



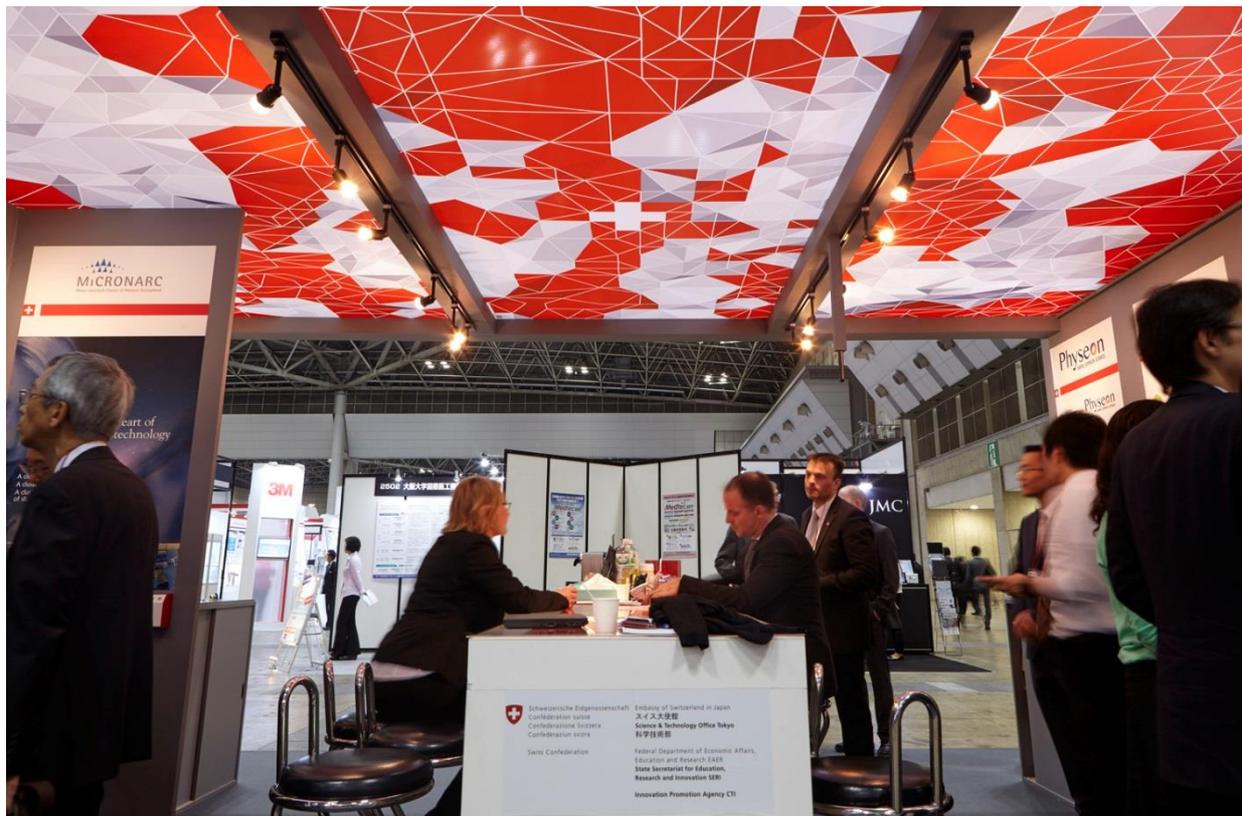
## Swiss Medtech Pavilion @ MEDTEC Japan 2016, Tokyo JAPAN

### Swiss Medtech Pavilion

**Asia's leading exhibition:** MEDTEC Japan 2016, held in Tokyo from April 20 to 22, 2016, 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, according to the show organizers.

**Ideal Market for Switzerland's high-tech Industry:** 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!

**Swiss Presence:** Switzerland has participated for the second time with a country pavilion at MEDTEC Japan. The participants of the Swiss Medtech Pavilion covered a broad spectrum ranging from universities, public-private partnerships, young startups and mature device manufacturers all looking for an entry into Japan's medical technology market. The pavilion located close to the main entrance was **organized by the Science & Technology Office of the Embassy of Switzerland in Japan**. The visibility was high and the bright and open design of the Swiss Pavilion added to its attractiveness.



The Swiss Medtech Pavilion at MEDTEC Japan 2016 was organized by the Embassy of Switzerland in Japan.

### Goals

- **Reinforce the image of Switzerland as a highly innovative country:** The **Swiss Medtech Pavilion** had the aim of showcasing Swiss excellence in the medical technology domain. The traditional image of Switzerland—a red “mountainous” ceiling, Swiss flags, as well as Swiss coffee and chocolates—was combined with the products of Switzerland's advanced research and high-tech industry.



