
Switzerland National Day Special

Steady partnership in a volatile world

ROGER DUBACH

AMBASSADOR OF SWITZERLAND



Happy Swiss National Day! This year, I find myself thinking about football.

Earlier this summer, millions of people set aside their differences to watch talent, tactics and courage on the soccer field. The Swiss team reached the World Cup quarterfinals for the first time since 1954. Congratulations to Japan, too, for a fantastic performance.

What stayed with me, however, was not the scores. It was the reminder that, even as our world grows more complex, people can still find common ground in shared emotions. That aspiration — to bridge distances and give our best in the spirit of fair play — is worth holding on to.

Switzerland and Japan are closer partners today than at almost any point in more than 160 years of relations. In an age of geopolitical uncertainty and technological disruptions, countries that value the rule of law, open trade and reliability naturally draw closer. In March, we adopted the Japan-Switzerland Roadmap on Innovation, Economy, Industry and Trade. This is a practical plan to continue working in fields ranging from quantum technologies to robotics and space.

The presence of Swiss companies in Japan is intensifying. For the second consecutive year, the Swiss Pavilion at SusHi Tech Tokyo was named the event's most innovative, and we continue to develop our engagement through platforms such as Sea Japan, the Japan Space Business Expo and various semiconductor fairs.

Investment figures tell the same story. Data from Japan's Finance Ministry for 2025 show that Switzerland now ranks fifth in foreign direct investment into Japan

and third among European destinations for Japanese outbound investment.

A key platform for Switzerland's connecting power, Geneva will welcome the 2027 AI Summit. In a field evolving as rapidly as artificial intelligence, technology, policy and diplomacy must move together. Geneva offers a place where governments, researchers, businesses and society can confront the opportunities and the risks. We look forward to deepening the conversation about AI with Japan.

Shared rules, mutual respect, trust and a spirit of innovation: these principles continue to sustain relations between Switzerland and Japan after more than 160 years. At a time of increased volatility on the global stage, these values give our partnership not only stability, but also purpose.

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