enabling new business

SWITZERLAND GLOBAL ENTERPRISE

BIOJAPAN

YOKOHAMA, OCTOBER 8 – 10, 2025

Register now!

OFFICIAL PROGRAM

Switzerland. Trade & Investment Promotion

Switzerland.

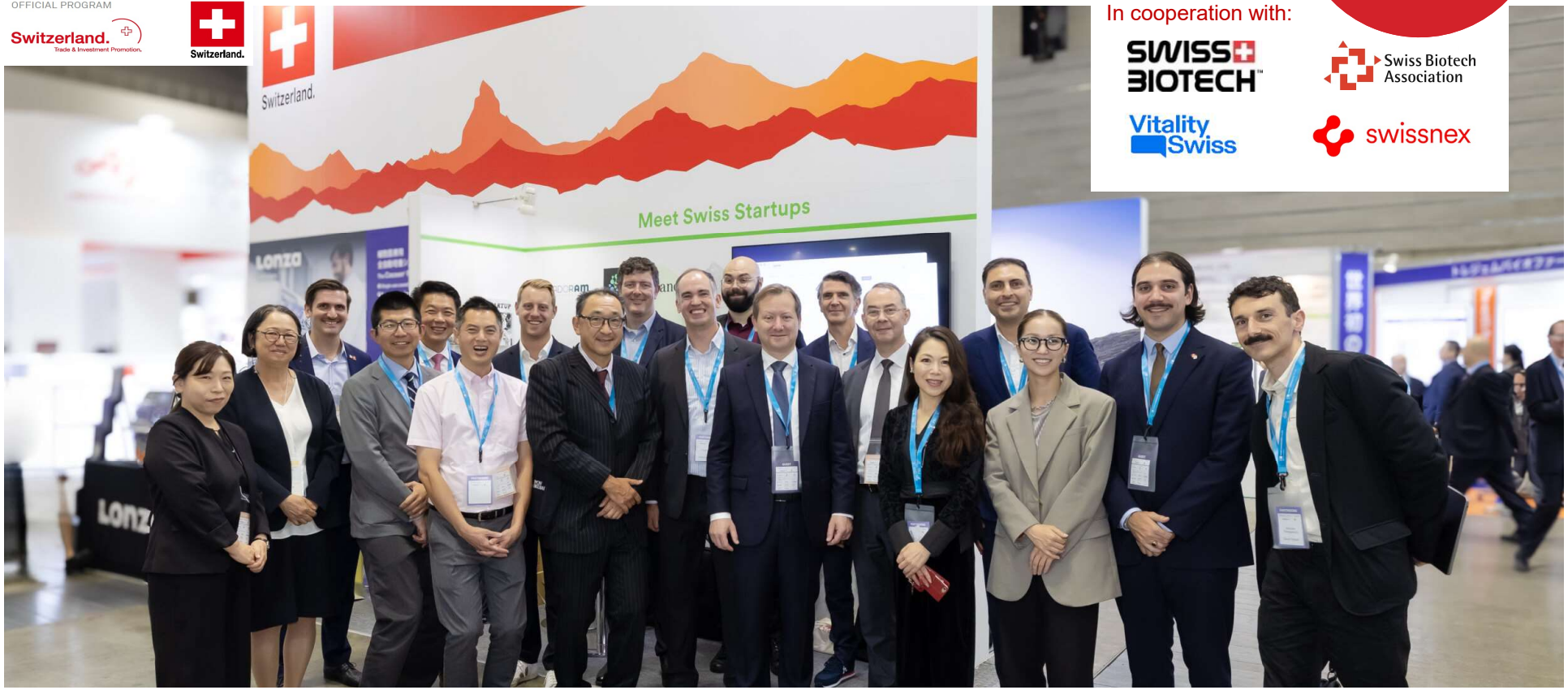
In cooperation with:

SWISS BIOTECH

Swiss Biotech Association

Vitality Swiss

swissnex



BioJapan

October 8 – 10, 2025

Pacifico Yokohama, Japan + Virtual event component

Asia's largest **lifescience** partnering event consisting of **Exhibitions**: "BioJapan", "Regenerative Medicine JAPAN" (facilitating **R&D**), and "health TECH JAPAN"(a fusion of **digital technology and life science**), **Seminar, and Partnering Program.**

The **Partnering Program** which facilitates innovation through **business matching**, is conducted both physically and virtually.
The system automatically schedules face-to-face or online meetings for high-impact business negotiations for product sales, research collaborations, in- and out-licensing, and partner searches.

