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Swiss pavilion at Expo 2025 in Osaka

Among others, it will stand out as the pavilion with the smallest ecological footprint

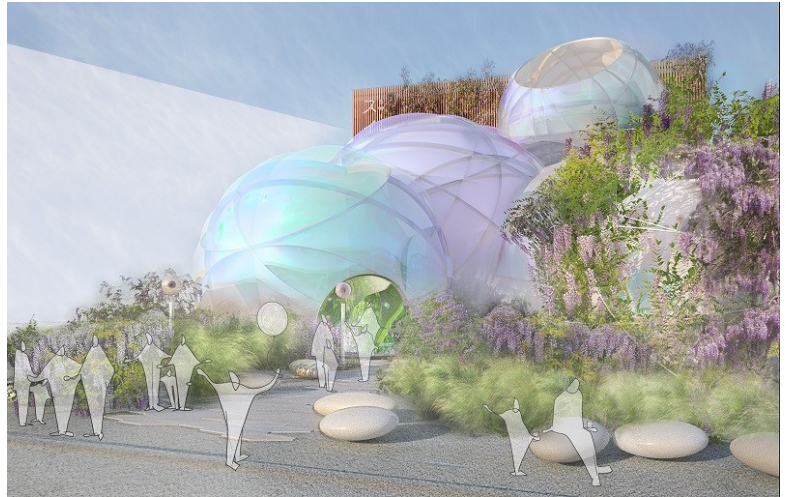
The next world exposition will take place in two years time in Osaka, Japan. Osaka 2025 is a great opportunity for Japan and Switzerland to further strengthen their relationship and show their knowhow. Switzerland already stood out revealing a pavilion with one of the smallest ecological footprint.

Osaka 2025: a priority for Switzerland

The next world exhibition will be held in Osaka from 13 April to 13 October 2025 under the theme of 'Designing a Future Society for Our Lives'. The organisers are expecting 150 participating countries and 28 million visitors. In view of the great significance of the host country, one of the most important economic partners in Asia, and its close cooperation at a political and a multilateral level, the Federal Assembly approved a credit of CHF 19.4 million in December 2022. Through the acquisition of sponsors, the net expenditure for the Confederation amounts to CHF 13.2 million.

Business potential for Swiss companies and tourism

Switzerland's presence at Expo 2025 in Osaka will focus on positioning the country as an effi-



The Swiss Pavilion will be one of the lightest of the expo thanks to use of recyclable foil

cient, leading innovation hub particularly stressing on the three thematic areas of 'Life': life sciences, health and nutrition, 'Planet': environment, sustainability, climate and energy, and 'Augmented humans': robotics and artificial intelligence. Working together with the State Secretariat for Education, Research and Innovation (SERI), Swiss ERI actors, and other partners, the aim is to show how Switzerland's innovative strengths foster sustainability and prosperity through concrete initiatives, research projects, services and products. Participation is also of great interest to Swiss companies and aims to boost tourism, given the significant business potential.

The smallest ecological footprint at Expo 2025

The Swiss pavilion will stand out not only for its architecture, with five spheres embedded in a lush green landscape, but also because it will be the pavilion with the smallest ecological footprint at Expo 2025. The shell of the exhibition spaces is composed of a foil supported by a lightweight construction that weighs no more than 400kg – just 1% of a conventional building shell – and can be transported by two to three cargo bikes. The foil is recyclable and will be made into specially designed furniture after the Expo.

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Swiss pavilion at Expo 2025 in Osaka

Among others, it will stand out with the smallest ecological footprint

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In a two-stage tender for the design, construction and dismantling of the Swiss pavilion in Osaka, the project of the team consisting of Nüssli, Manuel Herz Architekten and Bellprat Partner was selected. As a founding member of the Bureau International des Expositions (BIE), Switzerland has participated in most world exhibitions. Under the leadership of Presence Switzerland at the Department of foreign affairs, it has succeeded in establishing the Swiss pavilion as an attractive hub, both to the general public abroad and its domestic partners. This was also evident at Expo 2020 in Dubai, where the Swiss pavilion was one of the most popular and most visited pavilions.

Signatures

Switzerland's participation was confirmed by the participation contract signed between the Japan Association for the 2025 World Exposition and the Swiss Confederation. The signing ceremony was held on February 1, 2023 at the official Embassy of Switzer-



Rooftop bar of the Swiss Pavilion



Mr. ISHIGE Hiroyuki, Secretary General of the association (left), and Mr. Manuel SALCHLI, Commissioner General of Section (right)

land in Japan.

