

Switzerland, Japan: Steady partners in a volatile world

By Roger Dubach

Ambassador of Switzerland

Dear Readers,

It is a pleasure to address you on Switzerland's National Day. This year, I find myself thinking about football.

For several weeks this summer, hundreds of millions of people set aside their differences to watch talent, tactics and courage unfold on the field. The Swiss team gave its supporters a run to remember, reaching 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 a 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 economic uncertainty, geopolitical tension and technological disruption, countries that value the rule of law, open trade and reliability naturally draw closer.

When the horizon is difficult to read, it helps to have a map. In March, our two countries adopted the Japan-Switzerland Roadmap toward a Closer Partnership on Innovation, Economy, Industry and Trade, a practical plan to deepen cooperation in fields ranging from medtech and biotech to quantum, robotics, space and energy.

That cooperation is already at work. The presence of Swiss companies and startups in Japan is intensifying. For the second consecutive year, the Swiss pavilion at



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Roger Dubach

SusHi Tech Tokyo was named the event's most innovative, and we continue to develop our engagement on deeptech through platforms such as Sea Japan, SPEXA and several semiconductor trade fairs.

Investment figures point in the same direction. New data from Japan's Finance Ministry for 2025 show a substantial increase: Switzerland now ranks fifth in foreign direct investment into Japan, while Switzerland is the third-largest European destination for Japanese outbound investment. Meanwhile, SoftBank's acquisition of ABB's robotics division, as part of a push into physical AI, represents one of the largest transactions to date between a Japanese group and a Swiss company.

In a more volatile world, Switzerland's commitment to peace mediation, international law, human rights and multilateralism is as relevant as ever. Geneva is at the heart of a unique ecosystem of international institutions and expertise focused on peace. We welcome Japan's growing interest in peace mediation, including the creation earlier this year of the Center for Mediation Support by the Sasakawa Peace Foundation.

As a key platform for Switzerland's connecting power, Geneva will welcome the 2027 AI Summit in June of next year. The summit will focus on making artificial intelligence a driver of prosperity and progress for all, while advancing its trustworthy, responsible and safe use. In a field evolving as rapidly as AI, technology, policy and diplomacy must move together. Geneva offers a place where governments, researchers, businesses and civil society can confront both the opportunities and the risks. We are looking forward to deepening our exchanges with Japan on AI.

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 purpose.



Grindelwald, an iconic Swiss alpine village and the sister city of Matsumoto



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Switzerland will host the Global AI Summit 2027 in Geneva on June 21-22, 2027



The Swiss startup delegation to SuShi Tech Tokyo 2026 with Swissnex CEO & Consul Felix Moesner, Tokyo Vice Gov. Manabu Miyasaka, Swiss Ambassador Roger Dubach and SCCIJ President Michael Mroczek, third to sixth from left in the front row

Congratulations
to the People
of
Switzerland
on the Occasion
of
Their National Day



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