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 SWITZERLAND  
GLOBAL  
ENTERPRISE

08th – 10th November 2023, Chiba, Japan

# SWISS PAVILION @ MASS- TRANS INNOVATION Japan 2023



# Mass-Trans Innovation Japan 2023



**Mass-Trans Innovation Japan 2023** is a biannual tradeshow specialized in railway technology in Japan.



Makuhari Messe, Chiba (close to Tokyo), Japan – Exhibition Hall 4 – 8



08<sup>th</sup> – 10<sup>th</sup> November



2023 <http://mtij.jp/english/>



Picture Gallery Mass-Trans Innovation Japan - **Impressions SWISS** Pavilion @MTIJ

2019 : <https://swissbiz.jp/mtij2019-picture-gallery/>

2021 : <https://swissbiz.jp/mtij2021-gallery/>



## WHY TAKE PART?

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### Why Japan?



Japan is well-known as the **Train Technology Power**



Main Hub for railway projects in Asia

### Why “Mass-Trans Innovation Japan 2023”?



Mass-Trans Innovation Japan (MTIJ) is the **only trade show specialized in railways technology** in Japan.



Plays a crucial role in Japan and ASEAN regions



Mass-Trans Innovation Japan (MTIJ) is the **only trade show specialized in railway technology** in Japan.



In 2019, the show attracted over **35'136** visitors in three days and **605 companies (105 foreign companies) exhibited.**

## 6 REASONS TO ATTEND THE SWISS PAVILION

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Country Pavilion for Swiss and Liechtenstein companies  
Around 360 sqm (depending on number of exhibitors)



Consulting session in preparation for the trade show – all registered companies have the opportunity to book a complimentary consulting session with our local trade consultant in Japan



We organize your participation - while you focus on your customers, we handle all the administrative work



Attractive stand design creating an inviting atmosphere



Use of the common area for your customer meetings



Ready to use stand

# SWISS PAVILION – COST OVERVIEW



Package	Small but Stylish	Medium Size	Optimum Size	Grand Class
Surface	9 sqm	18 sqm	27 sqm	36 sqm
Price	CHF 7'650	CHF 13'000	CHF 18'550	CHF 23'850
S-GE Package*	<ul style="list-style-type: none"> <li>Booth space of 9 sqm</li> <li>Basic booth construction</li> <li>Wall graphic (approx. W2300 H2500 mm)</li> <li>1 brochure stand, 1 café table, 4 chairs, 1-row steel rack (in storage room)</li> <li>1 socket (Japanese style, 100V-700V)</li> <li>1 lockable sideboard</li> <li>Illumination</li> <li>Service package</li> </ul>	<ul style="list-style-type: none"> <li>Booth space of 18 sqm</li> <li>Basic booth construction</li> <li>Wall graphic (approx. W4600 H2500 mm)</li> <li>1 brochure stand, 1 café table, 4 chairs, 2-rows steel rack (in storage room)</li> <li>1 socket (Japanese style, 100V-700V)</li> <li>1 lockable sideboard</li> <li>Illumination</li> <li>Service package</li> </ul>	<ul style="list-style-type: none"> <li>Booth space of 27 sqm</li> <li>Basic booth construction</li> <li>Wall Graphic (approx. W6900 H2500 mm)</li> <li>1 brochure stand, 1 café table, 4 chairs, 2-rows steel rack (in storage room)</li> <li>1 socket (Japanese style, 100V-700V)</li> <li>1 lockable sideboard</li> <li>Illumination</li> <li>Service package</li> </ul>	<ul style="list-style-type: none"> <li>Booth space of 36 sqm</li> <li>Basic booth construction</li> <li>Wall graphic (approx. 9200 H2500 mm)</li> <li>1 brochure stand, 1 café table, 4 chairs, 3-rows steel rack (in storage room)</li> <li>1 socket (Japanese style, 100V-700V)</li> <li>1 lockable sideboard</li> <li>Illumination</li> <li>service package</li> </ul>
Registration fee	<ul style="list-style-type: none"> <li>CHF 650.- S-GE Gold member / SwissRail or</li> <li>CHF 800.- S-GE silver member or</li> <li>CHF 950.- non-member</li> </ul>			

\*\* The contents of the service packages are subject to change without notice.\*\*

**Please do not hesitate to contact us if you are considering a custom-size booth.**

# THIS IS WHAT WE DO FOR YOU – OUR SERVICE PACKAGE

## S-GE service package

## NOT included

### **We take care of the administrative part:**

- Project management before, during and after the show
- Coordination with all stakeholders on location
- Exhibitor badges and name tags

- Transport and insurance of your exhibits
- Individual stand design, additional furnishings, additional graphics
- Travel and accommodation

### **Let the show begin!**

- More visibility through good location & attractive Swiss design
- Hosted hospitality & Networking area
- Swiss snacks, coffee, non-alcoholic drinks included
- Free Internet access, power supply (Max. 1kW), illumination
- Cleaning & Garbage removal
- Wardrobe & Storage facilities
- On-site support

*The layout of the SWISS Pavilion will be finalized after August 2023 (tentative).*

*The design of the SWISS Pavilion, booth designs and layouts, and service packages are subject to change without notice.*

*Switzerland Global Enterprises and Swiss Business Hub Japan reserve the right to make changes.*

*Some optional services may not be available depending on the layout.*

# GET THE MOST OUT OF YOUR PARTICIPATION

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## Optional Services:

- **Additional graphics at booth and walls**
- **Arrangement of business meetings**
  - Arrangement of 2-3 appointments (on best-effort basis)
  - Organization of meeting time and location
- **Business partner check-up** after the show - Did you meet a company, and would you like to have more background information?
  - Verification of company (registration in local trade registry)
- **Market Spot**  
Answers to 3-4 of your questions concerning market
  - *The above listed services are available upon request.*
  - *Optional services may not be available depending on the booth design and layout.*
  - *The design of the SWISS Pavilion, individual booth designs, and service packages are subject to change without notice.*
  - *Switzerland Global Enterprises and Swiss Business Hub Japan reserve the right to make changes.*

# REGISTRATION AND CONTACT DETAILS

**Register**  
**Now!**

**Registration Deadline: Friday, 19 May 2023**

## Project Team SWISS Pavilion:



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## Partner:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland  
Swiss Business Hub Japan

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Industry Association

OFFICIAL PROGRAM

**Switzerland.**   
Trade & Investment Promotion.