https://jcd-expo.jp/en/

2024 Participants

Exhibitors

	Companies	Booths	Countries	Visitors
2024	**1,052**	**850**	**28**	**18,003**
2023	1,040	871	31	16,138
2022	832	707	27	15,813

Partnering (Exhibitors + Visitors)

	Companies	Participants	Countries	Meetings held
2024	**1,450**	**2,882**	**34**	**22,045**
2023	1,497	2,747	37	19,663
2022	1,240	2,253	35	15,134

Number of **Exhibitors**

1,052 Companies **850** Booths

Number of **Visitors** **18,003**

Partnering Program

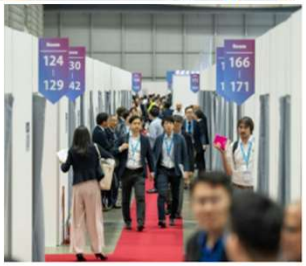
1,450 Companies / **2,882** Participants

22,045 Business Discussions

Overseas Exhibitors

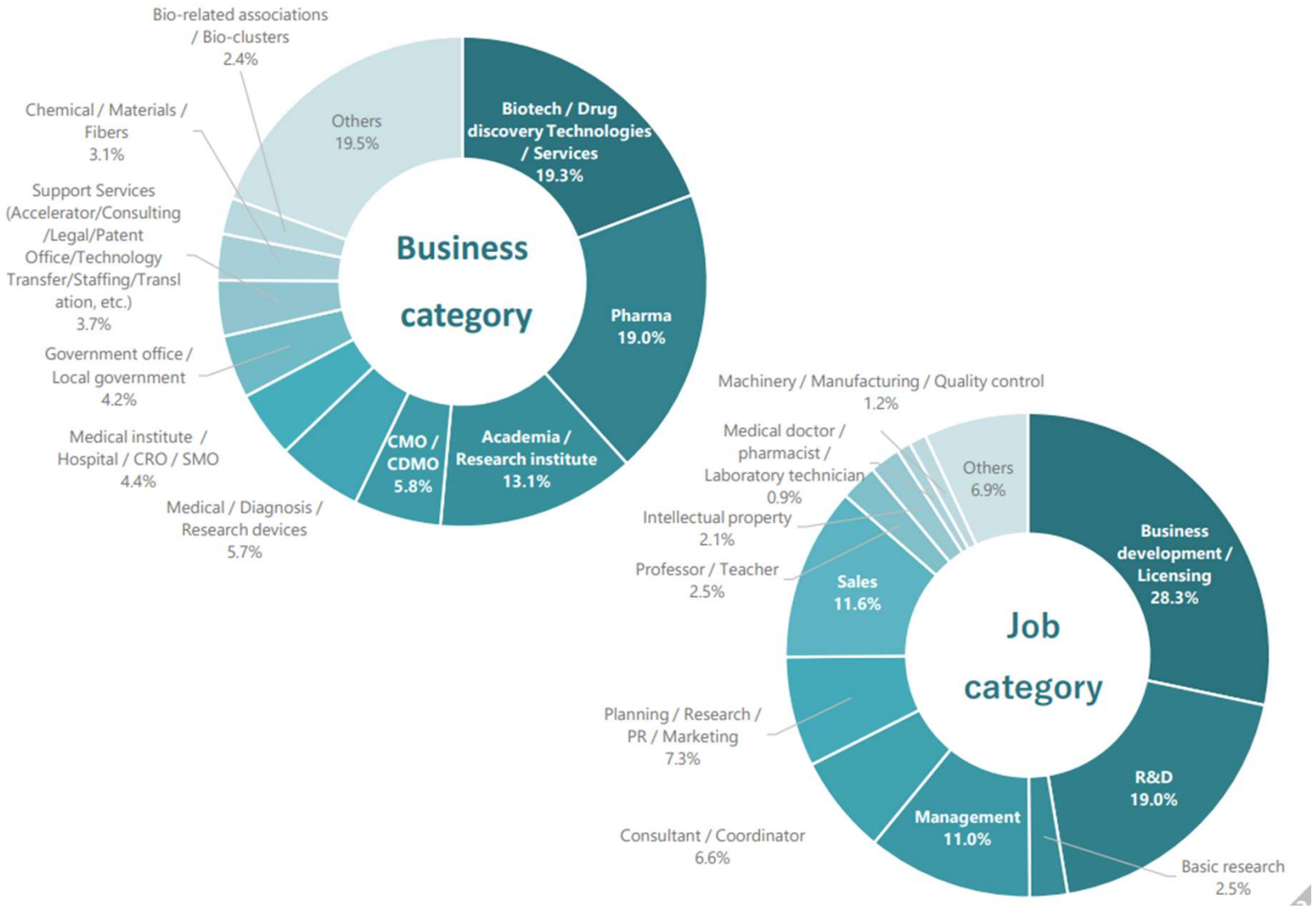
34 Countries / Regions

Albania / Armenia / Australia / Austria / Belgium / Brazil / Canada / China / Czech Republic / Denmark / France / Germany / Greece / Hong Kong / India / Israel / Italy / Kazakhstan / Latvia / Lithuania / Malta / Netherlands / Philippines / Poland / Portugal / Singapore / Spain / Sweden / Switzerland / Taiwan / United Kingdom / United States / Ukraine

