

CURRICULUM VITAE of Naohiko Sata



- Born on 22nd 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:

- 4 years in Steel machinery and Plant department, as R&D and sales staff, from 1961 to 1965.
- 8 years as senior staff of Marubeni Germany, in Machinery and Plant Export Div., until 1973.
- Founds the Zurich branch in 1973 as General Manager.
- Appointed as Senior VP of Marubeni Germany in 75, in charge of Zurich branch additionally, until 84.

Activities in Switzerland:

Coordination of various overseas projects.

R&D activities, mainly related to hitech items and its technology transfer.

In 1984, appointed as General Manager of Market Intelligence Center, in Geneva.

Activities:

- Coordination of various overseas projects, mainly in Middle East an Africa
- R&D activities of all kind, among others on economic situation of EU, Africa, East Europe and former USSR countries.
- Development of counter trade activities in East Europe and former USSR countries.

In 1996, starts independent consultancy activities as **NS CONSULTING**, offering services as mentioned above.

Additionally, mandated by **TOYO TANSO CO.** (Leader in Japan as manufacturer of high quality carbon products) between July 97 to end 98, for 4 days a week, as CEO of its subsidiary in Roncello, Italy, engaged in production and sale of carbon brushes and commutators.

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

Mem. 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 (mother tongues)
- F/G/E (fluent, both oral and in writing)
- Italian, Spanish (daily conversation)
- Russian, Dutch (elementary conversation)

