



World Eye Reports France

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Rejuvenating the Franco-Japanese relationship

France is increasingly looking east to Asia and nurturing its relationship with Japan in order to stimulate its own economy. In 1858, France and Japan signed the Treaty of Amity and Commerce establishing diplomatic relations between the two countries. Today, new opportunities continue to present themselves to the benefit of both countries.

The Chamber of Commerce and Industry of the Paris Ile-de-France Region and the "Comité d'Échanges Franco-Japonais" President Pierre-Antoine Gailly, says: "Japanese companies continue to invest abroad and France offers an established legal system, a stable economy with a strong focus on education and a high level of innovative entrepreneurship, which continues to generate dynamic clusters of excellence within the French economy."

The European Union and Japan Economic Partnership Agreement (EPA) is expected to create trade opportunities between France and Japan.

"The EPA will greatly benefit the French and Japanese business communities through reduction in trade tariffs and increased market access,"



The road to success: As a global business center, Paris continues to successfully attract Japanese investment. The driver of the Parisian business community is La Défense, Europe's largest purpose-built business district.

explains JETRO Paris' director general, Koji Toyokuni. "We expect both countries to increase their cooperation with one another within the automotive, agricultural, and industrial and energy sectors."

La Chambre de Commerce et d'Industrie Japonaise en France (CCIJF) has supported the Japanese business community in France for 50 years and today has over 200 members.

"Our members recognize the importance of nurturing the Japan-France relationship," says CCIJF President Hiroyuki Miyake. "Japanese companies in France have greatly contributed to the French economy by creating around 65,000 jobs in France. Japan is currently the sixth largest investor country into France and we want to continue to push the relationship between our two countries forward."

Competitiveness is a critical factor in our modern business world and Japanese and French companies are increasingly working in partnership to deliver innovative solutions to international markets."

"Japan and France are two industrialized nations which share common universal values such as freedom, democracy, human rights and the rule of law," says Ichiro Komatsu, Japan's ambassador to France.

"The strengthening of bilateral relations between Japan and France is of great importance as our two countries move forward together," he adds. "In early June, President François Hollande made a successful State Visit to Japan. This State Visit, the first one in 17 years, constituted a meaningful step in the strengthening of Japan-France relations. The EPA is important to further advance industrial cooperation based on mutual trust. I am delighted with the current state of bilateral relations between France and Japan. We are working to reinforce the friendship between our two countries as we continue to overcome common challenges together." ◆

Japanese technology and sensibility find an easy fit in France

In 1957 Casio Computer launched the Casio 14-A, the world's first fully electric calculator. Today, Casio's core technologies remain solidly based on digital technology, energy efficiency, durability, miniaturization and superior usability. In France, Casio has developed a range of products specifically designed for French customers.

Casio France's calculator business accounts for the company's largest revenue. The country is a unique market for Casio due to the fact that junior high school and high school students are required to have scientific calculators in order to complete their education.

The "baccalauréat" is a secondary education academic qualification that students take in France to be able to pursue university studies later. It was introduced by Napoleon I in 1808.

Casio France holds the No. 1 position in the country's scientific calculator market by value.

"We are committed to providing students with the necessary equipment in order for them to study effectively," says Yasuhiro Ito, president of Casio France. "Our calculator software has been designed specifically for the French market, and we have successfully established a good relationship with the French Ministry of National Education and the country's teaching professionals."

Aside from this key segment, Casio France's watch business currently accounts for the company's second largest revenue driver and the business is developing rapidly in France.

Casio's "G-Shock" range of tough, durable watches celebrates its 30th anniversary in 2013. The company is commemorating this

milestone by holding a "G Sessions" event this week in Paris to promote G-Shock culture at La Grande Cremerie: 11-15 rue des Halles, 75001 Paris, which runs until July 16.

"We intend to upgrade our distribution network in France and further promote our 'G-Shock,' 'Baby-G,' 'Pro Trek,' 'Edifice' and 'Sheen' watches by positioning each brand at a higher level in the market," details Ito. "We are also excited to be opening our first Casio retail shop in Paris later this year."

The company sees the greatest potential in further development of its scientific calculator and watch businesses in France. In addition, its other business lines — projectors, cash registers, digital cameras and musical instruments — continue to grow.

"We intend to keep contributing to the French market and supporting the country's culture-creation,"



Yasuhiro Ito, president of Casio France

says Ito. "The French have made considerable efforts to understand Japanese culture and design, while maintaining a strong French creative market. We will ensure Casio remains a successful and committed company in France." ◆
www.casio.fr

Moving Mazda further in accelerating France

Mazda's history dates back to 1931 but one thing about it remains unchanged today: its focus on providing an exceptional driver experience. By delivering industry-leading innovations such as SKYACTIV fuel-efficient high-output engines and technologies, Mazda is committed to producing the world's most energy-saving cars, combined with extraordinary levels of performance.

Dedicated to developing Mazda's presence in the competitive French market, Mazda automobiles France is actively engaging with French customers looking for the improved performance and efficiency its vehicles offer.

