



# How can JETRO help you making business in Japan?

Building a confidence toward  
Japanese market.



# JETRO in Switzerland

## a little history

- JETRO Zurich 1965 → 2004  
Swiss Industry, Japanese Banks
- JETRO Geneva 1971 → ?  
International Organizations, ISO, IEC,  
UN, WIPO, WTO, etc.
- 40 years of Export Promotion ~ 1990
- 15 years of Import Promotion ~ 2004

# JETRO Geneva

- Investment Promotion 2004 ~
- Staff    Mrs. Katia Margraf  
             Mrs. Miho Schweizer-Kondo  
             Mr. Kiyoshi Imai  
             Mr. Tsutomu Takahashi  
             Mr. Albert Maillard  
             Mr. Naohiko Sata

# JETRO Network Service

- Overseas Offices ----- 79
- Trade Information Center ----- 36
- Work force ----- 1600 (800 in, 800 out)

# Service Contents

- General Information by telephone, fax, e-mail
- Specific Information
- Appointment with JETRO Tokyo, BSC, etc.
- Business support center (BSC)
- Free consultations with experts on Visa, Insurance, Tax, Legal questions etc.,

# Case 1

- Cosmetic Company A  
1<sup>st</sup> contact 2004,  
BSC tenant Nov. 2004  
BSC tenant May – July 2005  
Nov. 2005, establishment of company  
March 2006, start of business

## Case 2

- Finance Company B
- Visit to JETRO Geneva, August 2005
- BSC tenant, Sept. – Dec. 2005
- Start of business, April 2006

# Case 3

## **Manufacturing Company**

- Nov. 2004, visit to BSC Tokyo
- Visit to the Company
- August 2005, 80% of the shares of Japanese Company controlled
- Expanding her global market position by M&A in the high quality engineering plastic industry

# Welcome of your contacts

- We are ready any type of questions concerning the business in Japanese market.
- We are ready to visit your company.
- If you are planning a business trip to Japan, it is a worth stopping at one of 6 BSCs of JETRO.

We help you building a confidence doing business in Japanese market.