

Japan

Business Travel Guide

Compiled by:

Swiss Business Hub Japan

Tokyo, May 2024

ARRIVAL AND DEPARTURE

Entry and visa requirements

To enter Japan, usually a visa would not be required for those who hold a Swiss or Liechtenstein passport and who stay in Japan for no longer than 90 days for short-term business such as market surveys, business liaison, business talks, signing contracts and after-sale service for investment goods imported into Japan or other similar activities.

When entering Japan, you should possess a fixed-date, confirmed return or onward journey ticket and necessary supporting documents which provide evidence justifying the purpose of the trip. Furthermore, a traveler may be asked to show evidence of sufficient funds for the proposed period of stay in the country.

A visa is required if the purpose of your stay is long-term residency or employment of other business activities. Please note that there is no visa agreement regarding working holidays between Japan and Switzerland.

All information concerning visas for Japan are to the best of our knowledge. Please be aware that the only authority that can make official statements on visa proceedings is the Japanese authority in Bern or the Immigration Office in Japan. We do not take responsibility for any outdated information. Please refer to the website of the Embassy of Japan in Switzerland for up-to-date information: [Visa | Embassy of Switzerland in Japan](#)

Transfer from the airport to the city center:

- Tokyo, Narita (NRT) [NRT arrival and departure information](#)
- Tokyo, Haneda (HND) [HND arrival and departure information](#)
- Kansai, Osaka (KIX) [KIX arrival and departure information](#)

HEALTH INFORMATION AND REQUIREMENTS

Inoculations

There are no vaccines required for entering Japan from anywhere around the world.

Hospitals

Medical systems and facilities in Japan have high standards, although the language barrier could pose a problem. The staff at [Tokyo Medical & Surgical Clinic](#) is fluent in English and can be reached for emergencies at Tel: 03-3436-3028.

Further medical facilities across Japan with English and other foreign language-speaking staff: [Information on Hospitals and Clinics | Ministry of Health, Labour and Welfare \(MHLW\)](#)

Emergency services

Medical emergency: 119

Police emergency number: 110

Further information on emergency services:

[Emergency Services | Japan Healthcare Info \(JHO\)](#)

Health insurance

Health insurance is mandatory for anyone permanently residing in Japan for a period of 3 months or longer. Further information on the Japanese health insurance system can be found here:

[Health Insurance | Ministry of Health, Labour and Welfare \(MHLW\)](#)

Drinking water

Tap water is safe to drink anywhere in Japan. Mineral water and other kinds of soft drinks can be easily obtained from vending machines, convenience stores and other retail shops. Vending machines mostly only accept cash or major e-money cards issued by railway companies.

PUBLIC SECURITY / RECOMMENDED PRECAUTIONS

Japan is rated among the safest countries in the world and reports of theft or other crime are very low. Nevertheless, it is advised to take the same precautions you would at home.

Earthquakes / Tsunami

As Japan is situated on the Pacific Ring of Fire where the tectonic plates are in constant shift, Tokyo (and Japan for that matter) is subject to dozens of earthquakes each year. Most of which are minor (Richter scale 1-4), but the chances of a large earthquake are constant. The prognosis of a large earthquake in the Tokyo (Kanto) area has been looming for the past decade and early warning systems as well as structural advances are being put into practice to minimize the damage in such a case. Tokyo, protected by its bay, is generally not in a dangerous area for tsunami occurring after an earthquake, but depending on the area, floods or tidal waves may still occur. In case of a warning, please make sure to follow any signs with the following images:



Earthquake warning applications have been developed for smartphones to enable quick information. Automatic warning signals before heavy earthquakes may be given off automatically via your smart phone through Japan's cell phone network.

In addition, the following Apps provide information on earthquakes, tsunamis, nearby shelters and general safety tips:

- Yurekuru Call [iOS](#) | [Google App](#)
- Erdbeben + Benachrichtigung [iOS](#) | [Google App](#)
- Safety Tips [iOS](#) | [Google App](#)
- Japan Shelter Guide [iOS](#) | [Google App](#)

Identification obligation

During your stay in Japan, you are required to carry your passport or resident card (for those staying longer than 3 months) at all times.

