

enabling new business

 **SWITZERLAND
GLOBAL
ENTERPRISE**

24th – 26th November 2021, Chiba, Japan

SWISS PAVILION @ MTIJ 2021



OFFICIAL PROGRAM


Switzerland.
Trade & Investment Promotion.



PARTNER

SWISSRAIL 
Industry Association

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland
Swiss Business Hub Japan

WHY TAKE PART?

Why Japan?



Ca. **65 millions people** take trains everyday in Japan



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

→ Please consult our special snapshot [“Railway Market in Japan”](#)

Why “Mass-Trans Innovation Japan 2021”?



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




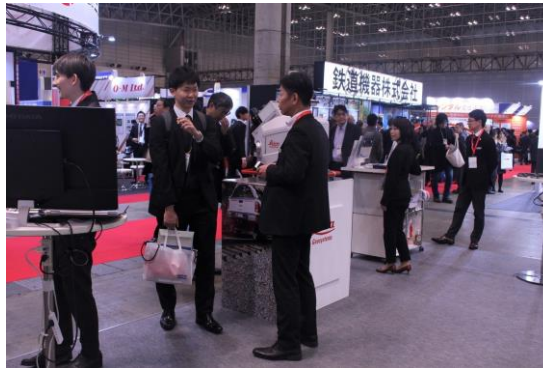
13 Swiss companies participated in the **SWISS** Pavilion at MTIJ 2019.



The show attracted over **35'136** visitors in three days. **554 companies** were present.

Mass-Trans Innovation Japan 2021

-  **Mass-Trans Innovation Japan 2021** is a biannual tradeshow specialized in railways technology in Japan.
-  Makuhari Messe, Chiba (close to Tokyo), Japan – Exhibition Hall 5 – 8
-  24th – 26th November 2021
-  [Exhibitor List of the MTIJ 2019](#)
-  www.mtij.jp/english



6 REASONS TO ATTEND THE SWISS PAVILION



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



Concentrate on the development and care of your customer relations – we organize your participation



Clear identification by the Swiss design – the Swiss identity has long been widely recognized as a symbol of high-quality standard and innovations



Attractive booth design creating an inviting atmosphere



Use of the common area for your customer meetings



Ready to use booth

SWISS PAVILION – THE BOOTH



Switzerland.

Country Pavilion for Swiss and Liechtenstein companies



Around 180 sqm (depending on number of exhibitors)



Own exhibition space for each company



Joint hospitality area for your meetings



5 packages available



More Information: www.s-ge.com/mass-trans-japan

SWISS PAVILION – PACKAGES

Package	Surface
Being there is everything	4 sqm
Booth space of 4 sqm • basic booth construction • graphic (2sqm) incl. production, excl. design (print from delivered data) • 1 high table • 1 high chair • 1 lockable sideboard • illumination • service package	
Small but stylish	6 – 11 sqm
Booth space of 6 – 11 sqm • basic booth construction • 1 table, 3 chairs, 1 lockable sideboard • illumination • service package	
Medium size	12 – 19 sqm
Booth space of 12 – 19 sqm • basic booth construction • 1 table, 4 chairs, 1 lockable sideboard • illumination • additionally a table group or a lockable sideboard or showcase • service package	
Optimum size	20 – 27 sqm
Booth space of 20 – 27 sqm • basic booth construction • 2 tables, 8 chairs, 2 lockable sideboards or showcases • illumination • service package	
The Sky is the limit	Min. 28 sqm
Booth space of min. 28 sqm • basic booth construction • per 14 sqm 1 table, 4 chairs, 1 lockable sideboard or showcase • illumination • service package	

SWISS PAVILION – COST OVERVIEW

Package	Being there is everything	Small but stylish	Medium size	Otimum size	The sky is the limit
Surface	4 sqm	6 - 11 sqm	12 -19 sqm	20 – 27 sqm	Min. 28 sqm
Costs	CHF 4,995.-	CHF 895.- / sqm	CHF 875.- / sqm	CHF 845.- / sqm	CHF 795.- / sqm
S-GE service package*	Yes	Yes	Yes	Yes	Yes
Registration fee	CHF 650.- S-GE gold member / Swissrail or CHF 800.- S-GE silver member or CHF 950.- non member				

➤ Are you 2021 also interested in participating in our **SWISS** Pavilion at AusRAIL Plus in Brisbane and/or Trako Poland? We would be pleased to submit you a combination offer.

*S-GE service package

- Project management before, during and after the show
- Turn-key booth
- Hosted hospitality & networking area with snacks, coffee and non alcoholic drinks
- Cleaning & garbage removal

Not included

- Transport and insurance of your exhibits
- Individual booth design and additional furnishings
- Travel and accommodation

➔ For more information please consult the [S-GE general terms and conditions](#)

GET THE MOST OUT OF YOUR PARTICIPATION

Optional Services:

- **Graphics at booth walls**
- **Arrangement of business meetings**
 - arrangement of 2 - 3 appointments (on best effort basis)
 - organization of meeting time and location
- **Business partner check-up**

Did you meet a company and would you like to have more background information?

 - verification of 1 company (registration in local trade registry)
- **Market spot**

Answers to 3-4 of your questions concerning market

Above listed services are available upon request. Information on rates and on detailed service package available via your S-GE consultant.



+ SWITZERLAND
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“With Switzerland Global Enterprise, many important doors were opened for us in the Ethiopian government. These contacts were essential for the cooperation on a major railway project and other projects as well.”

MICHELE MOLINARI
CEO

MOLINARI RAIL AG

REGISTRATION AND CONTACT DETAILS

Register
now!

Registration Deadline: Friday, 20 November 2020

Project Team SWISS Pavilion:



Valentin Diethelm
Project Manager Trade Fairs
+41 44 365 52 27
vdiethelm@s-ge.com



Naoko Wada
Trade Officer SBH Japan
+81 3 5449 84 34
naoko.wada@eda.admin.ch



Fabian Riesen
Project Head Swissrail
+41 31 398 50 50
fabian.riesen@swissrail.com

S-GE Consultant Team Japan + South Korea



Office Zurich
Jacqueline Tschumi
+41 44 365 54 83
jtschumi@s-ge.com



Office Lugano
Monica Zurfluh
+41 91 601 86 85
mzurfluh@s-ge.com



Office Renens
Alain Graf
+41 21 545 94 97
agraf@s-ge.com

Partner:



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Confederaziun svizra

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OFFICIAL PROGRAM



Further SWISS Pavilion

21 – 24 September 2021, TRAKO, Gdansk, Poland, www.s-ge.com/TRAKO

30 Nov – 2 Dez 2021, AusRAIL Plus, Brisbane, Australia, www.s-ge.com/ausrail-plus

Impressions **SWISS** Pavilion at MTI Japan 2019:

