber's Executive Board in August 2011. They will henceforth be published on our newly designed website ([www.sjcc.ch](http://www.sjcc.ch)).

Considering the drastic reductions of donations by sponsors, we have for the first time initiated a donation campaign within SJCC. 24 individual members have donated CHF 13'600 (out of which 2'400 for a/c 2012). Thank you!

Companies in Japan which have offered internships more recently include:

International Companies	Japanese Companies
<ul style="list-style-type: none"> <li>- Astra Zeneca</li> <li>- BMW Technology Office</li> <li>- Bosch</li> <li>- DKSH</li> <li>- Hilti</li> <li>- Mercedes-Benz</li> <li>- Kaba</li> <li>- Novartis</li> <li>- Reishauer</li> <li>- Swiss Embassy &amp; Business Hub</li> <li>- Syngenta</li> <li>- TÜV Rheinland Group</li> <li>- Zurich Insurance</li> </ul>	<ul style="list-style-type: none"> <li>- ABC Enterprises</li> <li>- Bijutsu Daigaku, University of Art &amp; Design</li> <li>- Electronic Arts</li> <li>- Jtekt (ex Koyo Seiko)</li> <li>- Mitsubishi Electric</li> <li>- Mitutoyo</li> <li>- Nissan</li> <li>- Rakuten (large IT company)</li> <li>- Riken Genomic Sciences Center</li> <li>- STS Forum (Science &amp; Technology in Society)</li> <li>- Sunstar</li> <li>- Tokyo Biolinks</li> </ul>

### 3. Profiles and Reports of Scholarship Recipients

**Pro Memoria: Typical Profile of a Scholarship Recipient**

- Female or male graduate from university or qualified professional with apprenticeship
- Age less than 30 years, resident of Switzerland
- Has already acquired good basic knowledge of spoken and written Japanese
- Highly motivated and committed to a “Japan Year” consisting of 3-6 m intensive language training and 6-9 m internship in a Japanese or international company
- Has well balanced and positive personality with clear goals and willingness to adapt to different customs and culture
- Displays an entrepreneurial spirit and risk tolerance

As in the past, the profiles of our scholarship recipients in 2011 reflect a broad spectrum of educational backgrounds:

- 7 with university degrees (4 Bachelors, 2 Masters, 1 Doctorate): in the fields of Engineering, Telecommunication, Economy, Medicine, Strategy & International Management, Social Anthropology & Ecology, Sinology & Japanology,
- 1 with Commercial Apprenticeship.

The prime motivations of most applicants are a fascination with and respect of Japan's culture, technological prowess, social and work customs as well as learning Japanese. In addition, an ambition to prove their capability to succeed in an alien work and living environment, to overcome actual or perceived barriers as well as to gaining more global perspectives – all supporting their ultimate purpose of establishing stepping stones in building a professional career as specialists and/or managers.

Since 1988 approx. 203 scholarship recipients have succeeded in acquiring a solid Japan competence provided by our 1-year Japan Training Program – an asset for these ambitious young people but, likewise, for companies that employ them.

All scholarship recipients have to write mid-term and final reports as these usually provide good sources of information and inspiration for new candidates. Selected reports are being published on our website. Most provide hands-on advice on how to overcome bureaucratic hurdles such as visa for work as interns, opening a bank accounts or even obtaining mobile phones.

To conclude this chapter I should like to share with the readers a quote from the report written by Jacqueline Tschumi who graduated in Sinology & Japanology. As part of her internship she had worked at the Swiss Business Hub where e.g. she could also develop her own project:

I quote: ". . . *It was the first time I conducted a professional survey and I had to start from zero, which means to think about how best to conduct it, target audience, what questions to ask to get useful replies etc. I am happy that my online survey was a success in the end and that it brought some future projects for the Hub, which will contribute to the Swiss economy. . .*" Unquote.

