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Switzerland and Japan: Bonded by the pursuit of quality and innovation

Ambassador Extraordinary and Plenipotentiary of Japan to the Swiss Confederation Kojiro Shiraishi tells us about the strong ties that bind Switzerland and Japan

Japan and Switzerland have traditionally enjoyed excellent relations.

At a political level, President Ignazio Cassis visited Japan this April with an economic and scientific delegation and had worthwhile meetings with Prime Minister Fumio Kishida, Foreign Minister Yoshimasa Hayashi and other ministers. Also, in June, State Minister for Foreign Affairs Kiyoshi Odawara and President Cassis met in New York on the occasion of the election of the nonpermanent members of the U.N. Security Council.

I am pleased to see that active high-level exchanges between our two countries have been conducted.

Switzerland is one of the most important partners to Japan, as both countries share fundamental values such as rule of law and respect for human rights.

Japan and Switzerland will both take seats as non-permanent members on the



Kojiro Shiraishi, Ambassador Extraordinary and Plenipotentiary of Japan to the Swiss Confederation

Security Council from next year, and Japan would like to work more closely with Switzerland on various security issues and challenges in this organ.

In the economic field, the Japan-Switzerland economic partnership agreement has contributed to the expansion of bilateral trade for more than 10 years.

Last year, the protocol amending the Japan-Switzerland tax convention was signed to strengthen the foundation to promote investment and economic exchanges between our countries.

The opening of a Swiss Consular Office in Osaka last year will enhance relations in the fields of science, technology and innovation. We look forward to increased exchanges between Japan and Switzerland in these areas, too.

In 2024, Japan and Switzerland will celebrate the 160th anniversary of the establishment of diplomatic relations. Switzerland has announced its participation in the 2025 World Expo in Osaka. These two events will provide us with optimal momentum to enhance bilateral ties, and we would like to take these opportunities to further expand the wide range of exchanges our two countries enjoy today.

www.ch.emb-japan.go.jp

Novartis: Reimagining medicine in Japan through innovation

As one of the world's leading pharmaceutical companies, Novartis aspires to re-imagine medicine to improve and extend the lives of people by continuing to challenge the status quo for better, more impactful solutions.

president and representative director of Novartis Pharma K.K.

"We have brought numerous first-in-class innovations to Japan to address the needs of patients and health care providers, and we continue

'By strengthening our partnership with Japan's health care providers, we aspire to give more patients access to innovative treatments that help them lead their lives with a high level of productivity and quality of life.'

Novartis was established through the merger of two Swiss companies, Ciba-Geigy and Sandoz, with a collective history that dates back more than 250 years. Building on the rich heritage of advancements in science and health, Novartis has evolved into a company that focuses on developing and delivering innovative solutions to address the unmet needs of patients around the world.

25 years in Japan
"2022 marks 25 years since Novartis was established in Japan," shared Leo Lee,

to support the country's advanced health care system."

"We look for solutions with the desire to exceed expectations," Lee said.

"Looking back at some of the key milestones over the past quarter of a century, we brought the first targeted therapy for the treatment of chronic myeloid leukemia, which dramatically changed the way this disease had been treated," Lee explained.

Novartis has also paved the way for the development of chimeric antigen receptor T-cell therapy for treating lymphoma and leukemia



Leo Lee, President and Representative Director of Novartis Pharma K.K.

patients, including children. The therapy arms the patient's own cells to become more effective in fighting cancer.

Gene therapy for treating babies and infants with spinal muscular atrophy is another field of medicine where Novartis is pioneering. It directly addresses the genetic root cause of the disease by replacing the function of missing or nonworking genes.

"We are proud of the impact our innovations have on improving patients' quality of life, and the happiness we bring to families continues to inspire us," Lee said.

"We will continue our endeavor in realizing better experiences and outcomes for patients in Japan."

Supporting innovations

Committed to supporting scientific advancements in Japan, Novartis supports leading Japanese scientists and contributes through various research initiatives.

The Novartis Institutes for BioMedical Research (NIBR) is the company's global innovation engine. The NIBR has established key partnerships with research institutes and various universities in Japan.

"Building strong ties between our local and global development units also enables better decision-making for clinical trials and a more efficient development process," Lee explained.

Health care solutions

Novartis is looking for ways to collaborate within the health care system as Japan faces the challenges of an aging society and the consequent rise in the cost of health care.

"Japan's health care system and its direction would shed light on how to manage an aging population," Lee explained.

"By strengthening our

partnership with Japan's health care providers, we aspire to give more patients access to innovative treatments that help them lead their lives with a high level of productivity and quality of life," Lee said.

Today cardiovascular disease is one of Japan's top social burdens for the middle-aged to elderly population. Novartis is working to raise awareness and improve disease management by partnering with academia, local government authorities and industry partners in various regions within the country.

"Our efforts to better understand the evolving needs of patients and the challenges faced by Japan's health care system have given us the opportunity to create solutions that really matter," Lee noted.

"We hope our work will help lay the foundation for further innovation in Japan."