Mr. ISHIGE Hiroyuki, Secretary General of the association (and former Chairman of JETRO), and Mr. Manuel SALCHLI, Commissioner General of Section, represented the two parties involved.

Switzerland among the first country to commit for Osaka 2025

In 2021, the Federal Council identified Osaka 2025 and the Olympic and Paralympic Games in Paris in 2024 as priority events to promote Switzerland's strength. The Federal Department of Foreign Affairs submitted a dispatch to the Parliament requesting guarantee credits in early 2022.

Approved by the Parliament, Switzerland was one of the first countries to express its interest in attending the World Expo Osaka 2025 as well as one of the first

countries to formally commit.

Osaka 2025 and Switzerland to promote sustainable development

The Swiss pavilion at Expo 2025 in Osaka will be themed 'Innovative Switzerland'. Five years ahead of the target date for achieving the 17 Sustainable Development Goals of the 2030 Agenda, Expo 2025 is also expected to serve as a global platform to raise awareness about the issue of sustainable development. The Swiss pavilion will highlight how Swiss innovation contributes to sustainability and prosperity and will showcase Switzerland as a leading hub for innovation.

Sources:

1. [Expo Osaka 2025](#)
2. [House of Switzerland](#)
3. [Federal Department of Foreign Affairs](#)

Japan will host the G7 summit in May, plus several ministerial meetings

In 2023, Japan will host the G7 meeting. The leaders of France, United States, United Kingdoms, Germany, Japan, Italy, and Canada (ordered according to the group's rotating presidency) will meet in Hiroshima from May 19 to 21.

The choice of Hiroshima, hometown of Prime Minister Kishida, is a symbolic choice while war is affecting millions of people. The rebuilt vibrant city is a strong advocate for peace.

At the G7 Summit, the leaders of the G7 member countries, which share the fundamental values of freedom, democracy, and human rights, among others, will sit around a common table and engage in candid exchanges of views regarding the global economy, re-

gional issues, and various kinds of global-level issues. The 2023 meeting will be the seventh G7 Summit held in Japan.

Additionally, more than 10 Ministerial Meetings will take place in Ja-

pan and will be discussing trade, finance, education, foreign affairs, health, labor, agriculture, climate, transport, urban development, gender equality and science.

Source: [Cabinet Office](#)



G7 summit in 2022 in Germany attended by PM Kishida

動向

TREND

Minister Nishimura visited Switzerland

Last month, we covered the participation of Mr Nishimura, Minister of Economy, Trade and Industry, in the “Japan’s Path to Economic Revival” session held at the World Economic Forum in Davos.

The WEF is also an opportunity to meet many counterparts and representatives from various industries in a short period of time. Minister Nishimura met representatives of various industries at the Japan Night and took also part in five

ministerial meetings regarding the World Trade Organization.

The first was hosted by the DG of the WTO, the second focused on climate, the third one focused on the WTO dispute settlement (Ottawa Group), the fourth focused on e-commerce, and the fifth was an informal discussion on WTO hosted by Switzerland.

Switzerland and Japan share many common views on the WTO and

are part of several groups together.

Source: [METI](#)



Minister Nishimura at the WTO informal meeting hosted by Switzerland

活動

ACTIVITY

革新

INNOVATION

Hinotori, the first Japanese surgical robot arrives on the market

Developed by Mediaroid Corporation, Hinotori is the first surgical robot produced by a Japanese company to be approved and covered by health insurances in Japan. For over two decades, the US-made Da Vinci robot enjoyed a quasi-monopole, but the market is opening now.

Hinotori has several more assets compared to its competitors. It is smaller than Da Vinci as well as cheaper than the US robot, starting at about JPY 200 million. Mediaroid estimates it could win 20% of the domestic market within 2 years after its entry in the market.

Mediaroid has been developing and testing its robot for several years. Thanks to the approval of the Ministry of Health, Labor and Welfare in October 2022, surgeries conducted with this robot can be

covered by health insurances. This is an essential step for the commercialization of Hinotori.

In November 2022, the first surgeries were successfully conducted with the assistance of the robot.

Robot-assisted surgery is a major improvement for surgery as a

whole. When the procedure is suitable, using a robot allows minimally invasive surgeries, leading to fewer complications, less pain, a quicker recovery, and smaller scars.

Source: [Mediaroid Corporation](https://www.mediaroid.com)



The surgical robot hinotori from Mediaroid Corporation

活動

AGENDA

Agenda

✓ Stay tuned!

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

The JETRO Switzerland Newsletter can also be viewed and/or downloaded online: <http://www.jetro.go.jp/switzerland/newsletter>

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