



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland
Swiss Business Hub Japan

 **SWITZERLAND
GLOBAL
ENTERPRISE**
enabling new business



Naoko Wada
Swiss Business Hub Japan
Export Promotion

7. March 2016



Essential Economic Data

	2012	2013	2014	2015
GDP (Nominal, Yen billion)	475'110	479'084	486'939	498'897
GDP (Nominal, USD billion)	5'957	4'920	4'602	4'116
GDP per capita (Nominal, USD)	46'683	38'633	36'222	32'481
GDP growth rate (real, %)	1.7	1.4	0.0	0.4
CPI Inflation (All items, average of the period)	0.0	0.4	2.7	0.8
Population (million persons)	127.6	127.3	127.1	126.7
Unemployment rate (%)	4.3	4.0	3.6	3.4



Sources:

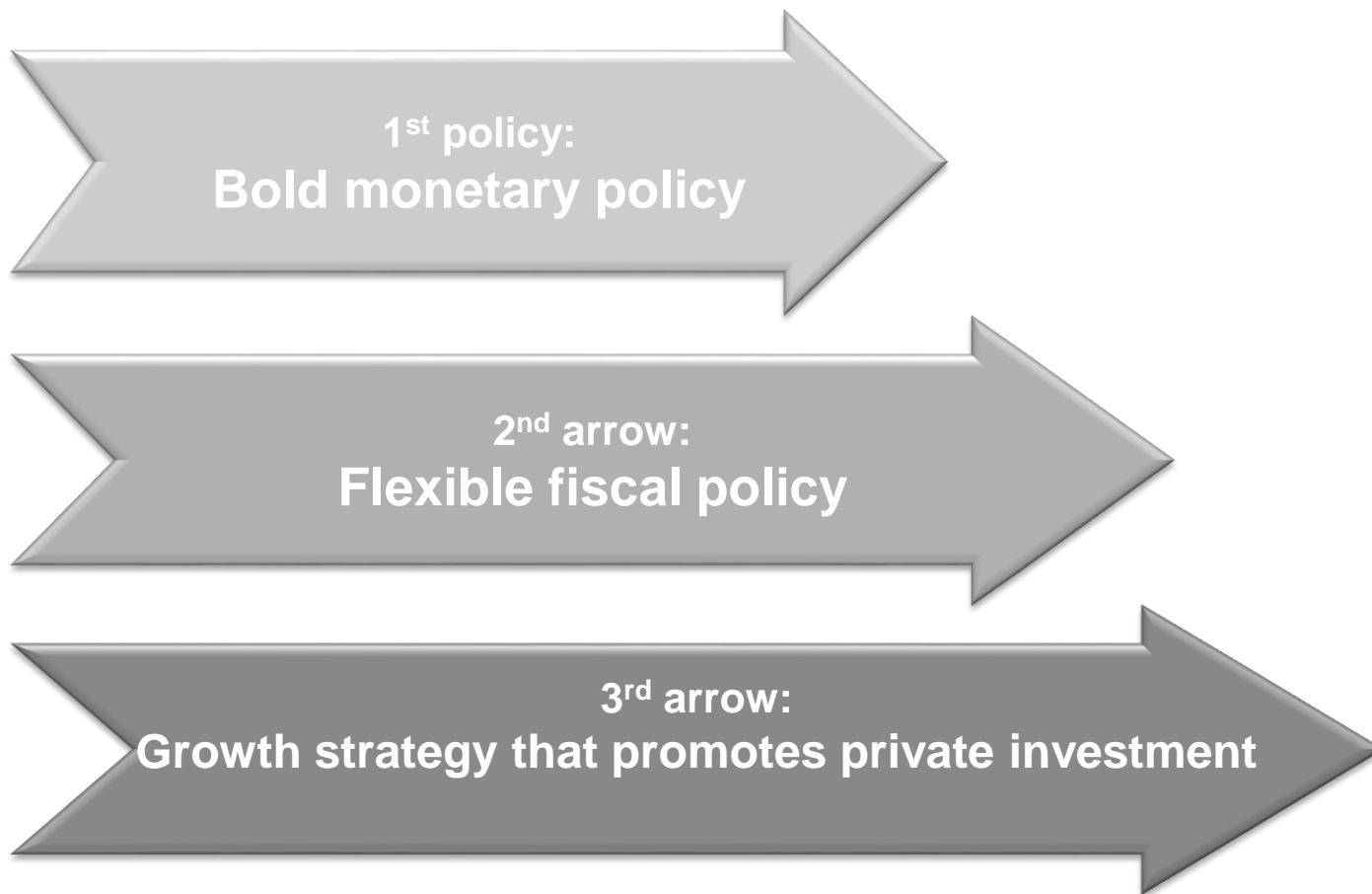
International Monetary Fund, World Economic Outlook Database, April 2015