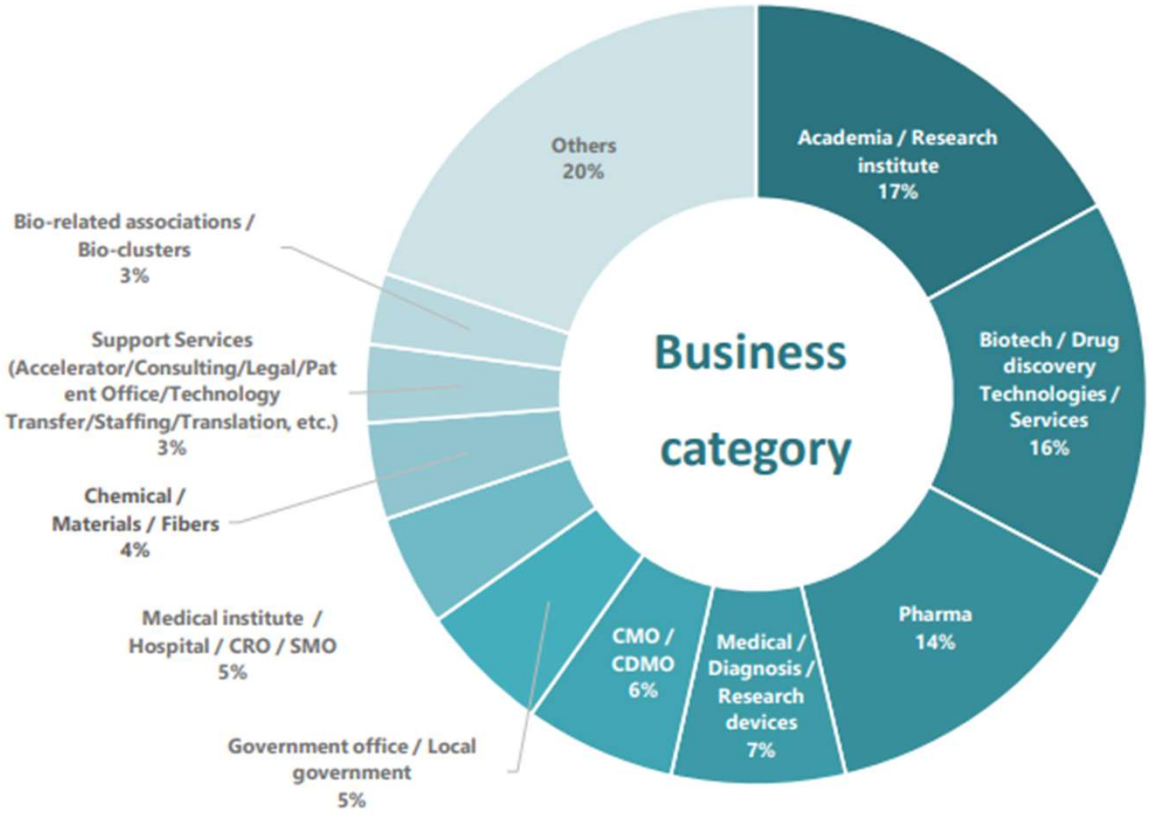


SWISS Pavilion at BioJapan 2025 | © SWITZERLAND GLOBAL ENTERPRISE

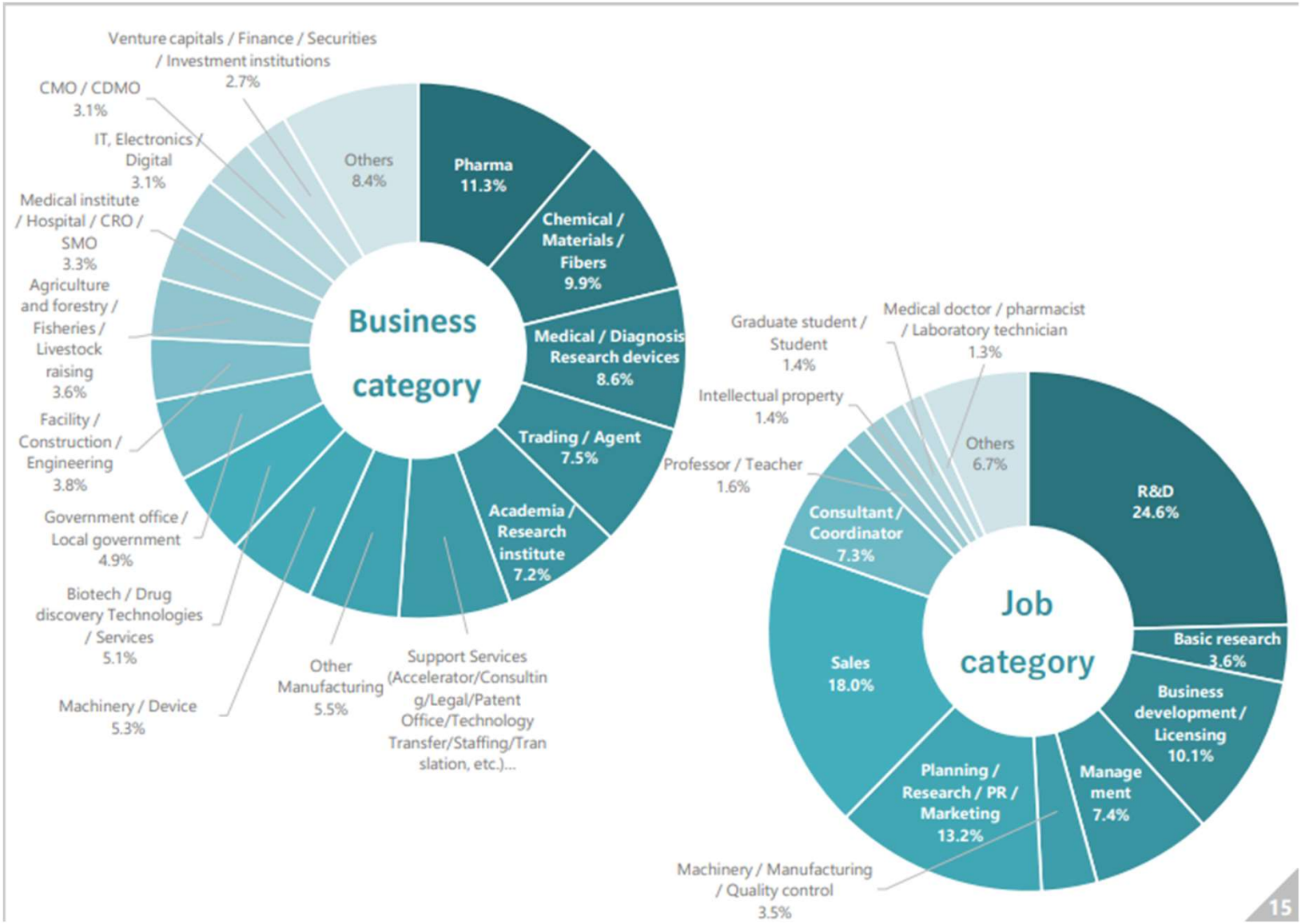
Partnering Profile



Exhibitor Profile



Visitor Profile



Why you should join BioJapan

Participants Pick Ups

Asahi Kasei, Ajinomoto, Astellas, Astrazeneca, Abbvie, EA Pharma, Eli Lilly, F. Hoffmann-La Roche, MSD, Ono Pharma, Otsuka Pharma, Kaken Pharma, Kissei Pharma,Kyowa Kirin, Kyokuto Pharma, Kowa, Sanofi, Samsung Biologics, SHIONOGI, ZERIA Pharma, Johnson & Johnson INNOVATION, Daiichi-Sankyo, Taisho Pharma, TAIHO Pharma, Sumitomo Pharma, Takara Bio, Takeda Pharma,Mitubishi Tanab Pharma, Chugai Pharma, Nippon Shinyaku, Japan Tobacco, Novartis, Bayer, Pfizer, Bristol-Myers Squibb, Boehringer Ingelheim Japan, Maruho, Mochida Pharma, UCB Japan, Janssen Pharma, ROHTO Pharma, Neurimmune

