

# National Day of Switzerland

Publicity

## Long-standing partners for a sustainable, healthier future

By Dr. Andreas Baum  
Ambassador of Switzerland

Dear Readers of The Japan News,

It is an honor to address you on the occasion of our National Day, the first one for me since I arrived in Japan.

We were supposed to celebrate with the Swiss community in Tokyo at a beautiful floral garden, but the pandemic has led us down a different path. Celebrations must take place in private and safe settings.

Yet, signs of improvement are in sight.

The vaccination campaign is well advanced in Switzerland, and vaccines are now being deployed at full

speed in Japan. On the travel front, some quarantine modalities have been eased for our Swiss residents coming back to Japan.

The Olympic Games offer proof that global events are still possible. To all our talented athletes: We stand with you!

On the occasion of the opening ceremony, Swiss President Guy Parmelin traveled to Tokyo and met with Prime Minister Yoshihide Suga. They reiterated our long-standing friendship, rooted in business exchanges for more than



Dr. Andreas Baum

150 years.

The recent developments around free trade, both globally and within the Indo-Pacific region, reinforce the importance of Japan as a stable partner that shares our engagement for a strong multilateral order. Today, Switzerland is the sixth largest foreign investor in Japan, while Japan is our largest Asian investor.

The Swiss high-tech sector continues to trigger a strong interest in Japan. The acquisition of ABB Power Grids by Hitachi last year is one of the most compelling cases. So is Avaloq, a Swiss-based leader in digital banking that joined NEC. I am very glad we could support a new partnership between Japan's e5 Lab, a maritime consortium,

and Switzerland's Almatech, an engineering company that is working on a zero-emission speed shuttle boat.

During his visit, President Parmelin announced the opening next year of a new Swiss consulate in Osaka, primarily dedicated to research and education.

Technologies for sustainability, decarbonization and healthy aging are more than ever topics of common interest for Japan and Switzerland. The 2025 World Expo in Osaka will constitute an important platform to assess the world's progress in these fields. Switzerland has already confirmed its participation.

Let us work together on the path to recovery with dynamism and mutual trust. Happy 1st of August!



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Swiss President Guy Parmelin with Japanese Prime Minister Yoshihide Suga



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