Travel advice

For further information, please refer to the travel advice for Japan issued by the Swiss Foreign Ministry: [Travel advice for Japan \(DE, FR, IT\) | Swiss Foreign Ministry](#)

TIME ZONE

Japan operates within a singular time zone, aligned with GMT + 9 hours. Unlike Switzerland, Japan does not observe daylight saving time, therefore, the time difference with Switzerland is +7 hours in summer and +8 hours in winter.

(Daylight Saving Time: clocks are turned forward by one hour on the second Sunday in March and turned back on the first Sunday of November)

WEATHER

Japan has distinct seasonal differences with various characteristics that will need to be calculated for. The following are information concerning the Tokyo area.

Spring – Generally cool/cold during March and gradually warmer in April/May. June is the **rainy season**, where it can rain for 3 weeks on end. The temperatures fluctuate between 18-25 degrees, creating a warm and humid atmosphere. Lighter, easily removable/dryable clothing is recommended.

Summer – Japan's summer can be very hot and humid, with temperatures well exceeding 30° degrees Celsius. Seek shade and stay hydrated during these hot periods. If feeling unwell while out, don't hesitate to ask for help, especially from the friendly police officers at the "Koban" police boxes.

Autumn – October and November bring cooler, more pleasant temperatures to Japan. However, from September to October, it's important to note the **typhoon season**, which may bring sudden lightning storms and gale-force winds. Stay updated with airport information as flights may be frequently cancelled.

Winter – Tokyo experiences low temperatures, often around 0-5 degrees Celsius, with occasional snowfall. Despite the cold, winter in Tokyo is often sunny, though dry and windy. If snow is forecasted, allow extra time for business meetings or airport transit, as metro and train services may experience heavy delays.

Check [AccuWeather.com](#) for weather forecasts across Japan.

BUSINESS HOURS

	Weekdays	Saturdays	Sundays and Nationals Holidays
Offices	09:00 – 17:00	Closed	Closed
Banks	09:00 – 15:00	Closed	Closed
Post Offices	09:00 – 17:00	Closed	Closed
Department Stores	10:00 – 20:00	10:00 – 20:00	10:00 – 20:00/21:00
Shops	10:00 – 20:00	10:00 – 20:00	10:00 – 20:00
Convenience Stores	24h	24h	24h

NATIONAL HOLIDAYS 2024

The “Golden Week” at the end of April/beginning of May as well as December 27 – January 5 are Japanese holiday periods. Those periods and a couple of days before and after each period should be avoided when travelling to Japan for business.

New Year’s Day	January 1
Coming of Age Day	January 8 (Second Monday of January)
National Foundation Day	February 12
Emperor’s Birthday	February 23
Vernal Equinox Day	March 20
Shōwa Day	April 29 (Part of Golden Week)
Constitution Memorial Day	May 3 (Part of Golden Week)
Greenery Day	May 4 (Part of Golden Week)
Children’s Day	May 6 (Part of Golden Week)
Marine Day	July 15 (Third Monday of July)
Mountain Day	August 12
Respect for the Aged Day	September 16 (Third Monday of September)
Autumnal Equinox Day	September 23
Sports Day	October 14 (Second Monday of October)
Labor Thanksgiving Day	November 23

EVENT AND TRADE FAIR CALENDAR

SWISS BIOTECH Pavilion @ BioJapan 2024

The SWISS BIOTECH Pavilion at BioJapan 2024 will be held in Yokohama, Japan from October 9 to October 11, 2024.

More information: [SWISS BIOTECH Pavilion BioJapan 2024 | S-GE](#)

SWISS Pavilion @ Hydrogen & Fuel Cell Expo 2025

The Hydrogen & Fuel Cell Expo 2025 will be held at Tokyo Big Sight, Japan, from February 19 to February 21, 2025.