Novartis looks forward to the next 25 years and beyond with determination and the purpose of reimagining medicine for patients. ♦
www.novartis.co.jp



This article is sponsored by Novartis Pharma K.K.

bridgespotlight



The Matterhorn in Zermatt, Switzerland

Every good trip begins with good advice

Harry Kolb Travel Services has been organizing trips from Switzerland to Japan and the Far East for 40 years.

"Our professional guides are very familiar with the local customs, history and geography of the countries we visit," Managing Director Harry Kolb shared.

"We work with select local partners and have a keen understanding of these fascinating destinations, enabling us to offer our clients the best advice and my personal assurance for the quality and reliability of our travel services."

Harry Kolb has successfully designed and operated high-level incentive tours for Japanese companies in Switzerland and Swiss multinationals with operations in Japan.

According to Kolb, "These incentive tours are popular with Swiss people working in Japanese firms who are interested in learning about *kaizen*, the Japanese business philosophy of continuous improvement." ♦
www.harrykolb.ch



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Read more about their tailored services showcasing the best of Switzerland on Bridges: <https://bit.ly/CHJP-harrykolb>

ZERMATT

The idyllic village of Zermatt at the foot of the Swiss Alps offers stunning views of the world-famous Matterhorn.

Famous for its ski resorts and mountaineering, Zermatt attracts

travelers from across the globe with its year-round appeal.

Book a Zermatt tapas tour or private cycling guide and check out the other special offers at www.zermatt.ch.

SHIZUKU

Marc Nydegger, managing owner of Shizuku GmbH, has been the undisputed sake expert in the Zurich area for years.

His background as a Japanologist, his cultural knowledge of Japan as well as his confident Japanese skills contribute to his extensive know-how about the sake world, which he regularly shares at his events, food pairings and lectures.

"More and more of our customers are using sake in their cuisine and cocktails," Nydegger shared.

"I personally like Shirayuki Edo Genroku with Roquefort or Goriki Junmai at room temperature with a good steak."

Explore Shizuku's extensive selection of sakes and try some with Swiss fondue or raclette. ♦
www.shizuku.ch

SALA OF TOKYO

Sala of Tokyo is a name resonating in the ears of most Japanese food lovers in Switzerland. Given its founding year of 1981, it is Switzerland's oldest Japanese restaurant in business today.

"We live old traditions with new innovation, serve authentic everyday dishes and exclusive dining experiences altogether. The heartwarming food and welcoming shout of 'irasshaimase' (welcome) will beam you right to Japan," shared Lorenz

Muster, who manages the place.

"Not only do we serve Japanese food, but we also build a bridge between two countries rather far from each other geographically, yet not so different culturally, and we are very proud to do so."

Sala de Tokyo is just a two-minute walk from Bahnhofstrasse, Zurich's main train station. Visit them and enjoy the authentic dishes prepared by their Japanese chefs. ♦
www.sala-of-tokyo.ch



We are Novartis and we are reimagining medicine.

Bittrex Global: Bringing regulation to the forefront of crypto

BY OLIVER LINCH
CEO OF BITTRET GLOBAL

The previous year saw the regulation of the crypto industry become a key topic for industry participants and regulators.

Today, these participants are no longer wondering if crypto will be regulated; the current overarching debate focuses on how and when this will take place within the industry.

There are jurisdictions across the world pioneering progressive and comprehensive crypto regulation.

These include Bermuda and Liechtenstein, two jurisdictions that we at Bittrex Global are particularly proud to be regulated in.

In January 2018, Bermuda introduced a purpose-built Digital Assets Business Act Framework for Distributed Ledger Technology and providers of crypto services.

Liechtenstein introduced the "Blockchain Act" in 2019. This made it one of the first jurisdictions to introduce a comprehensive framework for governing the token economy.

Such regulatory measures will spur the innovative

nature of the crypto industry, while providing legacy financial institutions with the peace of mind and regulatory

exchange enjoy certainty and security. We have been dedicated to building the safest and most secure crypto ex-

change enjoy certainty and security. While there is an imperative to strike a balance, the

It is time for industry participants who are serious about the future of crypto to act responsibly and in a manner which will help crypto to be seen as the mature, safe sector that we know it can be.

certainty seen in traditional markets.

At Bittrex Global, we are wholly committed to ensuring that users of our crypto

change in the market since our founding in 2014.

It is of utmost importance to the industry that forthcoming crypto regulation

burden is not on regulators alone.

It is time for industry participants who are serious about the future of crypto to act responsibly and in a manner which will help crypto to be seen as the mature, safe sector that we know it can be.

Until that happens, regulators — rightly concerned about the potential impact, in particular on retail participants — will struggle to have confidence in crypto — something that is vital for the industry to realize its full potential. Ultimately, the industry must work closely with regulators rather than against them.

We are proud to be operating in trusted, forward-thinking jurisdictions that realize the benefits of collaboration and innovation. The future of our industry is limitless and through the spirit of collaboration, crypto will continue to thrive. ♦
<https://global.bittrex.com/>



At Bittrex Global, we are wholly committed to ensuring that users of our crypto exchange enjoy certainty and security.