

## SWISS Pavilion @ Medtec Japan 2018, 18-20 April 2018 Tokyo JAPAN

The SWISS Pavilion at Medtec Japan 2018 organized by S-GE/SBHI functioned as an excellent platform for the Swiss participants to present and promote their business, disseminate up-to-date information, expand their networks towards new partnerships.

On April 17, prior to the trade show, Mr. Claudio Mazzucchelli organized a lunch reception at his residence and invited all participants of the Swiss pavilion as well as the industrial experts. Thus, an additional networking opportunity was provided to the exhibitors.

### Participants to the Pavilion

#### Cendres+Métaux SA:

Cendres+Métaux Group, headquartered in Biel, Switzerland, has over 130 year history in the business fields of Dental, Medical, Jewellery and Watches. A competent and dedicated CMO partner in the field of dental and medical technology.

#### Saniswiss SA:

Saniswiss is a Swiss healthtech manufacturer founded in 2006 in Geneva. Saniswiss products are highly efficient on most pathogens including superbugs MDR, anticipating trends in the field of antimicrobials and more generally against HAI's. The next generation of eco-friendly sanitizers as alternative vs. classical-chemical products.

#### Science & Technology Office (ERNI Consulting, BioAlps, CSEM):

The Science & Technology Office at the Embassy of Switzerland facilitates and supports the collaboration between Swiss and Japanese Universities, Research Institutes, Startup Companies and Hightech companies.



### Trends of Medtec Japan 2018

With the aging population and the government back up, the Medical Device industry is one of few markets that is expected to continue growing. More and more suppliers are entering the stable, growing and highly profitable market each year through Medtec Japan.

## **Feedback from the exhibitors**

The Swiss Pavilion has obtained positive feedback from its exhibitors. Here below are some comments sent to SBHJ during/after the event.

*We would like to thank you very much for the truly professional support we have received from you and your collaborators. We will use your services if leads develop.*  
(Mr. Urs Mattes, Cendres + Métaux)

Mr. Mattes also mentioned that it would be an option for them to hold an on-site seminar next time.

*Thank you for the nice organization of the Swiss Pavilion at the Medtech 2018 in Tokyo, everything was very well done! Thank you also to the all your team present at the booth for their help in the translation, taking care for some visitor during my absences, and also for nice sandwiches, coffee, chocolate... Hope to see you all again next year.*  
(Mr. Marc Schnieper, CSEM)

Mr. Jérôme Weill, Saniswiss, appreciated the participation in the Swiss pavilion and expressed his support for acquisition of the exhibitors to the pavilion at the next Medtec Japan.

The participants also very much appreciated the beautiful design of the pavilion.

## **Statistics Medtec Japan 2018 (provided by the organizer)**

The international three-day event showcasing the most advanced developments related to medtech industries, attracted 31,062 visitors with booths from 560 different companies and institutions in 2018.

### **3 governmental pavilions:**

- Switzerland
- EU
- Thailand

### **Visitor Category:**

- OEM medical device 64%
- OEM care/ welfare device 4%
- OEM test kit/ clinical testing device 7%
- Government/local government 8%
- Others 17%

### **Visitors by job function:**

- Product development/ R&D 33%
- Production/ Manufacturing 24%
- Quality control 7%
- Purchasing 7%
- General/ Corporate management 17%
- Others 12%

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