



A special feature produced by:  
 Synergy Media Specialists

# Switzerland



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## Insights into a decade of the Japan-Switzerland Free Trade and Economic Partnership Agreement

Jean-François Paroz, ambassador, Embassy of Switzerland in Japan: “In spite of a population of just 8.5 million and a territory about the size of Kyushu, Switzerland may well be called an economic powerhouse. It ranks among the world’s top 20 economies in terms of gross domestic product, as well as of merchandise and services trade, and is among the top 10 when it comes to foreign direct investment. Switzerland regularly occupies top spots in international rankings such as the



Jean-François Paroz, Ambassador of Switzerland to Japan

Global Competitiveness Report and the Global Innovation Index. All this makes Switzerland an attractive business location and economic partner.” Professor Rudolf Minsch, chief economist and deputy chairman of the Executive Board, Economiesuisse: “We have more interests with closer collaborations with the Japanese, especially with regards to direct investments. The Swiss economy is doing a great job investing in other countries like Japan.” Bernd Hoch, managing di-

rector, MM Automobile Schweiz AG: “The Japanese and Swiss share a similar mentality in that we both appreciate the ideals of trust, honesty, hard work and traditional values. We have a strong cultural bond and a deep friendship is shared between our two countries which both sides are keen to nurture. Our historical relationship is founded on an appreciation for one another and this will continue

as we strengthen our ties. The Switzerland-Japan Free Trade And Economic Partnership has bolstered trade and investment between Switzerland and Japan in the last 10 years. Imports and exports between our two nations have been gradually increasing and we are looking at more opportunities to strengthen our ties.” ♦ www.eda.admin.ch/tokyo www.economiesuisse.ch www.mitsubishi-motors.ch

Read the full article online: [www.synergymediaspecialists.com/jt-che2019-banner-story](http://www.synergymediaspecialists.com/jt-che2019-banner-story)

## KWE Switzerland: Always on the move

Global logistics provider Kintetsu World Express (KWE) has over 500 business sites in 35 countries to ensure customers around the world receive the best service. As a non-European Union member country, Switzerland is a unique market for KWE. Founded in 1997, KWE Switzerland has established strong business ties with the Swiss business community and is growing its client base while contributing to the country’s economy. “By thinking global and acting local, we can adapt to our customers’ needs,” said Rolf Moor, KWE Switzerland managing director. “Our employees in Zurich and Geneva are proactive and having our finger on the pulse has enabled us to grow our business, especially within the medical instruments, high-

tech equipment, health care products and precision instruments sectors.” “We are always on the move,” added Anita Koulis, KWE Switzerland commercial director. “In addition to offering air and sea freight, customs brokerage, trucking and warehouse and logistics solutions, today our cross-border e-commerce business is growing rapidly.” An Authorised Economic Operator, KWE Switzerland is a member of the International Air Transport Association, International Federation of Freight Forwarders Associations, Spedlogwiss, Interest Group Air Cargo Switzerland and the Swiss-Japanese Chamber of Commerce. “When KWE Switzerland was first established, Japan accounted for 80 percent of our business,” said Moor. “Having

reached out to the local Swiss business community, we have successfully diversified our business and today work with Japanese, international and domestic customers.” This year KWE Switzerland is increasing its workforce to strengthen its e-commerce business and aims to work more closely with industry leaders across Switzerland. “While every day is a challenge, we love challenges,” concluded Moor. “Both Swiss and Japanese companies are driven to deliver quality services and there are many similarities between our two countries. Most importantly, we respect one another and as a company, we will continue to contribute to the Swiss-Japanese partnership.” ♦ www.kwe-switzerland.com www.kwe.co.jp