- **Promote the broad spectrum of Swiss medical technology:** The Swiss Medtech Pavilion presented the whole range of Swiss medtech: from academic research, spin-offs, public-private entities and clusters to the established industry.
- **Provide a forum for discussion and networking:** Various opportunities for networking with prospective partners, clients but also among the participants from Switzerland were provided. The Swiss Medtech Pavilion offered a long table instead of smaller islands in order to create an even better environment to sit together and discuss.
- **Offer a simple and efficient entry point into the Japanese Market:** Participants could choose from two different pricing schemes: participation in the shared booth including the poster printing or quasi-private space including the possibility to use the public space. Special pricing and extra services were offered to university spin-offs and CTI startups, as well as to university labs. A simple and efficient way to enter the Japanese market or to get a first glimpse of the possibilities was given.

#### Services provided by the Science & Technology Office Tokyo, Embassy of Switzerland

- The **Japanese/ English bilingual “Swiss Medtech Pavilion” pamphlet** produced by the Science & Technology Office Tokyo came in handy for both visitors and participants. Short descriptions of each Swiss exhibitor as well as their contact information enabled visitors to get in contact with the exhibitors.
- **Several fully bilingual interpreters** (English-Japanese or French-Japanese) were very helpful during the three days: They translated the Swiss participants’ meetings and their encounters with Japanese counterparts, clients or interested visitors.
- **“Swiss Medtech Reception”:** The Ambassador of Switzerland to Japan, H.E. Mr. Urs Bucher provided an additional networking opportunity: He invited all participants and their best customers, clients and partners to a reception at his residence. At the opening of the networking reception, every participant received the chance to introduce his company or institution in 60 seconds. Then there was plenty of time to mingle and network with customers, partners and potential future distributors.
- **Workshop for Swiss Start-ups coming to Tokyo:** Following the exhibition, a one day workshop was held, including a visit to LPixel (Start-up, Tokyo University) and Canon Marketing Japan, as well as a lunch meeting with Konica Minolta. The afternoon set at JETRO (Japan External Trade Organization) featured speeches on different aspects of entering the Japanese market and doing business in Japan by six leading experts. The successful event was concluded with a networking dinner.

#### Results

- The international three-day event, which attracted **34’018 visitors** (+6% from the previous year), showcased the most advanced developments related to medtech with booths from 504 different companies and institutions. The Swiss participants have made the most out of their presence at MEDTEC Japan in Tokyo, supported by the efforts of the Science & Technology Office Tokyo in preparing documents translated into Japanese and providing interpreters on site, an effort which has proven to be useful in attracting domestic visitors who are usually rather shy in English. The documents and the exhibitors’ own materials were given to highly interested visitors as valuable information.
- **Positioned in a very visible location**, the Swiss Medtech Pavilion was a success in attracting much interest for Switzerland’s top-notch medtech related technologies. The beautifully designed Swiss Pavilion guaranteed to be a magnet for visitors; the covered meeting space sparked many discussions not just with clients, but also among Swiss participants. The coffee provided by the organizer and the chocolates kindly sponsored by Nestle made the discussions even more enjoyable.
- **Many meetings were held** and discussions were initiated at the Pavilion between Swiss participants and Japanese counterparts, as well as Swiss-Swiss, and Swiss-“Other Country”. The Swiss participants were highly enthusiastic about the outcome and the dynamics of the event.
- **Media Coverage:** Several websites and magazines featured the Swiss presence at MEDTEC Japan 2016. Furthermore, two TV stations (NHK, TV Tokyo) will present the pavilion and the technology shown in their programs. The Swiss Medtech Pavilion was also filmed by UBM Canon, the show organizer, for their promotional video (<https://youtu.be/5cG-2So04d0>).



## Participants at the Swiss Medtech Pavilion

- **Federal Universities & Research Laboratories:**
  - **ETH Zurich Rehabilitation Engineering Laboratory (RELab)** headed by Prof. Dr. Roger Gassert is focusing on the development and clinical evaluation of diagnostic, therapeutic and assistive tools in order to promote recovery, independence and social integration of the physically disabled. RELab is closely collaborating with Kyushu University's Prof. Jumpei Arata.
- **Spin-off / Startup:**
  - **Abionic SA** is an EPFL spin-off, showing abioSCOPE® which is a rapid universal point-of-care device and a versatile in-vitro platform that provides instant screening and quantitative diagnosis based on disruptive nanotechnology.
  - **Nanolive SA** is another EPFL spin-off, which has developed the 3D Cell Explorer, a microscope which allows for the very first time to explore a living cell, instantly, in 3D and without damaging it.
  - **Physeon** is a startup showing Veinplicity, which is an electrical stimulation device used as an adjunct for venipuncture. It increases local blood volume and thereby makes venous access easier for practitioners.
  - **Virtamed** is a young Swiss company that develops and produces highly realistic surgical simulators for medical training of physicians.
- **Public-Private Partnership:**
  - **CSEM** is a research and development center (public-private partnership) specializing in microtechnology, nanotechnology, microelectronics, system engineering, photovoltaics and communications technologies.
- **Established Industry:**
  - **BW-TEC AG** offers equipment for the production of balloon catheters. This includes machinery for welding, cutting, necking, molding, coating, testing and more.
  - **DIAMETAL AG** has become the leading supplier for turning and hob milling tools in Swiss type lathe machines. By using its own super abrasive grinding wheels, it produces high precise carbide tools and wear parts.
  - The **Micro Systems Technologies group (MST)** is a global leader in electronic manufacturing services and components for the medical industry. Their products cover pcb, SC-packaging, advanced assembly batteries and hermetic feedthroughs.
  - **Orthema Group** was the first European company that offered CAD/CAM systems for orthopedic insole production. The digitized foot profile is modified by software, the insole produced by a CNC milling-device from special raw-material.
  - **Sulzer Mixpac Ltd.** is an experienced Swiss manufacturer and technology leader in single- and dual-component dispensing systems. Its product range includes static mixers, cartridges and dispensing equipment that are used in a combined system.
- **Clusters:**
  - **BioAlps Association** has the mission of promoting the excellence and performance in MedTech and BioTech developments at all levels: regionally, nationally and internationally. It is the entry point to a wealth of contacts and knowledge.
  - **Micronarc** is the dedicated micro-nanotech cluster and communication platform created by the governments of the seven cantons that constitute Western Switzerland.



