

enabling new business



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Embassy of Switzerland
Swiss Business Hub Japan

 **SWITZERLAND
GLOBAL
ENTERPRISE**

GREEN MOBILITY SYMPOSIUM 2020

PRESENT YOUR SOLUTIONS TO JAPANESE
STAKEHOLDERS IN THE HYDROGEN AND EV SECTOR

OCTOBER 19TH, ONLINE



CONCEPT

 October 19th 2020, Online

 **Switzerland Global Enterprise (S-GE) / Swiss Business Hub Japan (SBHJ)** are hosting an online “**Green Mobility Symposium**” with the aim to showcase the **Swiss innovation landscape and clean mobility solutions**, as well as to provide **Swiss companies and start-ups** in the related sectors the opportunity to present their solutions directly to main stakeholders in the **Japanese market** and eventually generate new business opportunities.

In addition to the live webinar, S-GE/SBHJ **offer an online presence to Swiss participants** for the duration of **6 weeks**, for the purpose of promoting their solutions to the Japanese target audience.

WHY PARTICIPATE



Opportunity to **pitch** your product/ technology **directly to Japanese target companies from the hydrogen and EV sectors**







Opportunity to upload promotional materials to an online platform over the duration of **six weeks**



Opportunity to **request meetings and receive meetings requests** by Japanese target companies for the duration of use of the online platform



General Information

-  **Cooperation:**
Plug and Play Japan, Japanese EV and hydrogen associations
-  **Target Audience :**
Japanese stakeholders from the hydrogen and EV sectors (automobile manufacturers, tech suppliers, refueling station providers, energy companies, public entities active in smart city implementation)
-  **Eligible Participants:**
Swiss companies and start-ups that offer technologies in the relevant sectors; maximum of 10 possible participants (first come first serve basis)
-  **Registration Deadline:**
September 21, 2020

PROGRAMME

BEFORE THE EVENT

1st step

Preparatory webinar with expert of the Japanese energy market (Beginning of October 2020):

- Insights on the Japanese green mobility market (participants questions regarding the market can be submitted beforehand)
- Overview of potential participants on Japanese side
- Tips and best practice on how to approach Japanese companies successfully

2nd step

- Prepare your pitching deck for the online platform (English or English/Japanese)

ON THE DAY

19th of October 2020 at 8:00-10:00 CET

- Welcome and introduction by S-GE & SBH Japan
- Moderation by Plug and Play Japan & S-GE
- Presentations by Switzerland Innovation Parks and related organizations
- Live online pitching sessions for Swiss companies & start-ups

AFTER THE EVENT

- Promotional materials accessible on the online platform
- Contact exchange and follow-up meetings (initiated by participants)

COSTS

Participation Fees:
750 CHF
Price for start-ups: 500 CHF

Discounts:	
Gold members discount	15%
Silver members discount	5%

Service Package	Additional services (price upon request)
<ul style="list-style-type: none">✓ A preparatory online workshop about the Japanese Green Mobility market, including tips and best practice for entering the Japanese market, and successfully approaching Japanese companies in the mobility sector✓ A slot of 5 minutes pitch in English, including simultaneous interpretation into Japanese✓ Usage of virtual B2B tool: send messages and meeting requests directly to Japanese participants for six weeks✓ An online presence in English & Japanese via an online platform for the duration of 6 weeks (05/10 – 15/11), which will be promoted extensively to Japanese companies in the Hydrogen and EV sectors (possibility of uploading company materials like brochures and videos)✓ The opportunity to have selected company information uploaded to the online presence of Swiss Business Hub Japan (https://swissbiz.jp/) for an unlimited period of time.	<p>Option 1 Translation of marketing materials (brochures, business cards, etc.) into Japanese</p> <p>Option 2 Follow-up meetings with target customer or partner with the support of SBH Japan</p>

CONTACT DETAILS

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 **SWITZERLAND
GLOBAL
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REGISTRATION

Registration by **September 21, 2020**

Language: English & Japanese



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The Swiss Business Japan is the business section of the Embassy of Switzerland. Its role is to foster business and R&D collaborations between Swiss and Japanese organizations.

We support Swiss start-ups and SME in growing abroad. As the first point of contact for internationalization, we support Swiss start-ups and SMEs in conquering new markets. As a non-profit organization, on behalf of the Swiss Government, we are a strong and reliable partner for our customers.