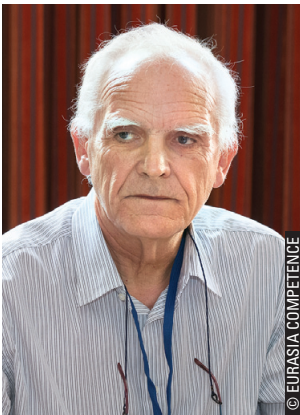
### Global Logistics Partner



Anita Koulis, Commercial Director and Rolf Moor, Managing Director of KWE Switzerland

## Bridging Cultures: Turning cross-cultural complexity into high-performance vitality

“Cross-border mergers and acquisitions often lead to unexpected organizational challenges,” said Peter Sorg, partner with EurAsia Competence AG. “While companies take into account financial, legal, technology and intellectual property due diligence requirements, the cultural dimension also needs to be addressed for organizations to succeed in a transformation process,” he said. As a leading consultancy boutique for management services, EurAsia Competence provides unique and proprietary cultural due diligence. The firm helps European and Asian clients working in culturally different environments to master the manifold challenges in cross-border and cross-cultural business transactions. The aim is to create high-performance organizations after mergers and acquisitions. To do so, EurAsia Competence works in partnership with government and nongovernment institutions and private enterprises in both Europe and Asia. The firm’s services franchise consists of hands-on strategic and operational support to the top management of internationally expanding organizations. The approach of EurAsia



Peter Sorg, Partner with EurAsia Competence AG

management and employees on lower company levels. EurAsia Competence has established an extensive partner network and has close connections with Swiss and Japanese institutions to source talent and competencies during projects. “Company culture, while based on a firm’s country of origin in the context of its global expansion plans, requires constant alignment of cross-cultural elements and values throughout the organization to deliver on respective targets and objectives,” said Sorg. “We help Japanese firms expanding across Europe and provide our services to European firms that are in the process of expanding their presence in Asia. Our unique approach to understanding the decision-making processes across cultures enables our clients to communicate more effectively, optimize the company’s performance and ultimately raise their bottom lines.” ♦ For further information refer to: [www.eurasiacompetence.com](http://www.eurasiacompetence.com)



## Honda Suisse: Driving success through people and passion

“The spirit of Honda is strong in Switzerland,” said Jean-Christophe Muller, president of Honda Suisse. “Our business is based on people with passion and our company is alive with associates who are driven to succeed.” Muller’s loyal team is responsible for car, motorcycle and power equipment sales in Switzerland; a unique market for Honda. Switzerland has three official languages, distinct regional differences and geographical constraints. Despite these challenges, Switzerland is an important market for Honda and customer expectations are high. The Honda Jazz is the company’s top-selling vehicle, but the Honda CR-V follows it closely, because the 4X4 SUV segment accounts for 50 percent of the Swiss market. Swiss drivers appreciate high-powered, high-performance vehicles and despite the Swiss market being approximately one-tenth the size of the German market, Honda Suisse sells approximately the same number of Type R vehicles as Honda Germany. Honda’s role as an innovator in the electrification of vehicles is well-suited to Switzerland’s green movement; the country was the first in Europe to introduce Honda’s catalytic-converter technology. Two-thirds of Honda’s global vehicle product-range is to be electrified (hybrid, electric) by 2030. In Europe, that same target is expected to be reached by 2025.



Jean-Christophe Muller, President of Honda Suisse

“Vehicle-electrification will be an important corner for us to navigate in the coming years,” said Muller. “We recognize we have a social responsibility while also growing our business through our partners, dealers and customers.” From development, production and delivery, Honda is driven to provide products that are both appreciated and enjoyed by customers. “Honda’s product range is well-suited to the Swiss market,” concluded Muller. “This year will see the launch the CR-V Hybrid at the Geneva Motor Show and the introduction of a fully electric vehicle. Our excellent dealers and service teams will continue to drive Honda Suisse forward.” ♦ [www.honda.ch](http://www.honda.ch)



