

EXPORT TO JAPAN: KEY SECTORS



CCIG/JETRO Event, Geneva, November 1st

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AGENDA

- Export to Japan
 - Environment
 - Key Sectors
 - Opportunities
- Switzerland Global Enterprise
- Questions



Japan Export Environment

Digitalization

- Opportunities
- Super Smart Society

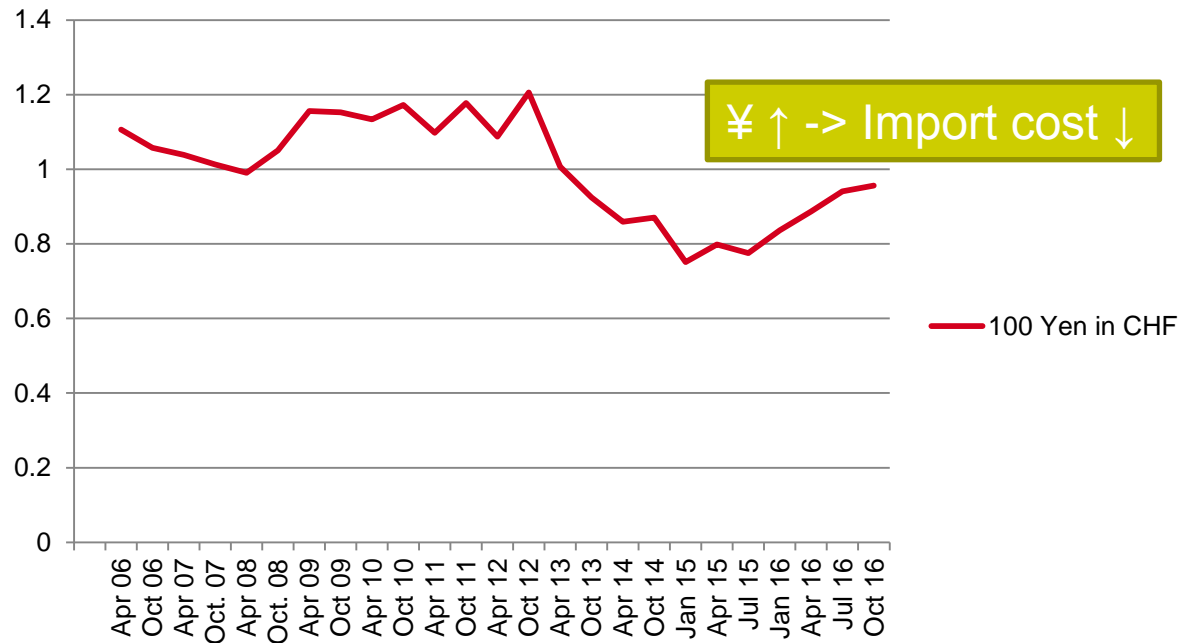
Aging population

- New niches

Tokyo 2020

- Tourists

X-rate ¥/CHF



Japan Export Opportunities



- 1'100 leading companies plan to invest 200 billion CHF in 2017
 - Automotive
 - Telecommunication
 - Artificial intelligence
- 68 % women with children under 18 years have a regular job (highest value since the first statistic in 2004)
- World largest market for APPs. e.g. augmented reality (Pokémon Go)
- E-commerce: Japanese consumers like to look at offers abroad