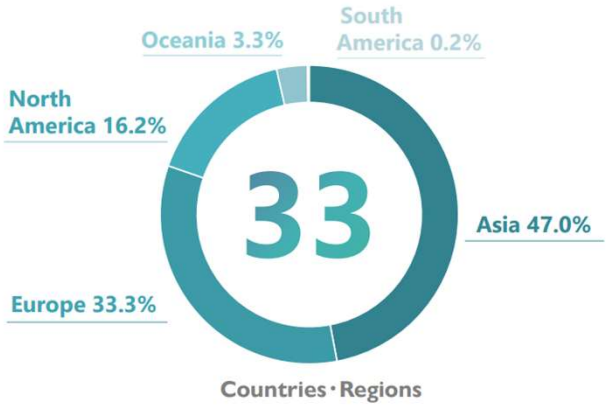
Asia
Armenia, Israel, India, Kazakhstan, South Korea, Singapore, Taiwan. China, Philippines, Hong Kong

Europe
United Kingdom, Italy, Ukraine, Austria, The Netherlands, Switzerland, Sweden, Spain, Czech, Denmark, Germany, France, Belgium, Poland, Portugal, Malta, Latvia, Lithuania

North America
United States of America, Canada

South America
Brazil

Oceania
Australia



You can meet your **potential business partners** at this Partnering Event!

The **Asia's largest partnering event** is held both digitally and physically.

Almost all **major Japanese and global pharmaceutical companies** attend this event every year, making it a great place to meet dealmakers in the **biotechnology, regenerative medicine and healthcare** industries!

At last year's event alone, **more than 20’000 one-on-one business meetings** were held to **find partners, strengthen collaborations and license assets**.

About the SWISS Biotech Pavilion and your benefits

Association with Swiss Excellence
Standout Positioning, Enhanced Visibility and Credibility

Approx. 36 sqm (depends on demand)

Partnering Registration included
Conference and presentation slots at reduced price
Shared costs, **Professional cross-cultural and market insight support**

We organize your participation **reducing your administrative and logistical burden**.
We assist you with on-site challenges, making it easier to focus on business development.

A strong, cohesive Swiss identity to **reinforce trust and to signal reliability**.
Networking opportunities with industry leaders and government representatives.
Peer collaboration with other Swiss companies fostering knowledge sharing

The **SWISS** Biotech Pavilion will be your home base during BioJapan.

Turnkey participation

Be part of the Swiss BIOTECH Pavilion

1. BASIC package (shared space)

- Custom-printed wall display
- Shared exhibition space
- Display of brochures
- 30-second movie/slides on a shared screen (to run in a loop)
- Use of the SWISS Biotech Pavilion as home base
- One partnering account
- Shared booth support
  (basic translation for communication)
- Coffee and snacks

Well-suited for start-ups and academia

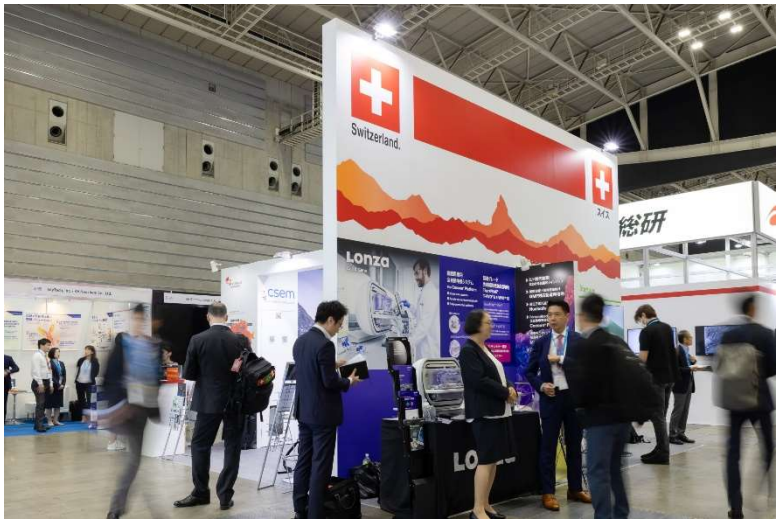
CHF 2'000 for SBA/S-GE member
CHF 2'400 for non-members

Please note that the packages do not include web listing of exhibitor and partnering information. Each participant is responsible for their own web entry.

