

# 150 years of Economic relations between Switzerland and Japan

The Japan External Trade Organization (JETRO) organizes an economic seminar  
in order to strengthen business relations between Switzerland and Japan,  
in cooperation with SJCC (Swiss Japanese Chamber of Commerce)



**Friday, May 02, 2014**

**14:00 – 16:00, at the 28<sup>th</sup> Geneva Book and Press fair, Palexpo, Hall 3, Room U**

..... **Program** .....

- 13:30: Registration/Welcome coffee
- 14:00: Opening remarks by Prof. Roger Mottini, Editor of the Yearbook 2014
- 14:05: *The beginnings of trade between Japan and Switzerland: 150 years ago*  
Short video and narration performed by the Ethnology Museum of Neuchâtel
- 14:20: *150 years of Diplomatic Relations between Switzerland and Japan- An Overview-*  
Prof. Roger Mottini, Lecturer, Author and Researcher, Editor of the Yearbook 2014
- 14:40: *Free Trade Live: Insights from Switzerland- Japan Free Trade and Economic Partnership Agreement*  
Dr. Georg Blind, University of Zurich
- 15:00: *Talk to JETRO first - New Growth Strategy and JETRO's Initiatives*  
Mr. Koichiro Nakamura, Director General, Japan External Trade Organization (JETRO) in Geneva
- 15:20: *Nestlé in Japan: the success story of a foreign food manufacturer*  
Mr. Pierre Schaufelberger, Nestlé SA, Vice-President, Regional Management Zone Asia, Oceania, Africa and Middle-East
- 15:40: *The Japanese financial markets from the view point of a Swiss investor*  
Mr. Ivan Pictet, President of the Fondation pour Genève
- 16:00: Closing remarks by Mr. Henry Wegmann, President of Swiss-Japanese Chamber of Commerce

## REGISTRATION

### 150 years of economic relations between Switzerland and Japan

Friday, May 02, 2014

Time: 14:00-16:00

Geneva Book and Press Fair, Hall 3, Room U, Rte François Peyrot 30, 1218 Grand Saconnex

Participant  Mr.  Ms.

First Name: \_\_\_\_\_ Last name: \_\_\_\_\_

Company: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_ Zip/Place: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Field of interest in Japan : \_\_\_\_\_

Your information details are kept for administrative records only.

If you wish to be informed about next Japan seminars, please check: Yes or No.

If you wish to be contacted by JETRO about doing business or setting up business in Japan,  
please tick. [ ]

Date \_\_\_\_\_ Signature: \_\_\_\_\_

**Please send back your registration form to Ms. Nathalie Cornier**

**by fax: 022/732-07-72 or by e-mail:SWG@jetro.go.jp**

**REGISTRATION DEADLINE: April 25<sup>th</sup>, 2014**

*The seminar will be in English, entrance is free but application is compulsory, as soon as you confirm your presence we will send you an entrance ticket for the book fair.*