

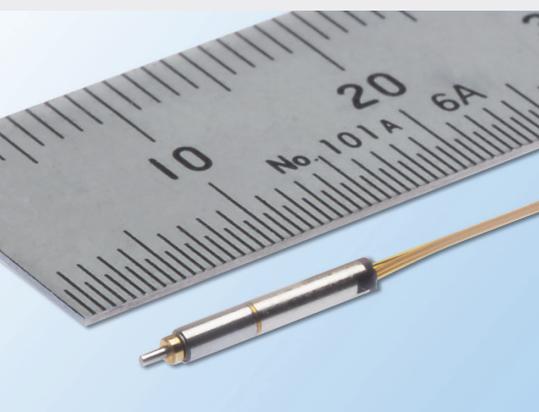
## Namiki Precision looks to Switzerland for growth.

**Namiki Precision establishes an office at PSE in the Canton of Vaud for a joint R&D project with EPFL .**



“The Swiss Business Hub was quick to respond, and opened all the right doors. We didn’t have a specific network in the R&D sector in Switzerland, but through their help we quickly built one.”

Yoichi Shimoda, President, Namiki Precision of Europe SA



Founded in 1939 and headquartered in Tokyo, Namiki Precision Jewel Co. Ltd. is a world leader in the manufacture of industrial jewels and precision components, based on its core technologies of precision cutting, grinding and polishing. Dedicated to proprietary development of manufacturing processes, a keen commitment to R&D has kept the company at the leading edge of innovating new materials and products. To create the environment for future growth, Namiki began to look for ways to move closer to its customers in Europe, and at the same time search for R&D partners in the field of strategic industry sectors they identified. After analysing European markets for suitable locations and drawing up a shortlist of prospective countries, they approached the Swiss Business Hub Japan – SBHJ at the Embassy of Switzerland in Tokyo, a network partner of Osec – Switzerland Trade & Investment Promotion.



Analysing Namiki’s location criteria for their European operations, SBHJ introduced Namiki to the technology incubator model as a way of simplifying the physical and legal establishment of a business, and placing them directly into an R&D and supplier network. Namiki selected six Cantons with the right mix of facilities and resources. Only a few weeks later, executives from Namiki visited these Cantons in Switzerland on a fact finding tour organized by SBHJ, meeting with several cantonal and regional economic promotion offices. After an additional follow-up visit to the Canton of Vaud, member of the Greater Geneva–Berne Area – GGBA, the advantages the Canton offered, made Lausanne the company’s favoured location. Of particular interest for Namiki was PSE (Parc Scientifique de l’EPFL), an on-campus incubator for science start-ups that offered space on the premises, opportunities for world-class joint research, and close connection with end users of new products. From this point on, Development Economic – State of Vaud – DEV, provided Namiki with direct support for its local needs. Throughout the establishment procedures DEV helped to streamline the process, introduced potential customers and market players, and assisted with company registration and relocation. SBHJ, DEV and the Embassy’s Consular Section supported Namiki in matters related to work and residency permit.

SBHJ also introduced Namiki to the Science and Technology Office at the Embassy of Switzerland in Tokyo which provided valuable advice about working with Swiss research institutions in Namiki’s field of technology. DEV introduced Professor Bleuler from the Laboratoire des Systèmes Robotiques of EPFL, which quickly led to the signing of a joint research agreement with EPFL. Only one and a half years after they first looked in the European market, the company opened Namiki Precision of Europe SA in the PSE building, the first Asian company to establish an office.

“Our collaboration with EPFL has enabled us to introduce our cutting edge technology in innovative products, such as  $\phi$  1.5mm micro-motors that will shape new markets.”

Yoichi Shimoda, President, Namiki Precision of Europe SA

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