Official Website: [Hydrogen & Fuel Cell EXPO](#)

SWISS Pavilion @ Mass-Trans Innovation Japan 2025

The international trade fair for railway technology will be held in November 2025 (exact dates to be announced) at Makuhari Messe in Chiba, Japan.

Official Website: [Mass-Trans Innovation Japan](#)

2025 World Exposition, Osaka

The EXPO 2025 in Osaka is scheduled to be held from April 13 to October 13, 2025

Official website: [Expo 2025 Osaka](#)

Further events and trade fairs

For further information on upcoming events and trade fairs, visit s-ge.com/events and follow the [Swiss Business Hub Japan on LinkedIn](#) to stay up to date on market trends, business opportunities, upcoming events and more.



COMMUNICATION: TELEPHONE AND INTERNET

Telephone

Japan's country code is +81

Emergency phone numbers

Medical emergency: 119

Police emergency number: 110

Internet

General information on internet access in Japan: [Internet Access | Japan Guide](#)

Automatic connection app for free Wi-Fi: [Japan Wi-Fi auto-connect](#)

SIM cards, eSIM and pocket WiFi

Data SIM cards or eSIM are a great alternative option if you do not need your phone available for calls to your usual number and want to use VoIP services and internet. Here is a site explaining how and where to get these cards: [How to Buy a SIM Card in Tokyo | Truly Tokyo](#)

The following site provides a great overview of convenient eSIM options:

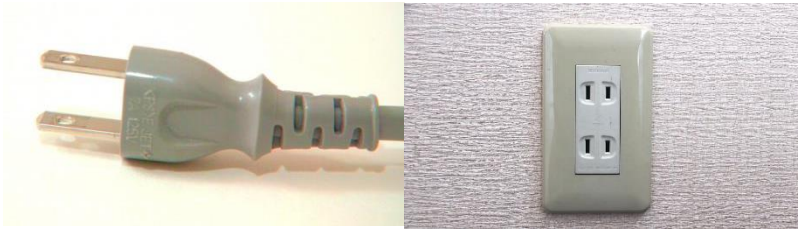
[The Best eSIMs for Visiting Japan | Tokyo Cheapo](#)

Pocket WiFi can be especially useful if you travel in a group or have multiple devices:

[Renting a Pocket Wifi in Japan: The Best Options | Tokyo Cheapo](#)

ELECTRICITY SUPPLY

Electricity plug and socket:



The voltage throughout Japan is 100 V which is different from North America (110 V) and Central Europe (220 V) (Note: Swiss appliances that charge a battery may still work, but will charge slower). Japanese electrical plugs have two pins and fit into North American outlets. Plug adapters may be bought at airports and consumer electronic stores.

More information here: [Japan Electrical Outlet | Travel Japan, JNTO](#)

METHODS OF PAYMENT

The currency in Japan is the Yen (¥).

The exchange rate as of May 2, 2024 was

100 Swiss Franc	=	17'011.89 Japanese Yen
100 Japanese Yen	=	0.59 Swiss Franc

When entering or leaving the country with Japanese 1'000'000 Japanese Yen or more in cash or other monetary instruments, the money must be declared in writing to the custom office.

Acceptance of methods of payment

Japan has been a cash-based society, and still is. Small shops and neighborhood restaurants, especially in rural areas still rely on cash payment. However, COVID-19 accelerated digitization including cashless payment. In places that do take credit cards, Visa is most widely accepted, followed by MasterCard, American Express and Diners Club. Despite the high quality of customer service in Japan, it is not customary to tip, even in restaurants, bars, taxis or hotels.