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Embassy of Switzerland in Japan  
Science & Technology Office Tokyo

- **Sponsors & Partners:** The State Secretariat for Education, Research and Innovation (SERI), Presence Switzerland (PRS), the Commission for Technology & Innovation (CTI) as well as Switzerland Global Enterprise (S-GE) enabled the Swiss presence. The Swiss Medtech Pavilion was further supported by Nestlé Japan.



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Swiss Confederation

Embassy of Switzerland in Japan  
スイス大使館  
Science & Technology Office Tokyo  
科学技術部

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

Innovation Promotion Agency CTI



**Swiss Medtech Pavilion Organizer:**

Science & Technology Office Tokyo  
Embassy of Switzerland  
5-9-12 Minami Azabu, Minato-ku, Tokyo 106-8589  
<http://www.eda.admin.ch/tokyo>

Contact: Dr. Matthias Frey  
Science & Technology Office Tokyo  
Telephone +81 3 5449 8400  
[matthias.frey@eda.admin.ch](mailto:matthias.frey@eda.admin.ch)

**Co-Exhibitors / Participants:**

- Abionic SA
- BioAlps Association
- BW-TEC AG
- CSEM
- DIAMETAL AG
- ETH Zurich Rehabilitation Engineering Laboratory
- Micro Systems Technologies Group
- Micronarc
- Nanolive SA
- Orthema Group
- Physeon
- Sulzer Mixpac Ltd.
- Virtamed

**Non-corporate Participants and Sponsors:**

- Embassy of Switzerland
- State Secretariat for Education, Research & Innovation
- Presence Switzerland
- Commission for Technology & Innovation (CTI)
- Switzerland Global Enterprise (S-GE)

**Booth Maker:**

Welkam Ltd., Tokyo, Japan  
<http://welkam.co.jp/en/contact@welkam.co.jp>  
Tel.: +81-3-6801-7517

**Examples of Distributed Materials**

**Bilingual Japanese-English Pamphlet (500 copies)**





## Workshop for Startups & Young Companies on Entering the Japanese Market

The S&T Office Tokyo organized adjacent to the expo a workshop for young Swiss companies and startups on entering the Japanese Market. The program of the day was as follows.

### *Meetings and Visits:*

- 09:00 Visit of a Japanese Medtech Startup: LPixel Inc.  
Presentation by Founder and CEO, Mr. Yuki Shimahara on LPixel's technologies
- 10:45 Visit of Canon Marketing Japan Inc.  
Presentation by Mr. Motohiko Matsushita, Medical Solution Business Unit on the company's products and services
- 12:30 Lunch meeting with Konica Minolta Inc.  
Presentation by Mr. Mitsuru Numada, Healthcare Business Unit on the company's products and services

### *Workshop at JETRO:*

- 15:00 Opening Remarks  
Dr. Matthias Frey, Head, Science & Technology Office Tokyo, Embassy of Switzerland
- 15:05 "General observation on the Tokyo market for smaller entities"  
Mr. Darren Menabney, Graduate School of Management, Globis University
- 15:35 "Practical hints how to do business in Japan"  
Mr. Robert Champoud, Managing Director, Euro-Far East Co., Ltd.
- 16:00 "Experiences from being a Swiss company in Japan"  
Dr. Markus Graf, Director R&D Humidity Sensors, Sensirion AG
- 16:25 Coffee – Networking Break
- 16:45 "Tokyo's Initiatives to support for Foreign Companies and Entrepreneurs"  
Ms. Tomoe Otsuka, Director for National Strategic Special Zone Coordination Office of the Governor for Policy Planning, Tokyo Metropolitan Government
- 17:10 "Legal challenges when starting operation in Japan"  
Mr. Charles Ochsner, Attorney-at-law, Python & Peter
- 17:35 "Support by the Japan External Trade Organization (JETRO) to foreign entities entering Japan" with a tour of the Invest Japan Business Support Center (IBSCs)  
Mr. Yukihiro Uehara, Senior Director for Global Strategy Europe, JETRO
- 18:00 Networking Dinner