<http://www.imf.org/external/pubs/ft/weo/2015/01/weodata/weoselgr.aspx>

Cabinet Office, Government of Japan



Abenomics





Abenomics 2.0



A strong economy



Support for child rearing



Improved social security



Industry Weather Forecast



- Aerospace/
Aviation



- Construction
- Food/Beverage
- Securities
- Heavy Electric Machinery
- Medical Equipment
- Transport
- Chemical
- Robot

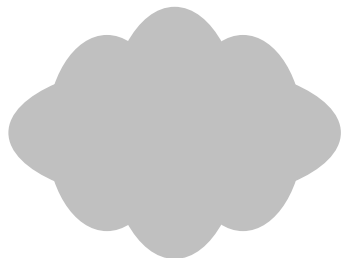


- Printing
- Cement
- Office Appliance
- Textile



- Gas

Source: Nikkan Kogyo Shinbun



- Engineering
- Machine Tools
- Automobil (incl. Trucks)
- Automobil Parts / Components
- Pharmaceutical
- Semiconductors
- Railroad vehicle
- Electronic Components
- Paper/Pulp
- Telecommunication
- Home Appliance



- PV
- Ship Building
- Construction Machine



- Oil
- Steel/Nonferrous Metals
- Electric Power

Source: Nikkan Kogyo Shinbun



Construction Industry



Estimated economic effects →
3 - 21 trillion yen!!

Projects	Budget (Yen)	Project starts in	ends in
Olympic stadium	150 Bn	n/a	2020
Olympic villages	0,3 Trillion	2016	2019
Hotels	0,8 Trillion	2015	2020
Highways	2 Trillion	2000	2020
Redevelopment of Tsukiji, Ginza, Shinagawa, Shinjyuku, Shibuya, Ikebukuro area	4 Trillion	2000	2020
Casino	0,8 Trillion	n/a	n/a



Robot Industry & Nursing Industry



Population:

2015	126.8 Mio
2030	117 Mio
2050	100 Mio

- The elderly (aged 65 years and over) is estimated to account for 31.7% of the total population in 2030 and 39.8% in 2050, compared with 26.7% in 2015.

- Service sector accounts for 70% of GDP

Information source: projections made by the national Institute of Population and Social Security Research



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Source: Yokohama city



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Trade between Switzerland and Japan

- **Swiss trade of goods with Japan (2015)**
- **Exports:** CHF 6.6 Bn
- **Imports:** CHF 3.6 Bn

Major Exports from CH to JP	%	% Var. 2014/2015
Pharmaceuticals (HS30)	35.8	5.3
Chemicals (HS28-29)	4.7	-21.9
Watches (HS91)	19.8	-1.9
Machinery (HS84)	6.8	10.1
Medical Devices	9.2	6.9
Precious Metals (HS71)	10.3	23.4

Major Imports from JP to CH	%	% Var. 2014/2015
Pharmaceuticals (HS30)	12.5	12.5
Chemicals (HS28-29)	5.9	5.9
Vehicles (HS86-89)	19.2	-3.7
Machinery (HS84)	7.8	-13.4
Medical Devices	4.9	-.8
Precious Metals (HS71)	25.0	-11.5

Source: Swiss Federal Customs Administration FCA



Swiss Business Hub Japan

Export Promotion

Export Consulting for Swiss SMEs

Investment Promotion

Promotion of Switzerland as a
Business Location

Swiss Business Hub Japan (SBHJ)

Commercial Section of the Swiss Embassy in Tokyo
Network Partner of Switzerland Global Enterprise (S-GE)