In theory, foreign currencies can be exchanged in banks and post offices; in practice, some banks refuse to exchange anything but USD cash and travelers' cheques. A better exchange rate can be received when withdrawing from ATMs (ATMs from Japan Post Bank, Seven Bank, Mizuho Bank or Mitsubishi UFJ Bank usually accept foreign credit cards without issues). For further information on cash withdrawals at ATMs and on using credit cards please refer to the following site: [Japan Currency Exchange | JNTO](#)

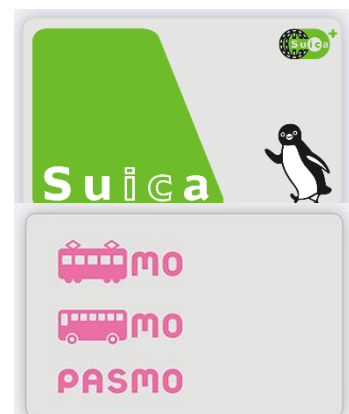
Besides credit cards, the following IC cards can be useful too:

Suica and Pasma

Japanese railway companies issue pre-paid smart cards such as Suica, Pasma, etc. These cards are convenient when riding trains, subways, buses and taxis but can also be used when paying at shops, especially convenience stores. Suica or Pasma cards can be purchased (for a deposit of JPY 500) and charged at station ticket machines.

Alternatively, Suica and Pasma are also available for your mobile phone (wallet app):

- Suica [iOS](#) | [Google App](#)
- Pasma [iOS](#) | [Google App](#)



DOMESTIC TRAVEL, LOCAL TRANSPORT

Planning a trip

For planning a trip, the Japan Official Travel App ([iOS](#) | [Google App](#)) by the Japan National Tourism Organization (JNTO) is a helpful tool. The route as well as the price is calculated, and the system offers several options to be chosen from. In addition, [Google Maps](#) offers very accurate information and timetables, and also indicates major train delays.

Japan Rail Pass

The Japan Rail Pass is a good way for people entering with a tourist visa to get around at a cheaper price. Make sure to order your Japan Rail Pass in advance if you want to get it delivered home or make sure that it can be delivered to you when deciding to order it while already in Japan.

For more information on the different Japan Rail Passes and online purchase, visit the following website: [Find Your Japan Rail Pass | JR-EAST](#)

Shinkansen (Bullet Train)

Shinkansen bullet trains are a fast and convenient way to travel across Japan. You can purchase Shinkansen tickets at train stations in Japan via the ticket machines or at the counter. For information on booking Shinkansen tickets online, refer to the following website: [Shinkansen-Ticket.com](#)

Domestic flights

Flights within the country are offered by multiple airlines, some of which are not on the common search engines. Making sure to check all options may be beneficial when travelling on a budget:

- [Peach](#)
- [JAL](#)
- [ANA](#)
- [Jetstar](#)
- [Skymark](#)

ACCOMMODATION, TEMPORARY OFFICE SPACE

Accommodation

Information on hotels: [jalan.net](#)

Hotels where the airport limousine buses stop: [Bus Stops | Limousine Bus](#)

Office Space

Short-term, shared or flexible office spaces such as [Regus](#) or [WeWork](#) are available in major cities in Japan.

DOING BUSINESS: JAPAN AS A TARGET MARKET - WHERE TO START?

If you consider Japan as your next target export market some market research is essential before trying to get hold of a list of potential distributors. It is only possible to create the right requirement profile of your partner if you understand your customers, competitors and the nature of distribution channels in Japan: Your success depends upon the capabilities of your partner and it is highly unlikely that you find a qualified business partner based on some contact lists for cold calls. It will also hardly be possible for you based in Switzerland to check out the up-to-date needs and wants of your potential customers, whether your potential partners have the necessary expertise, a network of relationships in the industry and are capable of providing after-sale services. It is essential to look at the Japanese market very

carefully and understand how business is done in Japan. Even if something is completely logically understandable for Switzerland, or in any other country, it does not necessarily mean that the same is true for Japan.

Further, personal contacts are very important for Japanese. Japanese people prefer to do business with someone they are properly introduced to by a trusted person/organization and have met face-to-face with. They are willing to enter into a business relationship only when they are sure they are dealing with a reliable person representing a reliable company (it is not only the quality of your product that convinces your customer, but also who you are). Although meetings in person are always the preferred form, as a consequence of COVID-19 virtual meetings have become a part of our daily life in Japan.

