

ANNUAL REPORT 2012 OF THE SJCC SCHOLARSHIP FUND

1. Comments on Scholarship Applications & Finances - Outlook & Strategies
2. Progress of the Scholarship Fund
3. Profiles of Scholarship Recipients
4. The Alumni Association Supporting Scholarship Recipients
5. Acknowledgements

1. Comments on Applications & Finances - Outlook and Strategies

Pro Memoria: Since its establishment in 1988 our Scholarship Fund has granted scholarships to 208 well educated candidates amounting to a total of approx. CHF 2'815'000 (average ~CHF 13'530 per capita).

- Applications and serious enquiries have declined to 22 (from 34 in 2011) partly as a result of the caution given to prospective applicants that only very few scholarships at reduced amounts will be available. In fact, only 5 scholarship requests could be granted (11 rejected and 6 still open).
- Sound Finances (ref. Audit Documents by Deloitte) :
 - Our Balance Sheet shows an accumulated Surplus of CHF 163'450 (195'400) at yearend.
 - Revenues (Donations) have declined to CHF 53'000 (68'500) vs. Expenditure (Scholarships paid) totaling CHF 84'800 (62'400). Note: 2012 payments mostly reflect scholarships granted 2011!
- Outlook 2013:
 - 12 new applications of scholarship candidates as of May 2013, of which 2 have already been rejected.
 - Contingent Liabilities, i.e. previously granted and committed CHF 51'350 + budgeted new scholarship payments will total CHF 72'800.
 - Soliciting sponsors is increasingly difficult. Apart from our Chamber and some of its individual members, I can only hope that our present donators Hilti AG & Foundation and CS will continue contributing. Currently, the only prospective new candidates are Sunstar Suisse (subsidiary of the Japanese company (where I have established a contact) and our Alumni Association (paying for 1 scholarship). In addition, I hope that companies represented by our Board Members may join as sponsors.
- Main Strategies for the Future:
 - Providing qualitative and financial support to well-qualified candidates
 - Soliciting new sponsors
 - Maintaining a solid financial basis
 - Improving the present ratio of 1 scholarship recipient vs. 5 qualified candidates
 - Assisting and encouraging the Alumni Association in its supportive role to the Chamber and Scholarship Fund

2. Progress of our Scholarship Fund

". . . Ich denke, dass das Leben in einer fremden Kultur einem einen guten Spiegel auf die eigene vorhält. Ich hoffe aber auch, dass die Japaner von meinen Ansichten lernen können, denn kultureller Austausch ist keine Einbahnstrasse! . . ." End of quote (from the semi-annual report of the most recent scholarship recipient Robin Oswald).

I repeat this quote because it perfectly reflects one of the principal objectives of our Scholarship Fund, i.e. to develop a growing pool of internationally experienced young professionals who can build bridges between Switzerland and Japan and thus facilitate access to both cultures, their social, political and business environments.

A typical individual budget for the “Japan Year” of a scholarship candidate amounts to JPY 2’800’000 – 3’000’000 (~CHF 30’000) covering all expenses. Ideally, roughly 1/3 each of this budget should be covered by our scholarship, by the candidate’s own resources and the compensation (if any!) from the internship.

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, searching for an appropriate internship and problem solving usually connected with visa, opening a local bank account and notably in finding a suitable internship. The latter is often the biggest hurdle as the educational concept of a practical internship has so far been alien to the Japanese curriculum. Just recently internships are being promoted in Japan (www.jetro.go.jp/tv/internet/20130125481.html).

Companies in Japan which have offered internships during the last few years include:

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

After spending at least 1 year in Japan - to which all scholarship recipients are committed - it is fair to say that their Japan competence provides them with a solid basis on which to build a professional career. Quite a few scholarship recipients decide to continue working in Japan (some have their own companies meanwhile), others find suitable employment with multi-national companies in Switzerland/Europe or elsewhere.

3. Profiles of Scholarship Recipients 2012

The 5 recipients have as usual diverse educational backgrounds, i.e.:

- 3 university graduates:
 - 2 at HSG: Economics + Business Administration
 - 1 at ETH: Physics
- 2 with apprenticeships:
 - 1 as photo specialist
 - 1 hair stylist (cosmetics)

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

Hereafter a couple of quotes from reports by scholarship recipients which illustrate experiences and challenges to be expected in Japan:

". . . Ich habe vieles gelernt in dieser Zeit, z.B. mich durchzusetzen, nicht unterkriegen zu lassen und Geduld zu haben . . ." (Chantal Heiniger).

". . . My time here in Japan is not at its end though, and I am positive that a lot of new challenges are still waiting for me on my further path . . ." (Jacqueline Tschumi).

". . . Never, absolutely never, get angry in Japan - it brings you nowhere. By being polite, smiling and helpful, you can successfully deal with almost any situation be it in a shop or discussing with the police. . ." (Daniel Kaluza).

". . . I realize the strongest reason for always returning to Japan is that I just feel good when I am here, regardless of whether something good or bad happens. Somehow I feel more alive here in Japan. . ." (Robin Wälchli).

To sum it up: The common motivations of most applicants are years of being increasingly fascinated with Japan, its culture, technological prowess, social and work customs. For them learning Japanese in Japan and succeeding in an alien work and living environment is "conditio sine qua non" as stepping stones for a successful professional career in Japan and elsewhere.

4. The Alumni Association Supporting Scholarship Recipients

Our Alumni Association with its presence in Switzerland and Japan is providing support to both the Chamber and the Scholarship Fund, e.g.:

- Source of practical information and experience for new scholarship recipients
- Providing a "Home away from home" in Japan and assisting newcomers in rapid integration and overcoming hurdles as well as offering opportunities for networking and socializing
- Offering helpful social and educational programs in Switzerland and Japan
- Hopefully: Source of future sponsoring
- Hopefully: Inspiration for our Chamber activities

(P.S. Registered members of the Alumni Association are automatically SJCC members).

5. Acknowledgements

On behalf of the Swiss-Japanese Chamber and its Scholarship Fund I wish to extend my deep gratitude to

- our sponsors, Hilti AG and Martin Hilti Foundation, Credit Suisse and individual members of SJCC
- the Japanese Embassy in Bern, H.E. Ambassador Ryuhei Maeda
- the Swiss Embassy in Tokyo, H.E. Ambassador Urs Bucher and Swiss Business Hub, Roger Zbinden
- the BOD of the Swiss Chamber of Commerce & Industry in Tokyo and its President, Martin Fluck
- the Alumni Association in Switzerland and Japan and its President, Dominique Ursprung
- my colleagues of the Scholarship Committee, the BOD of our Chamber and its President, Henry Wegmann,

Scholarship Fund

Zürich, May 29, 2013

for their continued support and interest in our activities, their help, advice and guidance.
As previously mentioned the SJCC Scholarship Fund is solely dependent on its sponsors for financing its scholarships. The reward to sponsors as well as industry and government administration is a growing pool of well-educated young professionals with an international mindset, many of them available for employment.

SWISS- JAPANESE CHAMBER OF COMMERCE
Chairman of its Scholarship Fund

Paul Dudler.

P.S.: As in the past this Annual Report will be published on our website by early June 2013 (www.sjcc.ch, click Scholarship Fund and/or Alumni Association) .

Attachments:

- Audit Report and Financial Statements by Deloitte AG (distributed after the AGM)
- List of SJCC Scholarship Recipients and their qualifications (limited distribution)