

March 1st, 2016 - Zurich

IMPULSE: SWISS WORLD IN JAPAN



OFFICIAL PROGRAM



CO-ORGANIZER



PREMIUM PARTNER



STRATEGICAL PARTNER



Program

MARCH 1ST, 2016

13:30 h	Registration and welcome coffee
14:00 h	Greeting and introduction RYUHEI MAEDA, Ambassador of Japan in Switzerland DANIEL KÜNG, CEO of Switzerland Global Enterprise
14:15 h	Current Economic Situation in Japan MASASHI NAKAZONO, Director General JETRO Geneva
14:35 h	Launch of the business guide «Swiss World in Japan» MARC GAMBARAZA, Research Associate JETRO Geneva
14:55 h	Free Trade and Economic Partnership Agreement (FTEPA) with Japan: What's in for Swiss Exporters? PATRICK ZILTENER, Ph.D., Senior Researcher + Lecturer, University of Zurich
15:15 h	Coffee break
15:45 h	Business Experience Story of a Swiss SME KOICHI OBA, former CEO of Sika Japan, Head Corporate Target Market Roofing
16:00 h	Business Opportunities «Tokyo 2020 Olympic and Paralympic Games» DAISAKU YUKITA, Deputy Director General JETRO London
16:30 h	Conclusion and services by Switzerland Global Enterprise and JETRO
17:45 h	Cocktail

EVENT LOCATION

Switzerland Global Enterprise, Stampfenbachstrasse 85, 8006 Zürich