## Sunstar: A global health movement leader

Yoshihiro Kaneda, chairman of Sunstar Group shares his insights and strategies with Synergy Media Specialists. Sunstar believes that to be truly healthy in body and mind, we must take care of ourselves holistically. How is Sunstar positioned to take advantage of the global health movement that we are seeing today? I believe Sunstar is well positioned to join this global health movement. In fact, we have been part of it for many years now, even when it wasn’t trendy to be healthy. For instance, our corporate motto encourages us to “Always strive to help peo-

ple everywhere achieve better health and enhance their quality of life,” and it dates back to 1962. In our founding family, the Kaneda family, we soon understood the whole body was connected, and, as a result, we supported research to learn how oral health is related to the general health, for instance. Therefore, we do believe that taking care of ourselves holistically is the best way to achieve real overall well-being. Consequently, we offer a wide range of products that serve our needs and help us to be healthier from all perspectives. Spanning from oral care to environmental safety, all our products have a strong body of evidence behind

and are designed to improve our quality of life. In addition, one of the main reasons why I say Sunstar is a crucial player in this health movement we are witnessing is the value we give to education and research. During all these years we have not only developed high-quality products, but also contributed to improving oral health awareness among the population as well as promoted research to help our society move forward to a healthier future. How well suited are Switzerland and Japan in terms of the two countries efforts to strengthen their economic ties?



Yoshihiro Kaneda, Chairman of Sunstar Group

Both countries are ready to strengthen their economic ties. Traditionally, Switzerland has been one of the most attractive business hubs, and it provides a precious international atmosphere; we have been based in Switzerland for fifteen years now, and the country has offered everything we needed to continue with our internationalization process. Besides, we are located in the Vaud region, an area where innovation and cutting-edge technologies are part of the environment, which is the perfect scenario for a multinational company to grow and expand its businesses. On the other hand, if we pay attention to Japan, it is true that we have seen an impressive evolution in a very short time; the country has gradually opened to international business, and

it is becoming one of the most attractive markets for external investors. On top of that, the Japanese sense of loyalty helps foreign companies that understand the culture to establish more solidly. Definitely, we have integrated many from the Swiss and Western culture that, mixed with our Japanese background, has helped Sunstar to create a unique way of being. As we have mastered in several different fields, we promote a cross-sectional approach to innovation in our company. This, for instance, allows us to apply the latest techniques from engineering to R&D (research and development), or the industrial vision to the development of new consumer-focused products. We did it since the beginning of our history; for

example, by turning our sealing products manufacturing site (tubes filled with glue) into a toothpaste manufacturing line by just switching the product filling the aluminium tube. What is the next step for Sunstar in terms of growth in 2019? Our main objectives for 2019 are strengthening our presence in Europe and Japan and increasing our developing markets. Our business plans, of course, depend on the business sector, but in general they will incorporate our efforts toward solutions related to oral health and its connection with general health, health promotion considering the differences in our life stages and indoor air quality improvement. In our strategy, we will leverage some of

our recent achievements — our construction sealer has been selected by six facilities associated with the Tokyo Olympics and 17 facilities in the Athletes’ Village on the basis of a high degree of trust, and we are successfully launching the GUM brand in the Swiss market. As a long-term vision, we see ourselves helping to extend people’s healthy life span and improving their quality of life by continuing to develop products and services that promote general health based on a holistic health care approach. ♦ [www.sunstar.com](http://www.sunstar.com)



## Delivering smart disclosure solutions in line with Common Reporting Standard

Active in more than 80 countries, Kendris Ltd. has become a trusted provider of family office, trust management and fiduciary services. While the company delivers Swiss and international tax and legal advice, accounting, outsourcing and art management, for reasons of independence, Kendris does not provide traditional asset management services. Working with ultra-high net worth individuals and private and corporate clients, Kendris delivers tailored solutions to help clients achieve their objectives. As one of Kendris’ largest markets, Japan plays an important role within the company. Having been traveling to Japan for over 25 years, Chief Executive Officer Christian Lyk and Chairman Adrian Escher recognize the importance of the market. The company’s Japan business is founded on quality-driven relationships and is supported by the company’s team in Switzerland. Kendris’ primary objective is to ensure international clients’ ownership structures are in good standing and compliant with local regulations worldwide. Developed by the Organisation for Economic Coop-



Christian Lyk, Chief Executive Officer of Kendris Ltd.



