

Japan, host of this years 32<sup>nd</sup> Summer Olympic Games, is a long-standing and friendly business partner of Switzerland. For many reasons, Nippon is always worth a trip.



Shibuya, Tokyo (iStock)

# Japan

DESTINATION REPORT JAPAN – JULY 8, 2021

Special edition of the «Handelszeitung» about the Land of the Rising Sun, its history, its people, its economic strength and the undertaking of the Olympic Games.

## Business & Leisure in Japan

The East Asian state (日本), with its 6852 islands, borders indirectly to Russia, North and South Korea, and in the southwest to China and Taiwan. The Tokyo Metropolitan area forms the economic, political and cultural center of the country. Approximately 37 million people live in that area, which includes Yokohama, Kawasaki and Chiba.

The Swiss National Bank reports that at the end of 2017, Switzerland's direct investments in Japan were 14.36 billion Swiss Francs. And according to Japanese figures, in 2018 around 4.7 percent of all direct foreign investments came from Switzerland. Statistically, our country ranks 7<sup>th</sup> among foreign investors. The Bank of Japan even ranks sees Switzerland at the fourth most important investor.

The Swiss tourism market is not a key market for Japan; but Swiss tourists are loyal to the destination, they usually stay many nights in Japan. and they spend good budgets for accommodation and gastronomy. In 2018, before the pandemic, for the first time, the number of Swiss arrivals reached 50'000 visitors. Some 20 percent of which indicated «business» as the main reason for travelling to Japan.

Early July, «Handelszeitung» will report on the Land of the Rising Sun, how Japan prepared for the Olympic Games, even without visitors, and also what will happen after the sporting events. And one question is key, how can both countries, Switzerland and Japan, further develop their relationship.

## Publication

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### Key Figures

	Handelszeitung
Widespread edition:	37 700 copies
Readership:	82 000 reader
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Men / Women	73% / 27%

## Topics

### Opportunities and Challenges for Swiss SME

In cooperation with the Swiss-Japan Chamber of Commerce (SJCC), we are evaluating the opportunities for Swiss SMEs and how relevant the now aging free-trade agreement between the two countries is.

### The most beautiful Destinations in Japan

Specialists from travel agencies report on their preferred towns, regions and prefectures, and which of them are most suitable to Swiss travellers.

### The first Swiss Citizen in Japan

A story on Elie Ripon, a Swiss soldier from Fribourg, who almost 400 years ago arrived in Japan and visited a Dutch factory in Nagasaki on the northwest coast of the island of Kyushu.

### Innovation in the Automobile industry

Toyota, Mitsubishi, Nissan, Isuzu, Lexus, Suzuki, Subaru or Mazda, which manufacturer is best equipped for the future?

### Olympic Games from 1964 to 2021

Even if in a different format than originally planned, on July 23<sup>rd</sup>, the Olympic Games come back to Tokyo. How will the new format compare with the first edition 57 years ago?

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