

2017 Swiss Medtech Pavilion

Japan's medical technology market, which is valued at approximately €21.5 billion, represents roughly 10% of the global market. It is the third largest medical device market in the world after the United States and the European Union. During the past 25 years, the size of Japan's medtech market has doubled. While the market share of domestically made devices has been largely flat, imports have soared. 26% of Japan's population is aged over 65 years; the Japanese society is not only aged but also wealthy and requests highest quality of health-care, medtech products and costly treatments: An ideal growth-market also for Swiss companies!

MEDTEC Japan 2017

MEDTEC Japan is Asia's **largest trade-show** dedicated to the design and manufacturing of medical devices. Since its launch in 2009, MEDTEC Japan has shown consistent year-on-year growth. Smart health, biomedical technology and medical packaging were among the new pavilions introduced last year. 2016's edition attracted more than 34'018 visitors (+6% from the previous year) potential customers during the 3 days of the exhibition at Tokyo Big Sight.

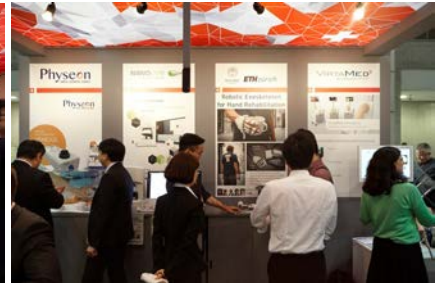


Date: April 19 – 21, 2017
Venue: Tokyo Big Sight, Japan
URL: <http://www.medtecjapan.com/en> medtech

Concurrent exhibitions at the same venue during the Japan Life Science Week include:

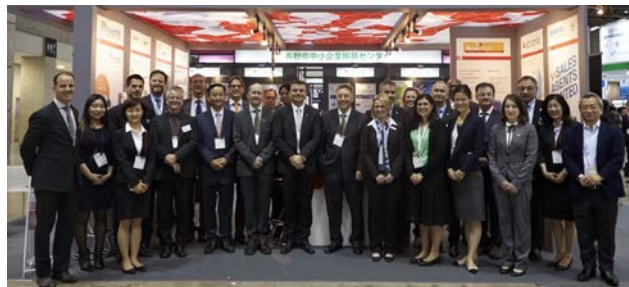
MedTechWorld Medtec Japan Expo (Asia's largest tradeshow & conference dedicated to the design & manufacture of medical devices), ElectroMed (Medical Electronics Expo), Smart Health Japan (Medical ICT/ Home Healthcare Expo), Care Welfare, Robot & Device Expo Japan (Care, Welfare - Robot & Device Expo), Test Kit Japan (Test Kit Expo), Clinical Test Japan (Clinical Test Expo)

Previous Swiss Pavilions organized by the Science & Technology Office Tokyo



The Science & Technology Office Tokyo has organized many Swiss Pavilions in various domains, always highlighting Switzerland as an innovative and forward-looking country.

For the second time in 2016, Swiss universities, research institutes, startups and companies presented their high-tech products and technologies as participants of the Swiss Medtech Pavilion, initiated by the Science & Technology Office Tokyo, Embassy of Switzerland. The Swiss Medtech Pavilion attracted a large number of visitors from Japan and abroad. Several hundred new contacts were established, potentially leading to new collaboration opportunities. The pavilion was one of only a handful of foreign country pavilions and its well-attended Swiss Design



Swiss Pavilion Documentation:

MEDTEC Japan 2016: <http://www.stofficetokyo.ch/swiss-medtech-pavilion-2016/>

MEDTEC Japan 2015: <http://www.stofficetokyo.ch/popular-swiss-pavilion-at-medtec-japan/>

<http://www.sccij.jp/news/articles-on-sccij/detail/article/2015/04/27/first-swiss-pavilion-at-medtech-fair-in-tokyo/>

Join us!

SWISS MEDETECH PAVILION

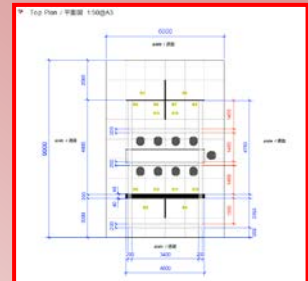
As co-exhibitor at the Swiss Medtech Pavilion, Swiss research institutions and young companies involved in the medtech field will have an excellent platform to present and promote their activities, disseminate up-to-date information, foster networking and establish new partnerships. It is ideal for gaining an overview of cutting-edge R&D activities, learning the latest technological trends, finding partners in Japan and Asia and accessing the growing opportunities in the medtech domain.

The Swiss Medtech Pavilion is located in preferred location in the middle of Hall 4 where most visitors pass by, ensuring great visibility.

