
Switzerland National Day Special

Shared values 'From Heidi to High-Tech'

ROGER DUBACH

AMBASSADOR OF SWITZERLAND



It is a pleasure to address you on our National Day, and to celebrate the success of the Swiss Pavilion at the Osaka Expo, which has already welcomed over 630,000 visitors. It is inspiring to see

the world gather in Osaka in a spirit of dialogue, exchange and shared purpose.

Showcasing tradition to innovation, as reflected in our theme of "From Heidi to High-Tech," our pavilion invites visitors to explore the spirit and values of Switzerland. Since its founding in 1291, our alpine nation has evolved into a global hub of creativity that now ranks as one of the most competitive in the world.

Our commitment to quality and inge-

nuity is something we share with Japan. Rooted in business and trade, our friendship spans more than 160 years. Switzerland is now the seventh-largest foreign direct investor in Japan, while Japan is Switzerland's top investor from Asia.

Switzerland and Japan also share a passion for craftsmanship. From Kyushu to Hokkaido, I have experienced a wonderful diversity of landscapes, culinary traditions and local craftsmanship. I keep in mind the beautiful woodwork in Takayama, Gifu Prefecture, the sophisticated Nishijin textiles in Kyoto and the centuries-old tea culture in Yame, Fukuoka Prefecture. I look forward to continuing this journey of discovery, one prefecture at a time.

From artisanal techniques to advanced manufacturing, automation and medical technologies, our shared spirit of transforming traditional know-how into cutting-edge innovation offers a strong foundation for strengthening our bilateral ties. The Swiss government recently adopted a new Asia

G20 Strategy focused on maintaining a functional international order, and deepening innovation and economic cooperation with the five Asian members of the Group of 20 industrialized nations.

What lies ahead? The final exhibition of our pavilion in Osaka will focus on solutions for sustainability and decarbonization. This autumn, Switzerland will participate in the Wired Futures Conference in Tokyo exploring quantum and artificial intelligence technologies. We will present the outcomes of our "Design with Japan" program together with ceramics producers from the Tajimi region and showcase our DeepTech ecosystem at major trade shows such as BioJapan and Mass-Trans 2025.

See you there!

This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.