I believe it is a good example of what the ultimate "raison d'être" of our Scholarship Fund is, namely to develop a growing pool of internationally minded management development candidates and professionals who can build bridges between our country and Japan by speaking Japanese and, equally important, by having acquired practical experience in working as interns in local companies and institutions.

#### 4. Comments on Financial on Financial Statements 2011

Please refer to the Attachment, i.e. copies of our auditors Deloitte AG's report & financial statements which confirm a steady and sound financial situation of the Scholarship Fund:

- At the end of 2011 our Balance Sheet shows an accumulated surplus of funds amounting to CHF 195'394 (2010:189'599).
- 2011 Revenues account for CHF 68'614 (100'158) vs. Expenditures of -62'763 of which

scholarship payments: -62'442).

### **5. Alumni Platforms and Activities in Switzerland and Japan**

Under the new president, Gregory Glanzmann, our Alumni Association (51 members in Switzerland) has been very active both in Switzerland and Japan.

In Switzerland: Activities included the AGM at the Sony facilities in Schlieren, seminars (some jointly with universities), social and other events. Alumni in Switzerland will in future also sponsor 1 scholarship recipient per annum - an effort which the SJCC Scholarship Fund highly appreciates. For further details please refer to [www.sjcc.ch](http://www.sjcc.ch) (Alumni Section).

In Japan: Under the leadership of Felix Moesner, Head of the Science & Technology Office at the Swiss Embassy in Tokyo, the Alumni Association additionally offers a platform for newly arrived scholarship recipients, thus helping them to overcome initial difficulties after having arrived in Japan and providing them with opportunities for networking and socializing.

### **6. Outlook and Planned Activities in 2012**

Contingent liabilities, i.e. estimated scholarships payable in 2012 are expected to reach an estimated CHF 93'000 (mostly originating from scholarships granted in 2011/12). Thus, our surplus of CHF 195'394 accumulated until end 2011 will be reduced to a level of approx. CHF 152'000.

We anticipate a continuous strong demand for scholarships to the tune of 35. Yet, for lack of sponsoring funds, which may not exceed CHF 50'000 (Hilti: 20'000, CS: 10'000 and our Chamber: 20'000), we have budgeted only 5 scholarships - one third of 15 p.a. on average in the period 2002 - 2008. It also reflects a reduction in the average scholarship from approx. JPY 1'400'00 to JPY 931'000 received per scholarship candidate.

Thus, soliciting new sponsors has top priority for us. The Scholarship Committee, in cooperation with the Chamber BOD and Alumni Association, will evaluate respective options. One of the focal points will be to improve communication, emphasizing e.g. the attractiveness of our unique Japan educational program and its value added not only for scholarship recipients but, likewise, for sponsors and industry as a whole.

Within our limited resources, we shall have to consider extending external networks to a closer collaboration with the Mercator Foundation Switzerland, Universities, Seco, the Japanese Embassy and, not the least, actual and potential sponsors.

## 7. Acknowledgements

On behalf SJCC and its Scholarship Fund I wish to extend our deep gratitude to

- our Sponsors: Hilti AG and Martin Hilti Foundation, Credit Suisse, Bank Julius Bär and the 24 SJCC members who donated generously to the Scholarship Fund in 2011
- the Japanese Embassy in Bern
- the Swiss Embassy in Tokyo and, in particular, Dr. Felix Moesner for his personal efforts in building and managing the local SJCC Alumni Association and organizing events
- the Swiss Chamber of Commerce and Industry in Japan, Tokyo

for their continued interest in our activities, their support, their valuable guidance and advice.

SWISS-JAPANESE CHAMBER OF COMMERCE

Chairman of the Scholarship Fund

Paul Dudler

P.S.: As in the past, this Annual Report will be published on our website ([www.sjcc.ch](http://www.sjcc.ch)) after the Annual General Meeting of SJCC on May 30, 2012.

### Attachments:

- Audit Report and Financial Statements by Deloitte AG
- List of SJCC Scholarship Recipients 2011 (restricted distribution)