Participation includes:

- English-Japanese interpreters
- Entry in Swiss Solar Pavilion brochure
- Media relations and networking
- All interfacing work with the exhibition organizers

- *Option 1, shared booth (E5-E14):* Poster & logo (printing included) in the Swiss Medtech Pavilion; booth construction with carpet, poster wall and additional space for exhibits if required; meeting table with chairs (shared basis); literature holder; lighting.
- *Option 2, quasi-individual booth (E1-E4):* about ~4 m² booth connected to the Swiss Pavilion with carpet and printed logo; possibility to use Swiss Medtech Pavilion's public space & meeting table; optional: additional furniture at extra cost



➤ **Fee as Co-Exhibitor:**

The fee structure is based on a non-profit basis. The charge for regular participation is a share of the total cost:

Option 1, shared booth:

CHF 3'000 (JPY 315'000, rate 09/2016)

Option 2, quasi-individual booth:

CHF 3'500 (JPY 370'000, rate 09/2016)

Please inquire for special rates for public research labs & universities, start-ups and university spin-offs!

Contact

If you are interested in being present at MEDTEC Japan 2017 as co-exhibitor of the Swiss Medtech Pavilion, or, if you require more information about MEDTEC Japan and Switzerland's participation, please contact:



Dr. Matthias Frey
matthias.frey@eda.admin.ch

Tel: +81 3 5449 8400

Fax: +81 3 3473 6090

Embassy of Switzerland
Science & Technology Office Tokyo
 Minami-Azabu 5-9-12, Minato-ku, Tokyo 106-8589, Japan

Deadline:

>> October 2017 – please sign up as soon as possible! <<

MEDTEC Japan 2017, April 19-21, 2015

Application Form

Please submit your application to the following address

or by e-mail to matthias.frey@eda.admin.ch

or by fax to [+81 3 3473 6090](tel:+81334736090)

Dr. Matthias Frey
 Science & Technology Office Tokyo
 Embassy of Switzerland
 5-9-12, Minato-ku, Minami Azabu
 Tokyo 106-8589, Japan

We hereby submit our application to participate in the official Swiss Medtech Pavilion at MEDTEC Japan 2016 and accept the General Terms and Conditions of Participation provided by the Science and Technology Office Tokyo.

Benefits:

In participating at the Swiss Medtech Pavilion, one obtains the following:

Attractive Swiss design; general visitor's marketing/ PR (press release; production and distribution of exhibitors' list; mailing); in public area: interpretation service/ help with translation, hosted hospitality and networking area; official E/J pamphlet; entry in official website; booth cleaning; garbage removal; general security; exhibitor and name badges; report including pictures of your participation; project management (preparation, implementation, administration).

Option 1, shared booth (E-5 – E-14): Space in the Swiss Medtech Pavilion; booth construction with carpet, poster wall with space for one poster and logo presentation (printing included); meeting table with chairs (shared basis); literature holder; lighting. (cf. proposed booth layout on next page)

Option 2 (E-1 – E4), quasi-individual booth connected to the Swiss Pavilion with carpet and printed logo; possibility to use Swiss Medtech Pavilion's public space & meeting table; optional: additional furniture at extra cost. (cf. proposed booth layout on next page)

Not included are the items as per paragraphs 4 and 9 of the general conditions, i.e. transport and lodging, insurance, individual booth decoration/furniture, poster printing on spot.

Price: shared booth: **CHF 3'000.- (JPY 315'000, rate 09/2016)**
 quasi-individual booth: **CHF 3'500.- (JPY 370'000, rate 09/2016)**

Institution			
Contact Person		Title	
Address			
Phone		Fax	
Email		Homepage	
Product description			
Exhibits (if any)			
Technical requirements			

Place/Date: _____

Signature: _____

General Conditions Governing Participation

to the "Swiss Medtech Pavilion" at MEDTEC JAPAN 2017, Tokyo, Japan

1 Swiss Participation

- 1.1 The Science & Technology Office Tokyo of the Embassy of Switzerland in Japan, hereinafter referred to as S&T Office Tokyo, is entrusted with organizing the Swiss participation at MEDTEC JAPAN 2017, Tokyo, Japan.
- 1.2 The Swiss participation will take place in form of the "Swiss Medtech Pavilion", enabling Swiss institutions/ young companies to be present as co-exhibitor, hereinafter referred as co-exhibitor.

2 Registration and admission as co-exhibitor

- 2.1 Co-exhibitors must register in writing with the S&T Office Tokyo.
- 2.2 The registration binds the institution/company but does not give it a claim to admission or the size and location of the stand.
- 2.3 Once the registration has been confirmed by the S&T Office Tokyo in writing, the contract becomes binding and the fee agreed on is due.
- 2.4 A co-exhibitor is an institution/ company represented in any form at the Swiss Medtech Pavilion, either in person, by brochures, items exhibited or by entry in the exhibition catalogue.

