

Swiss Vitality Days

A series of events celebrating 160 years of Swiss-Japanese relations across Japan this fall.

Switzerland and Japan are celebrating 160 years of diplomatic relations this year. In September and October, join the conversation on how our two countries can design more sustainable, prosperous and vitalized societies during Swiss Vitality Days, a series of events and initiatives held across Japan.



Edelweiss by ©Charles Negre and ©Studio Végété,
Sakura by ©Jeremy Ayer and ©Studio Végété

As part of the 160th anniversary celebrations, the Swiss Vitality Days 2024 will engage multiple Swiss and Japanese stakeholders. This special platform for dialogue and knowledge exchange will take place from September to October 2024 in both Tokyo and Osaka. The initiative aims to explore the concept of Vitality from various angles, including research, academia, business, governance, economy, finance, culture, and the arts.

During the Swiss Vitality Days 2024, experts, entrepreneurs, researchers, investors, industry leaders, government representatives, and cultural practitioners from both countries will come together, fostering new opportunities for collaboration and knowledge exchange.

They will discuss energy breakthroughs, emerging trends in life sciences, biodiversity, healthy ageing, durable food systems and more. The goal is to accelerate co-creation and cross-pollination, fostering more vital and sustainable societies.

The event lineup features [Swiss-Japan Energy Days](#), a special edition of the [Switzerland-Japan Economic Forum](#), an [art x sustainability initiative in the Nara forest](#), a pavilion at BioJapan showcasing cutting-edge startups, a [scientific panel on longevity](#), an [art project across Tokyo](#) and the museum Photo Elysée in Lausanne, an [amateur photo competition](#) open to the public, and the [Swiss Cinema Days](#), among others.

For the latest updates and detailed information on these events, please visit our dedicated web pages. We look forward to welcoming you to the Swiss Vitality Days!

Swiss Vitality Days Overview

Dates: September to October, 2024

Venue: Various locations across Japan

Organizers: Embassy of Switzerland in Japan, Consulate of Switzerland in Osaka / Swissnex in Japan, Science and Technology Office Tokyo, Swiss Business Hub Japan, Switzerland Tourism Japan, and Presence Switzerland.

Sponsored by:

The Adecco Group

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Details:

Swiss Vitality Days Special Web Page: <https://vitality.swiss/en>

Special web page on the 160th anniversary of diplomatic relations between Switzerland and Japan: <https://vitality.swiss/en/160>

Stay tuned for more information about the Swiss Pavilion!

Swiss Vitality Days Program: Events

Online Amateur Photo Contest “Vitality Through Your Eyes” August 22-October 24, 2024

application deadline: September 22, online, open to all

The “Vitality Through Your Eyes” amateur photo contest invites photography enthusiasts to showcase their unique interpretations of vitality, with the aim of fostering dialogue and co-creation while deepening cultural ties between Switzerland and Japan. Participants are encouraged to creatively capture what vitality means for them. The selected works, chosen by a jury consisting of the Swiss Ambassador and photographers, will be exhibited for two weeks at SHIBAURA HOUSE, with an award ceremony to be held on October 11.

Exhibition Date & Venue: October 9-24, 2024, SHIBAURA HOUSE, Tokyo

Organizers: Embassy of Switzerland in Japan and SHIBAURA HOUSE

[More information here](#)





Swiss-Japan Energy Days 2024 **September 10-11, 2024**

Switzerland and Japan face significant energy and climate challenges. With the anticipated rise in electricity consumption due to electrification and the dependence on energy imports, both nations must strategically realign toward decarbonization to achieve the 2050 net-zero emissions target. The Swiss-Japan Energy Days, held concurrently at ETH Zurich and Swissnex in Japan, will convene leading academics, startups, industry leaders, and policymakers to explore innovative energy solutions.

Venues & Organizers: Consulate of Switzerland in Japan / Swissnex in Japan and the Energy Science Center of Swiss Federal Institute of Technology Zurich (ETH Zurich)

[More information here](#)



Image by Rumi Ando

'Super Natural!' exhibition **September 11-October 9, 2024**

Pristine, precise and prosperous; attractive, safe and reliable – Switzerland and Japan have much in common in the collective imagination. "Super Natural!" explores this mutual fascination through the eyes of photographers of both countries, focusing on sustainability and health. The exhibition explores the cultural seeds, underlying myths and narrative dynamics that foster this remarkable image. Most importantly, it asks how we can reclaim these myths to better address today's challenges. By looking into one another's mirror, both countries may be able to better understand themselves by questioning the image they transmit.

Participating artists: Rumi Ando, Esther Vonplon, Keita Kojima, Taisuke Koyama, Delphine Bertin, and Maxime Guyon.