Once you have got a chance to meet your potential partner/customer, patience is required: The group decision-making process in Japanese companies where members of the middle management play great roles takes a lot more time than in Switzerland. Recently, however, globally active Japanese companies have been becoming aware of the importance of making rapid and high-quality decisions to improve business operation. They thus expect to be provided with relevant and accurate information based upon which they can make decisions in a timely manner. It is beyond a company and product overview. It has to demonstrate how the Japanese client company can benefit from your product/proposal.

When doing business with Japanese companies, thorough research and solid preparation to identify the pain point of your potential customers are key elements for success.

Terminating your existing distributor

Some Swiss companies terminate their Japanese distributors simply believing that sales performance will automatically improve by replacing the distributor and that they will immediately find a better one without losing customers. This is unfortunately not always the case.

Sometimes, poor distributor performance is due to lack of understanding and poor communication also on the part of the Swiss manufacturer. Working closely with your distributor, clearly identifying what they expect from you as well as you from them and providing necessary support are indispensable. Changes in the business landscape can play a role too. Before looking for a new distributor, talk to your existing partner first. Open, honest and sincere communication can avoid problems and conflicts. If you do not identify reasons for failure, you can make the same mistakes with the new distributor. It is also essential to end a business relationship with an extraordinary degree of caution and care. In every industry, the Japanese business communities are sometimes surprisingly close-knit. If not handled delicately, replacing a distributor could damage the Swiss company's reputation and business.

Swiss Business Hub Japan will gladly help you: We can collect and analyze market information on regulations, customers and competitors both by desk and field research, identify your qualified potential business partners, actively promote your company as well as your product, escort you to the first business meetings and assist you in verbal and non-verbal communication. We can help facilitate discussions with your existing partners.

BUSINESS PRACTICES

Meeting and greeting

Although between Japanese bowing is a usual way of salutation, a bow is not expected from a Swiss business person. A Japanese person with international experience will initiate a handshake.

Business cards

The first thing after the initial greeting is to exchange business cards (called "meishi" in Japanese. The word belongs to the most important business Japanese vocabulary list).

First introductions are made while exchanging business cards. Bilingual business cards, with one side printed in Japanese and the other in English, are standard in Japan. They must absolutely be clean and unused. Always take a substantial quantity of them with you.

Cards should be presented individually with both hands with a slight bow. Individuals who are of lower rank or younger, or who are seeking something from the other party, offer their cards first.

Your business cards should clearly state your position. An academic title or degree is not included on your business card unless it is relevant to your job function. Having “Dipl.-Ing.”, for example, put on your business card may cause confusion as the title on your card is supposed to help your Japanese business counterpart classify your position within your company.

Present your card with your name facing the recipient. When you give your card, never distribute it onto the meeting desk, hand it individually to each person with both hands. When you receive a card, study it carefully. Do not fold, write on it or immediately put it into your pocket, as this is considered a sign of disrespect.

Names and forms of address

In Japanese, you can refer to both men and women by their family names, followed by “san” – an example is “Toyota-san”. There is no distinction between gender and marital status with the “san” suffix. Do not address a person you first met by his or her first name, unless specifically invited to do so. Never use “san” with your own name. Only use it when referring to someone else. You can, of course, address Japanese people in English using Mr., Mrs., and Miss or Ms. plus the family name.

