

# **GROWTH opportunities in the Japanese Tourism Industry**

**Venue: Japanese Embassy, Bern, Engestrasse 53**

**December 3, 2015**

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The Tourism Industry is a fast growing and promising sector in Japan and one of the key sectors supported by the Japanese government. It is a wide-range industry that embraces the following sectors: the travel, accommodation, the restaurant, transport, retail industries and the tourist attractions.

The number of foreign visitors to Japan kept on growing for the last decade. Around 80% of the foreign visitors to Japan come from Asia, followed by the US and Europe. Nevertheless when we speak about tourism it also includes domestic tourism. With an ageing population more and more Japanese have time to travel in their country, in addition the government is aiming to have Japanese people use up 70% of their paid holidays by 2020, and holidays often come with tourism.

Last but not least the Olympic games of 2020 will take place in Japan, that major event will attract people from all over the world and tourism infrastructures have to be increased to welcome all the visitors. This seminar will highlight two programs related to the tourism industry and supported by the Japanese government namely: Visit Japan and Invest in Japan.

This seminar is a unique opportunity to gain fresh and value added insights about Tourism Industry in Japan; this is aimed to all Swiss companies active in the tourism sector and looking for new growth opportunities in Asia.

## **Agenda:**

- 13:15 Registration
- 13:45 **Opening remarks**  
Mr. Masashi Nakazono, Director General, JETRO Switzerland
- 13:50 **Welcome address**  
H.E.Ryuhei Maeda, Ambassador of Japan to Switzerland
- 14:00 **The Attractiveness of Japan**  
Mr. Takahashi Koji, Director General, JNTO Paris Office
- 14:30 **Japanese tourism industry and market entry opportunities for Swiss Companies**  
Ms. Sabine Kampmeier, PM&Partners
- 15:00 **Success stories: Swissôtel**  
Mr. Christian Schaufelbühl, General Manager, Swissôtel Nankai Osaka
- 15:30 Coffee break
- 15:45 **More than walking through Japan**  
Mr. Thomas Köhler, japan-ferien.ch GmbH
- 16:15 **Tokyo Olympic and Paralympic 2020**  
Ms. Hiromi Kawamura, Senior Director for International Affairs
- 16:45 **Japan beyond the stereotypes**  
Ms. Nathalie Cornier, JETRO Switzerland
- 17:00 **Q&A**
- 17:15 Aperó at the Japanese Embassy

**Supporters and sponsors:** SJCC (Swiss Japanese Chamber of Commerce) and the Japanese Government

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In the margin of the seminar: exhibition of Japanese companies related to Tourism Industry.

## REGISTRATION FORM

**JETRO/JNTO Symposium: Growth opportunities in the Japanese Tourism Industry**

**Date: December 3, 2015    Time: 13:45-17:15**

**Venue: Japanese Embassy, Engestrasse 53, Bern**

Participant             Mr.             Mrs.

**FIRST NAME\*:** \_\_\_\_\_ **LAST NAME\*:** \_\_\_\_\_

**COMPANY\*:** \_\_\_\_\_ **POSITION\*:** \_\_\_\_\_

**ADDRESS\*:** \_\_\_\_\_ **ZIP/PLACE\*:** \_\_\_\_\_

**PHONE\*:** \_\_\_\_\_ **E-MAIL\*:** \_\_\_\_\_

*\*Compulsory field*

-Your information details are kept for administrative records only.  
If you wish to be informed about next Japan seminars, please check: Yes or No.  
-If you wish to be contacted by JETRO about doing business or setting up business in Japan,  
please tick. [ ]

Date

Signature:

Please send back your registration form to Ms. Nathalie Cornier

by fax: 022/732-07-72 or by e-mail:SWG@jetro.go.jp

REGISTRATION DEADLINE: October 15, 2015

THE EMBASSY OF JAPAN WILL SEND YOU AN OFFICIAL INVITATION BY POST

***The seminar will be in English, application is compulsory, seats are limited and admittance is free of charge.***