Opening Talk & Reception : Friday, September 13, 18:00

Venue: YAU CENTER | Yurakucho Art Urbanism YAU, Tokyo

Organizers: Photo Elysée, TOKYO PHOTOGRAPHIC RESEARCH and the Embassy of Switzerland in Japan

[More information here](#)



Innovative Aging: Economic Vitality in an Aging Society **September 16, 2024**

On September 16, for Respect for the Aged Day, join a special round table discussion featuring Dr. Hans Groth, Chairman of the World Demographic & Ageing Forum (WDA Forum) and former Pfizer executive; Dr. Thomas Zeltner, CEO ad interim of the WHO Foundation and former Swiss Public Health Minister; and Prof. Charles Yuji Horioka from Kobe University. The panel will address strategies for sustaining economic vitality amid demographic shifts, with a focus on innovative policies, lifelong education, and workforce adaptation. This event presents a unique opportunity to gain insights from leading experts and engage in a critical conversation about the future of our society.

Venue & Organizer: Consulate of Switzerland in Osaka / Swissnex in Japan

[More information here](#)



Healthy Longevity: Lessons from Japan and Switzerland September 17, 2024

Japan and Switzerland are both faced with the challenges of becoming aging societies. What does that mean for the future of healthcare, wellness, and communities?

This event will unite experts, researchers, and various stakeholders from Japan and Switzerland to delve into the secrets and challenges of healthy longevity by examining how both cultures approach health, wellness, and aging, uncovering similarities and unique strategies. Through captivating presentations and an engaging panel discussion, the speakers will seek to answer three key questions: What do we know? What does it mean? What can be done?

Organizer: Science and Technology Office Tokyo

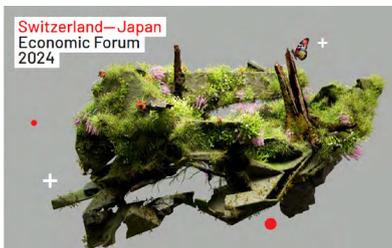
[More information here](#)



Travel Switzerland in the “Swisstainable” way September 24, 2024

Switzerland Tourism Japan, together with Swiss Travel System and RailEurope will showcase the best way to discover Switzerland as well as the most sustainable way, by train bus and boat, to contacts within the tourism industry. Examples of Sustainability practices will be shown with a strong focus on the Swisstainable movement of Switzerland Tourism.

Organizer: Switzerland Tourism Japan



Switzerland-Japan Economic Forum 2024 October 9, 2024

The Switzerland-Japan Economic Forum 2024 seeks to enhance awareness and understanding of biodiversity loss, its impact and the urgent need for action to regenerate nature and increase resilience. It brings together business, academic and government leaders from Switzerland and Japan to discuss how we can drive the unavoidable transformation to a nature-positive economy. The Forum aims to showcase recent initiatives, inspire the research of innovative solutions and stimulate action.

Venue: Tokyo Midtown Hall B, Tokyo

Organizers: Embassy of Switzerland in Japan and the Swiss Chamber of Commerce and Industry in Japan, with support by Keidanren (Japan Business Federation).

[More information here](#)



SWISS PAVILION @ BIOJAPAN 2024 October 9-11, 2024

Discover Switzerland's groundbreaking advancements in biotechnology and life sciences at the Swiss Pavilion during BioJapan 2024. This pavilion will highlight Switzerland's leadership in biotechnology and life sciences, giving visitors the opportunity to engage with a diverse array of Swiss companies pioneering advancements in biotechnology and pharmaceuticals.

This is a unique platform to explore innovative technologies, discuss potential collaborations, experience Switzerland's dedication to quality and precision in the life sciences field, and to connect with a global network to witness the future of healthcare and biotechnology.

Venue: Pacifico Yokohama, Kanagawa

Organizers: Swiss Business Hub Japan & Switzerland Global Enterprise

[More information here](#)



Swing Kids Japan Tour 2024 **October 10, 2024**

The Swing Kids, Switzerland's acclaimed children's jazz band, will take the stage at Ebara Cultural Center on October 10. Aged 9 to 17, these young musicians have charmed audiences across Europe and Japan under the guidance of Dai Kimoto, a Japanese trumpeter based in Switzerland. They have a long-lasting heartfelt connection to Japan, having supported communities affected by the Great East Japan Earthquake, and are back for what promises to be a memorable musical experience.

Venue: Ebara Cultural Center, Tokyo

[More information here](#)



Credit: Chardonnet and Minder

Swiss Cinema Days - Documentary Screening "Umi No Oya - 海の親" **October 11, 2024**

Swiss artist and chef Maya Minder with author and curator Ewen Chardonnet investigate in their work the potential of algae in the ecological transition. In this documentary essay, they explore the legacy of British algologist Kathleen Drew-Baker, whose crucial scientific discovery in 1949 about the life cycles of red algae contributed to the rise of nori aquaculture in post-war Japan. The film pays tribute to Drew as Umi No Oya (海の親) - the mother of the sea - and looks for inspiration in the resilience she instilled in post-war Kyushu to face the new challenges of climate change. On October 11, a preview screening of the film will be held at Shibaura House where the film was partly shot.