When responding to an e-mail written in English (or D/F/I) by a Japanese business contact you have never met before and you are not sure if the person is a man or woman and/or which part is the first or the last name, it would be reasonable to assume:

- The given name is written first, followed by the family name: e.g. Hayao (given name) Miyazaki (family name)
 - Recent controversy concerning the name order means in the future, Japanese names may be written in the Japanese order in international media as well as in business (last name, first name).
- If the (possible) first name has many vowels/polysyllabic, it is very likely that it is a man: e.g. Toshihiro, Uichiro, Shonosuke: **Men**
Naoko, Hanako, Yumiko: **Women**
- When in doubt, you can use the full name followed by "san" as an honorific suffix for both women and men: e.g. Dear Ken Watanabe-san. Never address someone without an honorific title at all: e.g. Dear Ken Watanabe. **Swiss people often do it, which is, however, a no-go.**

Japanese traditionally say and write their family name first, followed by their first name. However, many Japanese who deal with Western business professionals use the Western name order. When introducing yourself, make clear which is your family or your given name. When introduced and in doubt, it is no problem to ask.

Language

Generally, the language for international business activities in Japan is English. However, still only a few Japanese people are sufficiently fluent in English business communication. When never educated/employed outside of Japan, even those who are capable of speaking/writing in English, very often communicate in the Japanese way of thinking which can lead to incomprehension or misunderstanding. Directness in communication on the Swiss side, such as saying right out “No” to suggestions and ideas brought up by the Japanese counterpart is considered impolite. The Japanese would say that something would “be difficult”, actually meaning “No”.

In some cases, hiring an interpreter is therefore a good idea not only to avoid misunderstandings, but also to understand gestures and facial expressions or even silence. It may also demonstrate your commitment to the Japanese market. The same applies to having your documents translated into Japanese.

While on one hand it is true that business communication in the English language is still an issue in Japan, on the other hand, the Japanese are on average well educated. It sometimes happens that your Japanese counterpart picks up some words in one of the Swiss national languages.

Documents

Refrain from machine-only-translating documents that your Japanese partner/counterpart will read. Should you decide to do so, and even if you choose a high-performance machine translation system,

the translation should be reviewed by a human translator. Should you require a translation of business documents/brochures/etc. or a review, the [Swiss Business Hub Japan](#) will be happy to help you.

Dress code

The Japanese dress well and rather conservatively. Men should not wear bright colors; dark suits and subtly colored shirts as well as ties are appropriate in most business situations. Women should wear conservatively styled dresses or suits. Too much jewelry, low-cut dresses, heavy make-up or wearing too much perfume is not encouraged.

In Japan, it is possible that you will find yourself in the situation where you have to remove your shoes (when invited to private homes, many Japanese-style restaurants, and even going into some offices and meeting halls). Consider wearing shoes that can be easily slipped on and off with no laces. Do not wear old, worn-out socks.

Cool Biz / Super Cool Biz

In 2005, the Ministry of the Environment in Japan launched a campaign aimed at curbing CO² emissions in summer. The initiative encourages setting air conditioners to higher temperatures (28°C) in summer and in exchange allowing employees to wear lighter and less formal attire. Thereby, saving energy while dressing in an appropriate way for the high temperatures outside. Cool Biz, following the electricity shortage after 2011 also “Super” Cool Biz, permits employees to forgo neckties and to wear short-sleeved shirts without a blazer. However, specific dress codes may still vary among companies. More information regarding dress code in summer can be found here: Please find an example here: [Cool Biz in Japan | Guidable](#)

Gifts

The visitor is the one who offers gifts at the first meeting. The Japanese do business in groups and more people may attend meetings than you had expected. Therefore, bring a few extra gifts. Individual gifts should be given to people who made extra efforts in dealing with your project, taking care of your travel arrangements, etc.

Do not expect a gift to be opened in front of you. Tell the recipient to “Please open it” if you would like it to be opened. Do not open your gift unless asked by the giver to do so, as this is considered greedy. You may ask the giver: “May I open it?” When opening a gift, never tear the wrapping paper. Wrapping paper is selected for its design, elegance and significance. It is considered good form to undo a package with care. You will not only preserve the paper but also show proper respect for the effort that went into making the paper, selecting it and wrapping your gift.

Luxury chocolate and chocolate truffles are popular gifts from Switzerland. Please be aware however, that Lindt is quite prominently represented with their own stores in Japan.

