

The CVCI, S-GE, the DEV (Development Economic-Canton of Vaud) and the Japan External Trade Organization (JETRO) propose an informative seminar in order to strengthen business relations between Switzerland and Japan

Partnership Switzerland-Japan: keys to success

Wednesday, 8th November 2017 • 16:45-19:00

Venue: CVCI, Avenue d'Ouchy 47, Lausanne

The CVCI, S-GE, the DEV, and JETRO Geneva, the economic promotion agency of the Japanese government, jointly invite you to an informative seminar on Japan, its business opportunities and its business culture. This event will serve as an introduction to the Japanese market and provide you with up to date information on governmental efforts to attract Swiss companies. In addition, this seminar will be a unique chance to hear the voices of the representatives of two companies: a Swiss company that decided to open a subsidiary in Japan and a Japanese one that has chosen Switzerland as a land of investment. These comparative views will be an opportunity to understand their motivations, the difficulties encountered, the battles won and to come. Do not miss this event which will give you the occasion to talk to real experts, and allow you to discover how to apprehend an expansion in Japan and how to understand the Japanese corporate culture. The seminar will be closed by a cocktail with Japanese specialities, ideal to extend your network.

16:45	Welcome coffee, registration
17:15	Welcome address Mr. Serge Sahli, Export Manager, CVCI
17:20	Why Japan? (In English) Mr. Masashi Nakazono, Director General, JETRO Genève
17:35	Success in Japan for a Swiss SME Mr. Charles Ochsner, Attorney at Law in Tokyo, CH Projects Management Ltd.
17:55	Why did we set up in Japan? Mr. Ricardo Rodriguez, International Country Sales Manager, Fischer Connectors Mr. Daniel Spycher, Sales Director, Fischer Connectors
18:15	Why did we set up in Switzerland? (In English) Dr. Wieland Noetzold, Executive Officer Corporate Management Europe, Sunstar Suisse
18:35	Export to Japan: Forecast and key sectors Mr. Alain Graf, Senior Consultant Asia, S-GE
18:45	JETRO Services
18:50	Business bridges for new markets and innovative ecosystems Mr. Jean-Frédéric Berthoud, Director, DEV
19:00	Networking with Japanese specialities

Please note that some presentations will be in English as mentioned above others will be in French.

Seats are limited, participation is free but registration is compulsory by November 1st

Online registration: <https://www.jetro.go.jp/form5/pub/swg/seminar081117>