Venue: SHIBAURA HOUSE, Tokyo

Organizers: SHIBAURA HOUSE and the Embassy of Switzerland in Japan

[More information here](#)



Giving a voice to ecosystems Markus Maeder @ YOSHINO 20 ART FESTIVAL **October 12-November 4, 2024**

In 2023, artist and researcher Marcus Maeder (PhD ETH Zurich) installed IoT sensors on trees in the forest of Nara prefecture to measure growth, drought stress and other environmental factors. He uses the collected data to build artistic experiences that shed light on climate change in a surprising, informed and accessible way. For this new stage of the project, Marcus Maeder will produce a new art-science intervention in a century-old temple in Yoshino, and give conferences and performances in Tokyo to raise awareness about the effects of climate change on ecosystems.

Venue: Mount Yoshino, Yoshino, Nara

Organizers: Yoshino Town, Yoshino Visitors Bureau, Yoshino-Omine World Heritage 20th Anniversary Commemorative Project Council

[More information here](#)



Kizuna “Open your eyes” **October 13 and 14**

A collaborative art project continuing from 2021, Kizuna forges connections between Okinawa and Neuchâtel, featuring artists, musicians, and dancers deeply inspired by Okinawan nature and culture. In this immersive experience, the audience can engage with the performance, through the creation of a banyan tree drawing, symbolizing connection. The project includes Melinda Stampfli (choreography and direction), Cédric Brégnard (scenic design), Laurence Crevoisier (music), Yuji Noguchi (stage direction), and Laurent Novac (videomapping). Performers include Okinawan dancer Tomoko Kin, Ballet Art Tang, Nago Boys and Girls Chorus, and traditional artists Soukei Mijitaya and LUCK.

Venue: Garaman Hall in Ginoza (Okinawa)

Organizer: Kizuna Co-creation Team



9th nexCafé: Playing at Being Human **October 16, 2024**

Between AI, animal, and Plant Life: an Artistic and Philosophical Experiment. At the upcoming nexCafé event, Swissnex in Japan will present “Playing at Being Human,” a philosophical-artistic experiment that examines the crisis of anthropocentrism by reimagining the relationship between humans and non-humans, both living and technical. This project challenges conventional perspectives by shifting the focus of human identity towards AI, animal, and plant life. The event will feature two video artworks and a panel discussion with directors Frank Westermeyer, artist and associate professor at HEAD–Geneva, and David Zerbib, lecturer in Philosophy of Art at HEAD–Geneva. This event offers a unique opportunity to engage with innovative ideas at the crossroads of philosophy, art, and technology.

Venue & Organizer: Consulate of Switzerland in Osaka / Swissnex in Japan

[More information here](#)



Photo by Romain Guélat

Documentary Screening “Johan, Trial by Fire” **End of October, 2024**

Originally from the city of Monthey in Valais, Johan Leutwiler devoted half his life to his goal of becoming a Japanese sword smith. Swiss director Romain Guelat depicts his journey as the first foreigner to be officially recognized a Japanese swordsmith. Don't miss this world premiere.

Venue: Tokyo (TBA)

Organizer: Short Shorts Executive Committee

[More information here](#) (details to be released on Sept. 26)

Vitality.Swiss program

Vitality.Swiss - Born in business, rooted in a pioneering spirit and driven by shared values, our bilateral relations shape the future: Japan and Switzerland join forces to address global challenges such as climate change, aging society and the shift towards digitalization and AI.

All year long, the Vitality.Swiss program celebrates 160 years of friendship by highlighting landmark episodes of our bilateral history and fostering common prosperity on the road to Expo 2025 Osaka, Kansai. Vitality.Swiss explores solutions and scenarios for a vitalized future along three themes: health, sustainability and innovation. Since its launch, the program continues to resonate.

Vitality.Swiss is an initiative of the Embassy of Switzerland in Japan together with the Consulate of Switzerland in Osaka, Swissnex in Japan, the Swiss Business Hub Japan, the Science & Technology Office Tokyo, Switzerland Tourism Japan, and Presence Switzerland. Vitality.Swiss is officially registered as a Team Expo co-creation partner.

Website: <https://vitality.swiss>

Stay tuned for more information about the Swiss Pavilion!

The 3 themes of Vitality.Swiss

Healthy Life

Switzerland is a source of excellent governance, healthy lifestyles, forward looking nutrition and medical excellence.

Sustainable planet

Switzerland is a source of sustainable prosperity, carbon-zero solutions, expertise in green finance and intelligent regional revitalization

Human-centered innovation

Switzerland is a world leader in innovation that ensures healthy ways of living and a more sustainable future through pioneering research and entrepreneurship.

Vitality.Swiss trailer <https://youtu.be/PqhF5HVNDa8>



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Press documents

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