Be part of the Swiss BIOTECH Pavilion

2. PLUS package (“small but stylish” booth 4sqm)

- Individual, customized booth
- Custom-printed wall display
- Small “kiosk”-style booth including a table with stools
- Display of brochures
- 30-second movie/slides on a shared screen (to run in a loop)
- Use of the SWISS Biotech Pavilion as home base
- One partnering account
- Shared booth support (basic translation for communication)
- Coffee and snacks



CHF 6’400 for SBA/S-GE members
CHF 6’800 for non-members

Please note that the packages do not include web listing of exhibitor and partnering information. Each participant is responsible for their own web entry.

Be part of the Swiss BIOTECH Pavilion

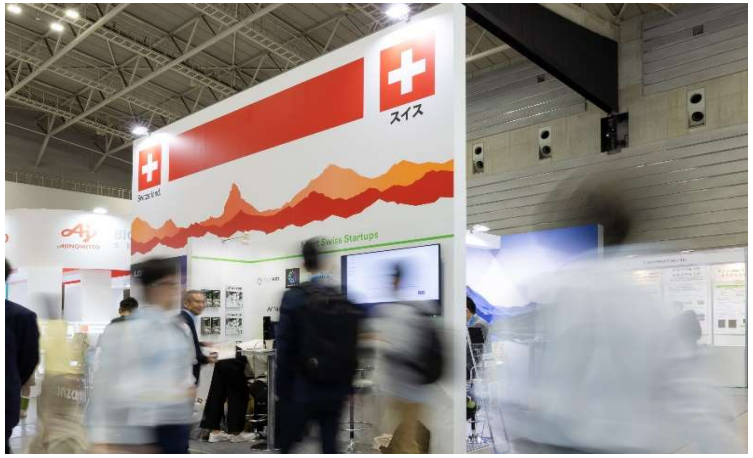
3. Logo + Online Partnering package

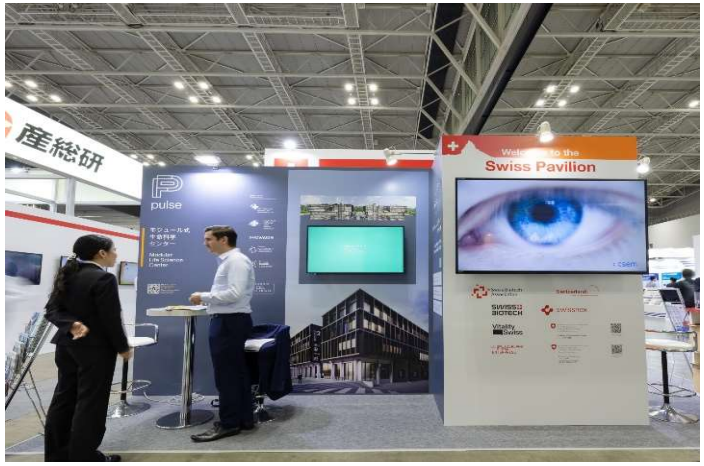
- Your company logo on the wall of the shared area
- Display of brochures
- 30-second movie/slides on a shared screen (to run in a loop)
- One partnering account for online participation (No physical presence at the booth)
- Handing out brochures and taking inquiries on your behalf at the booth

CHF 1’200 for SBA/S-GE members
CHF 1’600 for non-members

Please note that the packages do not include web entry of exhibitor and partnering information. Each participant has to take care of his/her own information entry individually.

Impressions from the SWISS Pavilion at BioJapan 2024





Optional Services

Japanese translation of your wall display content

Upon request

Your own interpreter

Upon request and according to you needs (level/languages, only one day of three days, etc.)

Additional digital display

Upon request and according to your needs

Business Consultation by a Biotech Expert

- Identifying business partners/customers
- Business advice
- Support for Partnering Program (choosing meeting partners)

Upon request and according to your needs

Participation in Presentation Session

A presentation platform where you can pitch your solution.

Others

We offer solution-oriented approach. Should you have any other needs, talk to us.

Please let us know your needs when you register.

General Questions – Contact us

Register now!

Registration Deadline: April 30, 2025

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Partners:

SWISS BIOTECH

Swiss Biotech Association

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