

# CURRICULUM VITAE of Naohiko Sata



- Born on 22<sup>nd</sup> of March 1939, in Osaka, Japan, Married, Swiss Nationality since 1973.
- Graduate of Tokyo University, International Relations section, Faculty of Liberal Arts, obtained bachelor's degree on development of international relations, history on the development of United Nations.
- Joined Marubeni Corporation, one of leading Japanese trade groups, spent 36 years of carrier until 1998.

## Main Activities in Switzerland:

- Coordination of various overseas projects ( Middle East, Africa)
- R & D activities, mainly related to high-tech items, including technology transfer.
- Economic research activities ( related to Europe, Africa, Middle East, ex-USSR countries )
- Development of Counter trade activities in East Europe, ex-USSR (until 84)
- In 84, has additionally set up Market Intelligence Center in Geneva

## Activities after Marubeni Career:

- In 96, retirement from Marubeni, to start independent consulting activities, as NS CONSULTING
- In 97, mandated by TOYO TANSO ( Leader in Japan of high quality carbon products) as CEO of its Italian affiliated company in Roncello / Milano, as well as coordinator for Europe, until end 98
- Between 2004-2009 Trade and investment advisor at JETRO (Japan Trade Promotion Org.) Geneva office

## Additional references:

Speeches in various Swiss Universities, Trade Promotion offices, as well as upon request of JETRO, as their advisor, on following subjects:

- *Key to the successful conquest of the Japanese market (University of St. Gall, Fribourg, etc)*
- *Investment situation of Japan in Central and East Europe (at world-famous management school IMD in Lausanne)*
- *Enter Japanese Market through SOGO SHOOSHA*
- *Marubeni: case study on a Japanese General Trade Group*
- *Is Japan still an object of interest?*

Appointed as Chairman of Business Association of Japan in Geneva  
Iem. as Vice Chairman of Japan Club of Geneva (during 2000)

## Published Achievements:



'Switzerland of today' (in Japanese), DIAMOND SHUPPAN, one of leading publisher in Japan.

## Language abilities:

- Japanese, Swiss german dialect (fluent)
- F/G/E (fluent, both oral and in writing)
- Italian, Spanish (daily conversation)
- Russian, Dutch (elementary conversation)