3 Basic services

- 3.1 In accepting the organization, the S&T Office Tokyo pledges to do all it can to offer co-exhibitors agreed conditions for their participation and to take all measures and steps to organize a worthy, integrated event to uphold the reputation of Switzerland.
- 3.2 The total fee by each participant contributes to the Swiss Medtech Pavilion and includes the rent of the exhibition space and the services listed below:
 - Pavilion name: Swiss Medtech Pavilion
 - Wall pane including 1 poster ("shared booth" only)
 - 4.5 m² open booth connected to the Swiss Pavilion with carpet and printed logo ("quasi-individual booth" only)
 - Exhibitor badges
 - Lighting (Pavilion)
 - WiFi
 - Electrical outlet (general for Pavilion)
 - General security
 - Garbage removal

4 Special services

- 4.1 All services and installations beyond the basic services such as other MEDTEC Japan related events, poster printing, translation requests, small podiums, special furniture, special connections, mobile phones, fax etc. shall be charged separately as special services according to their cost.

5 Costs and payment conditions

- 5.1 The day on which the co-exhibitor has received the final written confirmation of his participation with the amount due will be the contract date. Swiss co-exhibitor must transfer 100% of the agreed exhibition fee to the EDA postal account designated by the S&T Office Tokyo within 30 days. Japanese co-exhibitors are asked to transfer 100% of the amount due to the Swiss Embassy account in Japan.
- 5.2 If the co-exhibitor is in arrears with a due payment, the S&T Office Tokyo shall be entitled to cancel the contract for significant reasons. In such case, the exhibition fee shall be payable as a penalty clause. Additional claims for damages by the S&T Office Tokyo are reserved.
- 5.3 The costs of special services shall be charged by the S&T Office Tokyo after the close of the event and shall be payable within 30 days.
- 5.4 In absence of your feedback communication, surplus funds will be allocated to other S&T projects in Japan.

6 Allocation of space, stand appearance and operation

- 6.1 The location and areas of the stand shall be assigned by the management of the event. The S&T Office Tokyo

cannot give any assurance on this subject. Information for the planned location of the exhibitor's surface does not give the co-exhibitor a legal claim to receive and use it.

7 Exposition Period

- 7.1 The S&T Office Tokyo and the co-exhibitor will decorate the booth during the preparatory period to be defined by the organizer, and ideally complete the work before the opening on April 19, 2017.
- 7.2 All exhibits and decorations must be removed between 5:00 PM and 7:00 PM on February 21, 2017. Exhibitors are not allowed to remove any portions of their exhibits before 5:00 PM on February 21, 2017.

8 Co-exhibitor's obligations

- 8.1 The guidelines and regulations issued by the organizers of the exhibition shall be binding on each co-exhibitor. The responsible project manager at the S&T Office Tokyo or his/her deputy holds the rights as host-exhibitor.
- 8.2 The appearance and operation of any additions to the rented space must be in accordance with the overall image of the space. The exhibitor must follow all instructions issued by the S&T Office Tokyo or the fair organizers in this regard. Those issued by the S&T Office Tokyo shall govern the appearance and operation of the booth.

9 Transportation, insurance, safety measures

- 9.1 Transportation, insurance and safety measures are to be provided by each individual co-exhibitor. The S&T Office Tokyo shall not be liable for those concerns.

10 Withdrawal of the participation

- 10.1 Any co-exhibitor wishing to cancel the order, either fully or partially, must submit such a notice to the S&T Office Tokyo in writing. In the event of cancellation, 100% of the basic exhibition fee is due as cancellation fee.

11 Liability exclusions

- 11.1 The S&T Office Tokyo shall not be held liable for events over which it or the persons it has employed have no influence. In particular, it cannot be held liable for theft, delayed arrival of, or damage to exhibitions goods and items, force majeure, confiscation by authorities, etc.
- 11.2 The S&T Office Tokyo accepts no liability for disadvantages or damages incurred by the co-exhibitor as a result of the co-exhibitor's violation of the contract. The S&T Office Tokyo shall be liable to the co-exhibitor for proven, direct damages caused intentionally or by gross negligence by the S&T Office Tokyo. The S&T Office Tokyo declines all additional liability.
- 11.3 The S&T Office Tokyo shall not be liable in the event that the planned participation does not occur for compelling, unforeseen reasons. Expenses incurred up to that time for basic services shall be charged to registered co-exhibitor pro rata.
- 11.4 The S&T Office Tokyo shall not be liable to the co-exhibitor for any consequences resulting from the positioning or surrounding of the stand.

12 Confidentiality

- 12.1 The S&T Office Tokyo shall safeguard business secrets it learns during its activity and not make them accessible to other exhibitors or third parties.

13 Applicable Law and jurisdiction

- 13.1 The legal relationship between the contracting parties shall be governed exclusively by Japanese law.

Tokyo, August 2016