"While the French automotive market remains under pressure, we consider ourselves to be in a recovery period," says Philippe Geffroy, the company's presi-

dent. "Through our innovative approach to the French automotive market, new car launches, a strong team and Mazda's outstanding product range and world-leading technologies, we are shifting gears upward in France."

Despite the market's challenges, Mazda's high-performance technologies and eye-catching designs are increasing sales of Mazda cars in France. "The awareness of the brand is growing in this market through our efforts to engage with customers," says Geffroy.

"In keeping with the Japanese value of long-term commitment and a brand that has always kept a sporty image, we sponsor the French Judo Federation and the Brive rugby team," he continues. "The recent successful launch of the new Mazda 6 in France proves that everything we do has a positive effect on the success of our



Philippe Geffroy, president of Mazda Automobiles France

products." Mazda is dedicated to maximizing engine efficiency while optimizing performance. Its contribution to clean-diesel technology through compression/ratio research has led to constant improvements over the years. The French government recently introduced tax incentives for fuel-efficient vehicles, and Mazda's customers across the country, as we continue to support our customers around the world," he continues. "We support the activities of the world leader in energy sector construction — Technip. We are able to work closely with both French and international customers by offering solid, robust and reliable products, as well as quality service support."

Yokogawa France has developed into a focused, profitable and customer-oriented company. "As we increase our market share and drive business growth, we understand that the quality and range

Trusted partner to industry works across borders

Yokogawa is a pioneer in the development of the distributed control systems required by modern production facilities. In France, it is focused on delivering solutions to customers while nurturing personal relationships that drive business.

Based on the VigilantPlant system (the company's vision for realizing the ideal plant), Yokogawa products and services enhance productivity, ensure safety and optimize the operations of customers in the oil, chemical, natural gas, pulp and paper, electric power, iron and steel, pharmaceutical and food industries.

The Tokyo-based global group provides measuring and control instruments for the development and production of electrical, electronic and automotive equipment. For example, Yokogawa's high visibility flat-panel displays are used in the cockpits of the latest Airbus airliners.

The upstream oil and gas sector is a key business driver for Yokogawa France. "The French oil and gas giant Total is our No. 1 customer in the sector," says Pierre Delaveau, managing director of Yokogawa France. "We deliver our instrumentation and system solutions for their projects around France and abroad."

"Today, half of our business is done outside the country, as we continue to support our customers around the world," he continues. "We support the activities of the world leader in energy sector construction — Technip. We are able to work closely with both French and international customers by offering solid, robust and reliable products, as well as quality service support."

Yokogawa France has developed into a focused, profitable and customer-oriented company. "As we increase our market share and drive business growth, we understand that the quality and range



Pierre Delaveau, managing director of Yokogawa France

of our key services must be constantly improved," says Delaveau. "It is important to strengthen our personal relationships with customers in order to develop our business. We intend to reinforce our service offerings to our key accounts, and increase our capabilities to proactively meet the future demands of our customers."

"We want to continue to promote and integrate our products and services," he concludes. "This year, we plan to increase our workforce to meet rising demand and we are seeing for our solutions. Yokogawa France is driven to deliver solutions on time, and we will strengthen our long-term commitment to our customers as we move forward together." ◆
www.yokogawa.com
www.yokogawa.com/fr

A true global solutions provider

The first microscope exported from Japan to Europe arrived in France in 1956. Following that pioneering shipment, with a passion to deliver innovative products to customers, the scientific instrument specialist JEOL later established its first European office in 1964 in Paris. Strong ties to the region's research institutes and industry ensure JEOL Europe SAS continues to meet the demands of its clients throughout the continent today. Established amid the ashes of postwar Japan in 1949, JEOL is now a global leader in the development, manufacturing and marketing of sophisticated scientific instruments. The company delivers electron optics

instruments and analytical instruments, measuring instruments and semiconductor, industrial and medical equipment to businesses and research institutions across the globe.

With activities in over 20 key markets across Europe, JEOL Europe SAS is committed to delivering innovative solutions while adapting quickly to changes in the market.

"Our client base used to be relatively evenly divided between industry and academe," says Bruno Achard, president and CEO of JEOL Europe SAS. "Following significant public sector investment in French academic and research institutions, 80 percent of our business today is focused on research institutions, with industrial sector clients accounting for the remaining share."

The European subsidiary has

established strong partnerships with prominent research institutes. It works closely with the National Center for Scientific Research, founded in 1939 by the French Ministry of Higher Education, and the French Alternative Energies and Atomic Energy Commission — established in 1945 by Gen. Charles de Gaulle.

"We are a strong player in France and Europe," says Achard. "Poland and the Czech Republic are showing particularly strong signs of growth, while we remain committed to the markets in which we operate. We follow directives from Japan, but we are also able to approach each country with a dedicated strategy."

JEOL Europe SAS' 50 employees in France are driving the business forward in the French market, and Achard is confident of continued future success.