Adrian Escher, Chairman of Kendris Ltd.

eration and Development, the Common Reporting Standard is a reporting standard for the Automatic Exchange of Information (AEOI) between tax authorities in over 100 jurisdictions. Japan and Switzerland initiated their AEOI exchange agreement in January 2017. Since then, Kendris has been continuously ensuring disclosures under the AEOI are performed in a controlled and precise manner and updates clients at each stage of the reporting process. In order to respect clients’ privacy, Kendris developed an in-house AEOI platform that is compliant with global regulations, including those in Japan. Customer relationship

management, accounting, due diligence and reporting systems are incorporated in Kendris’ AEOI platform to reduce clients’ compliance costs. Kendris’ regulatory team analyzes the impact of AEOI for foreign individuals holding offshore or Swiss corporate structures and optimizes structures to ensure, where possible, that the reporting is meaningful to clients, tax advisers and local tax authorities. Kendris pre-notifies clients of upcoming submissions well in advance of reporting deadlines to ensure clients are able to discuss matters with their advisers and be better informed. ♦ [www.kendris.com](http://www.kendris.com)

## Froriep Legal and Rentsch Partner: An innovative legal alliance

To better serve high technology and innovation-driven clients, Froriep Legal AG and Rentsch Partner AG, two of Switzerland’s leading legal services firms, have recently joined forces. “We were named Swiss Law Firm of the Year at The Lawyer European Awards in 2018 and today, we feel invigorated by our cooperation with Rentsch Partner,” said Nicola Benz, Froriep’s managing partner. “We have developed a ‘disruptive technologies’ practice group as part of our full-service approach and we have significantly increased our ratio of female partners.” Rentsch Partner is one of the leading intellectual property (IP) law firms in Switzerland with experts both in IP prosecution and litigation; a rare quality in the field. Last year, the firm was named Switzerland Patent Contentious Firm of the Year by London-based journal Managing Intellectual Property. “We are strong in delivering solutions to clients active in mechanical and electrical engineering and chemistry and also those in pharmaceuticals, biotechnology, software and computer technology,” said Jacobus Sonderhoff, head of Rentsch Partner’s Japan Desk. “As most of our clients are export-oriented, international patent applications are regularly filed, particularly for Japan. On the other hand, we assist Japanese firms not only with Swiss, but also European intellectual property rights.” Today, Switzerland is rec-



Nicola Benz, Managing Partner of Froriep and Jacobus Sonderhoff, Head of Rentsch Partner's Japan Desk

ognized as having one of the highest numbers of patents and other IP rights per capita. “Together with Swiss SMEs (small- and medium-sized enterprises) and ETH (Swiss Federal Institute of Technology in Zurich) affiliated institutes, we already operate in a very innovation-driven economy and receive regular inquiries regarding IP applications, recently also relating to blockchain technologies,” said Sonderhoff. “With the upcoming Patent Box regime, taxes on IP-generated revenue would be reduced by up to 90 percent, and this will be bolstered further by the R&D (research and development) super tax deduction.” “There is increased awareness of distributed ledger technology,” said Benz. “Innovative technologies are becoming commonplace in the banking and financial services, property and real estate, supply chain management and

logistics industries. We are seeing Japanese clients come to Switzerland to establish a European presence for their blockchain business projects.” From technology and innovation to quality, precision and service, Benz and Sonderhoff both agree that the Swiss and the Japanese share many common characteristics. “In terms of our legal practices, our shared goal is to stay ahead of the curve regarding new technologies,” said Benz. “We will continue to take a leading position regarding the advice we provide clients relating to the legal implications of the new technologies we see entering the global economy.” ♦ [www.froriep.com](http://www.froriep.com) [www.rentschpartner.ch/en/](http://www.rentschpartner.ch/en/)