Online meetings

Video conference calls have become part of everyday life. The positive side: Meeting online tremendously lowers the hurdle for the Japanese to accept a meeting request. If they think that the Swiss company representative will travel all the way from Switzerland to Japan for a sales call, the Japanese would only accept to meet her/him if they see high potentials for business collaboration. When it comes to communicating, the Swiss Business Hub Japan observed that Swiss companies have a hard time understanding Japanese counterparts. While sometimes, it is just the English pronunciation, other times misunderstandings are caused by the high context culture (non-verbal communication) of Japan. The [Swiss Business Hub Japan](#) will gladly help you avoid miscommunication during your online meetings.

Developing relationships and trust

As mentioned before, it is important to win support and trust not only of the CEO, but also of the middle management. Swiss companies are advised to visit their Japanese counterparts once or twice a year. In addition, meet and greet them at tradeshows when- and wherever possible, and invite them to visit your company in Switzerland too.

IMPORT OF SAMPLES AND CATALOGUES

Information on ATA Carnets and custom duties on the import of samples and catalogues can be found here:

- [Overview on Export/Import from and to Japan | Japan Customs](#)
- [Export/Import Procedure Using ATA Carnet | Japan Customs](#)
- [Contact list of Customs Counselors | Japan Customs](#)

ADDRESSES OF THE EMBASSY AND CONSULATES OF JAPAN IN SWITZERLAND

Embassy of Japan in Switzerland

Engestrasse 53

3012 Bern

Tel.: +41 31 300 22 22

Fax: +41 31 300 22 56

E-Mail: eojs@br.mofa.go.jp

Website: [Embassy of Japan in Switzerland](#)

Consulate General of Japan in Geneva

Rue de Lausanne 82

1202 Geneva

Tel.: +41 22 719 99 00

Email: consulate@br.mofa.go.jp

Website: [Consulate General in Geneva](#)

Opening times:

Monday to Friday

09:00 – 11:30, 14:00 – 16:30

Opening times:

Monday to Friday

09:00 – 12:00, 14:00 – 17:00

ADDRESSES OF BILATERAL, NATIONAL AND LOCAL CHAMBERS OF COMMERCE

Swiss-Japanese Chamber of Commerce

P.O. Box 3026

8024 Zurich 1

Switzerland

Tel.: +41 44 381 09 50

E-mail: office@sjcc.ch

Website: [Swiss-Japanese Chamber of Commerce \(SJCC\)](#)

Swiss Chamber of Commerce and Industry in Japan (SCCIJ)

Burex Kojimachi

3-5-2 Kojimachi, Chiyoda-ku

Tokyo 102-0083

Japan

Tel.: +81 (0)3-6256-9012

Fax: +81 (0)3-6256-9013

E-mail: info@sccij.jp

Website: [Swiss Chamber of Commerce and Industry in Japan \(SCCIJ\)](#)

SWISS BUSINESS HUB JAPAN

The Swiss Business Hub Japan offers customized solutions to support Swiss companies, especially small and medium-sized businesses with intention to expand their exports to Japan. We work in cooperation with external industry specialists, when necessary, to help Swiss exporters step-by-step throughout the entire exporting process.

Services include:

- Gaining initial assessment from local opinion leaders of a product's chances in Japan
- Gaining regulatory, legal and cultural knowledge about the product's market requirements
- Gaining knowledge of potential customer groups, their purchasing behavior, purchasing channels and expectations
- Gaining knowledge of national and international competitors and their market activities for the successful positioning of the product in Japan
- Supporting your specific sales activities
- Searching for possible distribution partners
- Setting up meetings with potential distribution partners as well as providing logistical support for traveling in Japan
- Assisting in the search for qualified staff
- Assisting in setting up business in Japan
- Assisting in business meetings and communication
- Assisting in follow-up, keeping in touch
- Assisting in managing the relationship with your distributor

To discuss your needs and identify the service(s) you will need to succeed in the complex Japanese market, please contact **Swiss Business Hub Japan in Tokyo** at our address below.

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Date: May 13, 2024

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