Japan Export Challenges

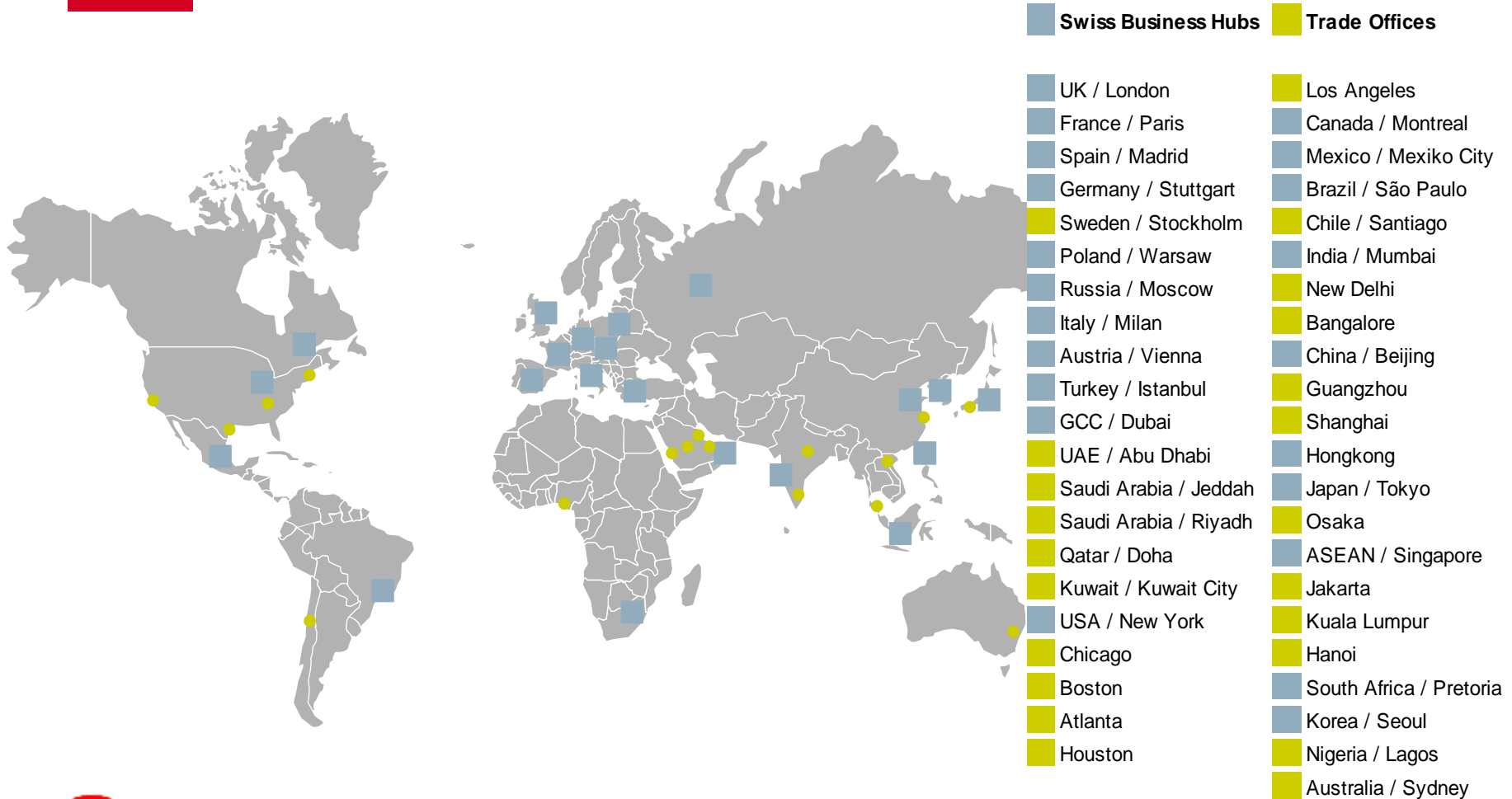


- Clear strategy with distinct customer benefit
- Disciplined execution
- Important partner selection
- Sufficient resources – Time, HR and Finance

S-GE Export Services



Worldwide Network - Swiss Business Hubs / Trade Offices



located at Swiss embassies/consulates employing local people

Other network points with:

- Embassies & consulates
- Bilateral chambers of industry and commerce

Extended Network of Local, Specialized Experts

45 countries

600 experts (150 accredited) :

Business:

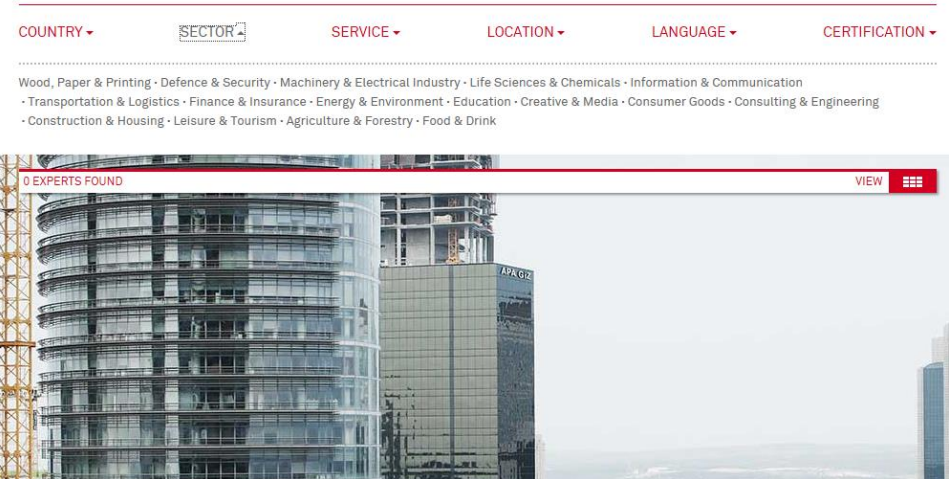
- Industry experts
- Strategy
- Marketing/Sales

Services:

- Law
- Accounting
- HR
- M&A
- Logistics



Expert Directory



<http://expertdirectory.s-ge.com/en/search>

Implementation Support (one-off services)

Strategy

- Market analysis/market finder support
- Fact finding trips (visiting key players)

Sales & Marketing

- Distribution partner search
- Support for prospecting clients (FFT)
- Marketing conventions (speed-dating events)
- Marketing / web-site design
- Swiss Pavilions and event support

Finance / Accounting

- Company credit check
- Financial & tax advisory
- Banking set-up
- Investor search / road show support
- M&A activities

Legal & Reglementary

- Registration of entity
- Design of documents (contracts, etc.)
- Support for disputes
- Verification of reglementary requirements (certification, registration, etc.)
- Product registration
- Trade mark registration

Human Resources

- Recruiting
- Expatriation & relocation assistance

Miscellaneous

- Sourcing partner search
- Risk analysis
- Site location search & evaluation

Business Operation Support (on-going services)

Office Support

- Office space / meeting rooms
- Telephone reception / secretarial assistance
- Virtual offices

Sales & Marketing support

- Sales representation
- Sales administration
- Web-marketing / Social media presence

Human Resources

- Contracting personnel (labor leasing)
- Payroll administration

Legal

- Legal representation

Finance / Accounting

- VAT administration
- Outsourced accounting

Logistics & distribution

- Import administration (formalities, procedures)
- Warehousing
- Back-office operation

Miscellaneous

- Showrooms
- Assembly/manufacturing facilities
- Project management (part-time)
- Economic intelligence/surveys



+ SWITZERLAND
GLOBAL
ENTERPRISE

**THANK YOU FOR
YOUR ATTENTION**

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