# Switzerland

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## Sharp Electronics Schweiz AG: Driven by ambition for excellence

Sharp Switzerland, a subsidiary of Sharp Corp., is taking on challenges and opportunities in the Swiss market

Sharp, a Japanese multinational with numerous subsidiaries in Europe, acquired print solutions company Fritz Schumacher AG in 2017 to further expand the company's expertise in the field of document solutions. The acquisition was but one step within Sharp's overall growth strategy in the Swiss market and Europe as a whole. Sharp Switzerland's Chief Operating Officer Peter Suter has continued to build the company into a Swiss industry leader.

"Our aim is to strengthen our market share in modern office business systems such as document and visual solutions. In this segment, we offer intelligent MFP (multifunctional printers) and information management systems, as well as modern display technologies and interactive meeting solutions to enhance enterprise teamwork and simplify administrative processes," he said. "All applications, perfectly aligned and connected, provide an elaborate, integrated office solution that helps to promote modern ways of collaboration. All technologies are scalable



Peter Suter, Chief Operating Officer of Sharp Switzerland

and can be upgraded according to a company's changing needs. Thus, they make for ideal digital companions for companies on their way into an increasingly digitized world."

Besides that, Sharp Switzerland offers displays and digital signage applications, as well as point of sale and EPOS (electronic point of sale) solutions that are widely used in the retail sector.

"For many years, we have been

working on driving synergies, strengthening our business and further growing our expertise in order to offer innovative solutions to our clients," Suter said. "Today we are in a good position for further growth in the Swiss market. Our team is highly motivated, aiming to deliver ever more advanced solutions and services to our clients across the country. This year, we will focus on improving our sales performance and streamline our processes in order to better serve our local clients in Switzerland."

Suter leads 150 employees in Switzerland and brings more than 30 years of industry experience in distribution, marketing, logistics, printing and information technology to the company. During his career, he has led various companies on their way to success, with a strong focus on growth and new market development.

"Sharp is part of a dynamic industry that is experiencing major changes due to digitization," said Suter. "In this environment, Sharp offers pioneering technologies that help transforming the way people work together and share information. I am glad

to be in a position with Sharp to actively shape this process." ♦  
For further information, please visit [www.sharp.ch](http://www.sharp.ch).

### About Sharp Information Systems Europe

Sharp Information Systems Europe (SISE) is a division of Sharp Electronics Europe, which offers a unique portfolio of award-winning document management and display solutions to help organizations transform the way they engage with information. Sharp's industry-leading MFPs and large production systems sit at the heart of integrated applications for digital transformation, while the company's display solutions include innovative video walls, digital signage displays and interactive flat panel displays for collaborative presentations. Sharp's mission is to develop new products that support individual expression, creating life-enhancing experiences that let consumers be original. Please visit [www.sharp.ch](http://www.sharp.ch) for further information.



## Business and the Canton of Bern: An innovative partnership

Switzerland's largest industrial region, the Canton of Bern, has become a high technology hub driven by innovation.

While highly specialized small- and medium-sized enterprises are the backbone of the economy, many multinationals and Japanese companies have successfully established a presence in Bern.

With a tradition of mechanical, electrical and precision engineering, many Bern-based companies have contributed to Switzerland's world-famous medical technology and watchmaking industries.

The Bern Economic Development Agency is a one-stop shop for startups and companies that are looking to locate or open a subsidiary in the Canton of Bern and grow their business. The agency provides all the important information, useful contacts, comprehensive initial advice and expert support in the search for the ideal premises, completely free of charge.

A perfect setting, the Canton of Bern offers businesses an ideal environment for innovation, with access to a highly qualified workforce and many opportunities to work closely with universities and other research institutions such as the Swiss Federal Laboratories for Materials Science and Technology (part of the Domain of the Swiss Federal Institutes of Technology (ETH)) and the University of Bern.

