



KONBAN WA



Tuesday, December 4th, 2018, St. Gallen, 16h30–19h30

Business opportunities and challenges for industrial SMEs in Japan

The Japan External Trade Organisation (JETRO) in collaboration with Commerzbank Switzerland and SME-Ventus, jointly invite you to this event where new business and investment opportunities will be identified and deep linkages with Japan may be forged.

At this event you will have the opportunity to receive valuable information from country experts and executives from Swiss SMEs active in Japan who share their personal experiences, difficulties encountered and in-depth insights into the Japanese market. After the event you will have enough time to meet other participants and share your experiences at our cocktail.

We look forward to personally welcoming you.

PROGRAM

- 16:30 Guests registration and welcome coffee
- 17:00 **Welcome and opening remarks**
Mr. André Merz, Head of International and Swiss (SME) Desk, [Commerzbank Switzerland](#)
- 17:10 **Why Japan? 5 reasons to invest in Japan**
Mr. Takashi Wada, Director General, [JETRO Geneva](#)
- 18:00 **A few key points on establishing and running an operation in Japan**
Mr. Charles Ochsner, Attorney at law, [CHPM Tokyo](#)
- 18:25 **How Swiss SME's can compete with local companies in the highly regulated Japanese medtech sector**
Mr. Andreas Renfer, Sales Director, [Ziemer Ophthalmic Systems AG](#)
- 18:50 **Converting a crisis into success**
Mr. Adriano Gut, Product Manager, [SwissQPrint AG](#)
- 19:15 **JETRO Services**
Ms. Fumi Jokura, Director, [JETRO Geneva](#)
- 19:30 **Closing & Apéro Riche with networking**

Moderation

The event will be moderated by Mr. Marcello Piccirillo, Managing Partner, [SME-Ventus GmbH](#).



Registration

The event will be held in English and is free of charge but registration is mandatory. Limited seating available.

Please register no later than 25th November 2018 by Email: info@sme-ventus.com or click on: <https://www.jetro.go.jp/form5/pub/swg/stgallen04122018>

Company:

First name:

Name:

Function:

Street:

Postcode/Place:

Phone:

Email:

Location

Radisson Blu Hotel, Room Paris, St. Jakob-Strasse 55, CH-9000 St. Gallen
Parking is available on site

Target audience

Entrepreneurs, Managing Directors, Sales or Country Managers from industrial SMEs from the Eastern part of Switzerland and Principality of Liechtenstein.

Event Partners

The event is kindly supported and hosted by