

Market Focus: Japan

February 20, 2020 ▪ Time: 7:30 – 9:30 AM

Venue : CCIG, Boulevard du Théâtre 4, Geneva

JETRO (Japan External Trade Organization) is a government-related organization promoting mutual trade and investment between Japan and the rest of the world. JETRO, in collaboration with the CCIG and S-GE (Switzerland Global Enterprise), cordially invites you to a conference on Japan. Japan offers great growth opportunities for Swiss innovative companies with a desire to expand and strengthen their business in Asia. This event will provide you with up to date information on governmental efforts to attract Swiss innovative companies. In addition, it will give a unique chance to talk with real experts of Japan able to give you the right keys to enter and grow on this market. Last but not least you will hear a testimonial of a Swiss start-up that decided to invest in Japan.

07:30: Registration

08:00: Welcome address by Mr. Vincent Subilia, Director CCIG

08:05: **5 reasons to Invest in Japan.**

Mr. Takashi Wada, Director General, JETRO Geneva

08:25 **Business culture in Japan: points on establishing and running an operation**

Mr. Charles Ochsner, Attorney at Law, CHPM Tokyo

08:45. **Challenges in Japan that create good opportunities for Swiss companies:
Ageing society and shortage of human resources**

Mr. Alain Graf, Senior Consultant Asia, S-GE

09:05: **Swiss start-up that opened an affiliate in Japan**

Healthy animals, happy animals

Mr. Duncan Sutherland, CEO, Twenty Green

09:25 Closing remark

09:30: Networking

Please note that this seminar will be in English

Participation: 25.- for CCIG, JETRO and S-GE members 50.- for non-members

To register: <https://www.ccig.ch/agenda/2020/02/Market-Focus-Japan>