There are also numerous knowledge and technology transfer platforms in Switzerland, including the Switzerland Innovation Park Biel/Bienne, the Swiss Smart Factory and the Swiss Institute for Translational and Entrepreneurial Medicine (sitem-insel), where the latest developments and findings in



Bern, is a high-technology hub driven by innovation surrounded by unrivaled natural beauty and cultural attractions.

research and science join forces with the proven experience of local businesses.

During the 150th anniversary of diplomatic relations between Switzerland and Japan in 2014, the Canton of Bern established the first friendship agreement between a Swiss canton and a Japanese prefecture.

Nara Prefecture and the Canton of Bern promote the exchange of knowledge in the fields of tourism, culture, forestry, energy

and environmental technology. Renowned Japanese companies such as Gilgen Door Systems AG (a subsidiary of Nabtesco Corp.), Fanuc Corp. and Montbell Co. Ltd. have already established a presence in Bern.

Bern's unrivaled natural beauty and cultural attractions have positioned the canton as one of Switzerland's top three tourism destinations.

Japanese tourists looking for an authentic Swiss experience continue to enjoy the iconic Swiss village of Grindelwald, Jungfrauoch in the Bernese Alps, the majestic Schilthorn summit and UNESCO World Heritage site, the Old City of Bern.

Looking forward, the Canton of Bern will continue to attract business and investment from Japan. ♦

[www.berminvest.be.ch](http://www.berminvest.be.ch)

## Young Swiss entrepreneurs enjoy the smell of success in Japan

In August 2018, Tokai University professor Noriaki Hirayama published an article on aromatherapy, citing the efficiency, efficacy and convenience of a new product called AromaStick.

AromaSticks are natural inhalers that boost one's mood and help in managing everyday stress. Unlike inhalers recommended for colds, the patented AromaStick inhaler delivers a blend of 100 percent organic, essential oils directly to the brain's limbic system, which influences motivation, mood, hormonal balance and memory. Because of the direct link between the nose and the brain, the effects are almost immediate.

The patented AromaStick inhalers come in blends such as Calm, Focus, Energy, Balance, Relax and Refresh and are products of years of research and experiments.

"There is a lot of unreliable information and false claims surrounding aromatherapy, so we invested heavily into research conducted by independent experts in Europe following strict protocols," shared AromaStick co-founder Nick Singer.



Nick and Tim Singer, Founders of AromaStick

Thirteen studies involving over 700 individuals have been made thus far, eight of which have been peer reviewed and published in trusted academic publications around the world.

"The findings from our products exceeded all our expectations and show that the effects are not only psychological but also physiologically measurable," explained Nick's brother and co-founder Tim Singer.

Depending on the blend, stress-related biomarkers such as blood pressure, heart rate and cortisol are drastically reduced, or blood-oxygen levels are increased, enhancing wellbeing after a few inhalations.

AromaStick is manufactured entirely in Switzerland

and proudly bears the Swiss mark of quality. The products were launched in September 2017 and are now sold in over 15 countries, including Japan, through trusted distribution partners.

"Japan is one of our most exciting markets at the moment," said Nick. "We have built a very good relation with our distribution partner in Japan, MK Enterprise Inc., which has not only made our products available in several department stores, pharmacies and convenience stores, but also opened doors to potential collaborations extending to research and development, as well as product development."

"There is a huge potential for the company to continue growing and we appreciate sharing the same values — such as diligence and an unrelenting adherence to quality — with our partners in Japan."

AromaStick is distributed in stores and pharmacies such as Tokyu Hands, Aroma Bloom, Aeon Body, Beauty Library, Kejo Department Store and Tanabe Pharmacy. ♦

[www.aromastick.net](http://www.aromastick.net)  
[www.aromastick.jp](http://www.aromastick.jp)