Bruno Achard, president and CEO of JEOL Europe SAS

"Our global solutions are founded on delivering innovative products, comprehensive support and the highest quality of after-sales service," he says. "Just as France and Japan continue to actively pursue closer cooperation and display a willingness to improve relations, we will continue to strengthen our commitment to our customers and develop our business." ◆
www.jeol.co.jp/en
www.jeol.fr

Committed to the French agriculture industry

Good food and wine is a passion in France, and the country's agricultural industry plays an important role in the economy. Kubota Europe SAS is developing its business by offering quality tractors, ride-on mowers, utility vehicles and construction equipment while strengthening and supporting its dealer network and after-sales services. Today, the company provides French farmers with the tools to grow the highest quality French produce.

While Kubota Europe SAS has activities throughout the continent, France accounts for 64 per-

cent of its total net sales. Its high-quality products are reliable and easy to operate. In the compact tractor, mini excavator and industrial-use diesel engine segments, Kubota is No. 1 in the European market.

The company is developing its 100 horsepower and above tractor division. In 2012, it acquired Kverneland Group, a Norwegian manufacturer of implements for tractors, to develop its higher horsepower tractor business.

"Business growth is our No. 1 priority," says Kubota Europe SAS' president, Dai Watanabe. "We are aiming for double-digit

growth this year and intend to develop our business in partnership with our dealers. We are strengthening our commitment to the French agriculture industry and supporting our dealers through sales training and service."

The company is committed to delivering products that are specifically designed for European customers. Kubota recently launched the M135GX tractor, which has a larger cab for better comfort and offers customers a higher powered engine.

Environmental innovations are central to Kubota's activities. The company's KX080-4 model midi excavator, launched this year, offers customers an "eco-plus mode" that reduces fuel consumption by 18 percent.

Kubota's engines meet European Union Stage 3B emission controls and are shipped to customers in returnable steel crates to reduce the company's impact on the environment.

Kubota Europe SAS has established its own "Kubota University" to train dealers and strengthen its partnerships in France.



Kubota's M135GX series is engineered to deliver maximum power and torque in addition to outstanding economy and low emissions.

KUBOTA



Dai Watanabe, president of Kubota Europe

"Our dealers in France are the best in the business," says Watanabe. "Our target this year is to sell 3,000 tractor units of over 60 horsepower and support our dealers as we work together to reach this target. Customers can test-drive our tractors and experience the maneuverability and high quality of our products."

"We consider our dealers to be our partners as we continue to create customer confidence by delivering quality products, advanced technologies and the highest level of customer service," he concludes. ◆
www.kubota.fr

Leading innovation in the French market

Founded in 1875, Toshiba has developed into a world leader in high technology. In France, the company is partnering with key innovative companies to deliver smart technology solutions throughout the country.

Toshiba Systems France's president, Philippe Delahaye, heads three Toshiba entities in France: Toshiba Systems France is responsible for computer products, "Smart Grids," multimedia solutions, LED lighting and cloud services and solutions; Toshiba Tec France Imaging Systems is the group's document management company; and Toshiba Tec Europe Imaging Systems focuses on printer toner manufacturing and value-added services.

Besides those three entities, Toshiba Tec Europe Retail Information Systems has retail products and Toshiba Global Commerce Solutions offers point-of-commerce solutions.

"While Toshiba's products are designed for the global market, our solutions must be local," says Delahaye. "Toshiba actively encourages local initiatives to come to fruition, and this enables us to deliver innovative solutions and specific processes to the French market. Our relations with our French partners are key to the growth of our business, while our smart technologies and business strategy are founded on the relationships we have developed."

Today, connectivity both in the business world and in high tech is fundamental to Toshiba's continued success in France. The company works closely with innovative French start-up companies such as Avob, Ijenko, Eukles and E-Sidor. Toshiba partnership in France often leads to business development at other Toshiba entities in Europe and even in Australia. Delahaye believes Toshiba can enable all its partners to increase their market



Philippe Delahaye, president of Toshiba Systems France

presence and develop their potential.

"We have strong engineering skills in France, which have led to the creation of innovation clusters throughout the country, which must be developed further," Delahaye comments.

With intelligent and sustainable cities becoming a reality in France today, Toshiba's energy-saving solutions — through its work with its partners — are being implemented in Lyon. From green solutions and energy monitoring systems for buildings and public areas to energy-efficient transport and infrastructure projects, Toshiba is actively engaged in driving energy savings throughout the city.

Toshiba's LED lighting innovations are also saving energy in France's most famous museum. The company recently installed the lights to illuminate the Mona Lisa in Paris' Louvre museum. In fact, the museum's famous glass pyramids are also lit using Toshiba's energy-saving lighting solutions.

"Toshiba will continue to deliver new values to customers," says Delahaye. "We remain committed to supporting our partners, developing innovative solutions and ensuring Toshiba remains at the forefront of innovation in France." ◆
www.toshiba.fr



The Mazda 6

MAZDA