Export Consulting for Swiss SMEs

- Market entry
- Market expansion
- Support against non-tariff trade barriers

Export Promotion



The Gateway for Business between Switzerland and Japan

- Research and compilation of information about the Japanese market
- Clarification of business opportunities in relevant industries
- Contacts with trade organizations and public institutions
- Selection of business partners as a result of specialist search
- Organization of visits, trade missions and a wide range of networking events
- Joint promotion projects (such as attendance of trade fairs in SWISS Pavilions)

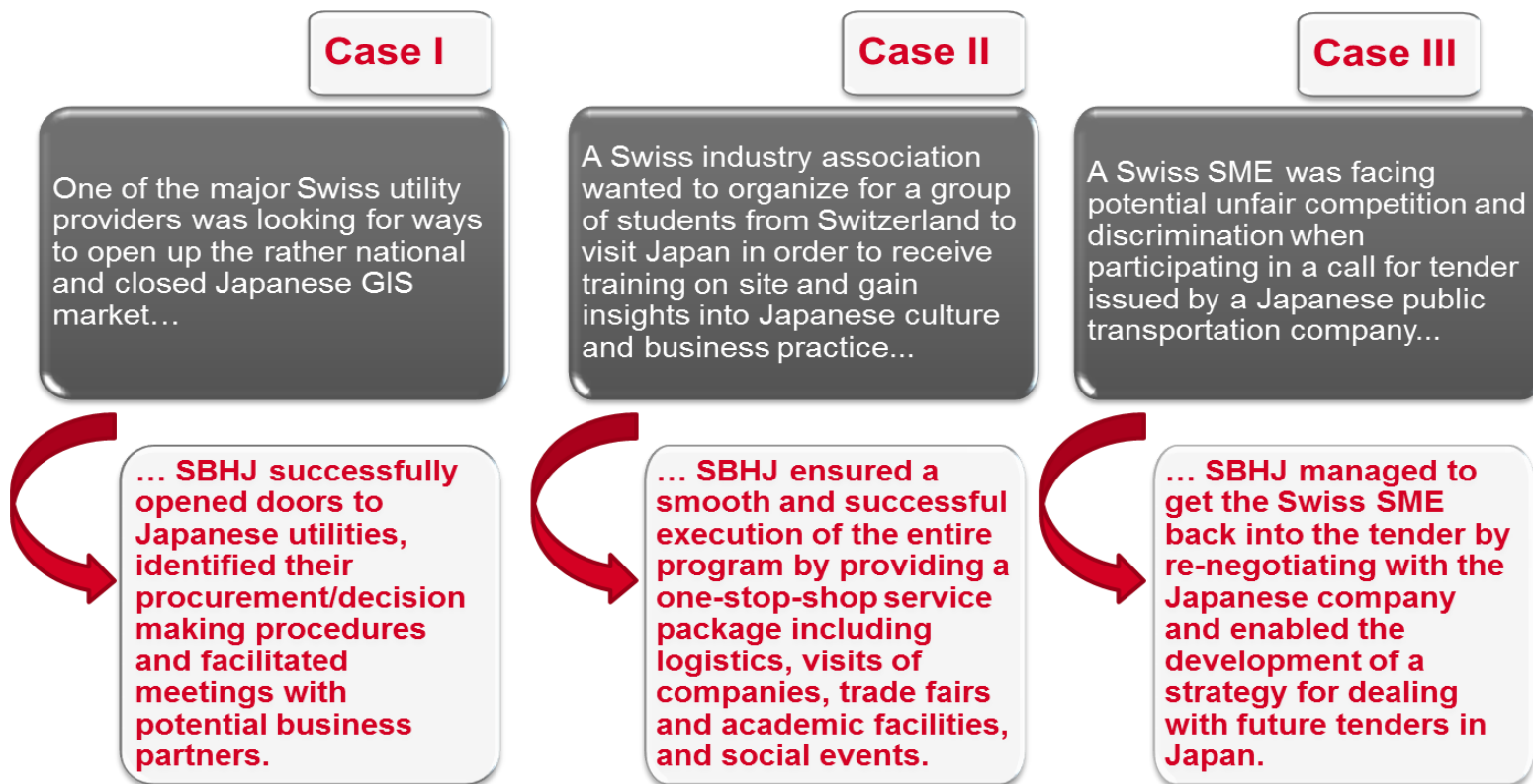


Service Offering Export Promotion





Export Promotion: Recent Cases





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References



PB SWISS TOOLS





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Thank you for your attention!

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