Invitation to the Entrepreneur Trip 2016
Join us visiting Japan and the Philippines

Andreas Gerber, Head SME Business Switzerland
Dr. Urs Buchmann, Vice Chairman Corporate Clients APAC & Greater China
Dear Entrepreneur,

**Japan**, is a stratovolcanic archipelago comprising more than 6500 islands. The four largest are Honshu, Hokkaido, Kyushu and Shikoku, which make up about 97% of Japan’s land area. The Country is the tenth most populated country in the world with a population of more than 120 million people. Japanese make up 98.5% of Japan’s total population. As of 2012, Japan is the third largest national economy in the world after the United States and China, in terms of nominal GDP. Japan has a large industrial capacity, and is home to some of the largest and most technologically advanced producers of motor vehicles, electronics, machine tools, steel and nonferrous metals, ships, chemical substances, textiles, and processed foods. Modern Japan's economic growth began in the Edo period. During the Meiji period from 1868 onwards, Japan expanded economically embracing western technology and the structures of a market economy. Many of today’s enterprises were founded at that time. Following the 2nd World War Japan rapidly reemerged achieving the status of a developed country in 1964. Switzerland is the 5th country in the world to have established ties with Japan, which overtime have developed into a very close relationship, among others reflected in the Japan and Switzerland Free Trade and Economic Partnership Agreement (JSFTEPA) entered into force on September 1, 2009.

**The Philippines** are an archipelago in South East Asia comprising more than 7500 islands and with an estimated population of over 100 million people. Their location on the Pacific Ring of Fire and close to the equator makes the Philippines prone to earthquakes and typhoons, but also endows it with abundant natural resources. A newly industrialized country, the Philippine economy has been transitioning from one based upon agriculture to an economy with more emphasis upon services and manufacturing. The Philippine economy is the 39th largest in the world, primary exports include semiconductors and electronic products, transport equipment, garments, copper products, petroleum products, coconut oil, and fruits. The EFTA States, Iceland, Liechtenstein, Norway and Switzerland, signed a free trade agreement with the Philippines in Bern, Switzerland, on 28 April 2016.
Credit Suisse draws on over fifty years of experience in Asia. It regularly supports its clients’ expansion into the region’s growing markets with advice on the formulation and implementation of their strategy, the evaluation of and introduction to manufacturing and distribution partners, and the identification of strategic investment opportunities, e.g. by introducing potential M&A opportunities. The Entrepreneur Fact Finding Mission provides the participants with comprehensive insight into two diverse economy in Asia. The mission also allows to form business contacts with other participants and offers membership of the Credit Suisse Entrepreneur Trip Alumni Network.

The delegation will visit companies and attend presentations by leading lawyers, economist and business consultants deemed helpful for future market entry as well as expansion projects. Furthermore, networking events and official receptions will provide an opportunity to establish important business and political contacts.

The delegation is limited to 25 participants; bookings will be made on a first-come, first-served basis. If you would like to join, please return the completed registration form and a copy of your valid passport to Seraina Rutz by Friday, July 29, 2016 at the latest.

We look greatly forward to welcoming you to the twelfth Entrepreneur Trip to Asia.

Yours sincerely

CREDIT SUISSE AG

Andreas Gerber
Head SME Business Switzerland

Dr. Urs Buchmann
Vice-Chairman Corporate Clients APAC & Greater China
Japan and the Philippines  
October 20-30, 2016

1. **Tokyo**  
Tokyo, Japan’s capital and largest city, mixes the ultramodern and the traditional. Tokyo features the largest metropolitan economy in the world.

2. **Shizuoka**  
Lying halfway between Tokyo and Osaka, it has long prospered, both culturally and economically, as the meeting point of east and west.

3. **Kobe**  
Kobe is the sixth-largest city in Japan. Kobe was one of the cities to open for trade with the West following the 1853 end of the policy of seclusion.

4. **Fukuoka**  
Fukuoka is situated on the northern shore of the island of Kyushu in Japan and is part of the heavily industrialized Fukuoka–Kitakyushu zone.

5. **Manila**  
Manila, the capital of the Philippines, is a densely populated bayside city on the island of Luzon, which combines early Spanish influence with the features of a modern metropolis.

Entrepreneur Trip Website:  
www.credit-suisse.com/entrepreneurtrip
Japan and the Philippines
October 20-30, 2016
Itinerary for October 20 - 30, 2016
From North to South

Thursday, October 20, 2016

Business flight to Tokyo

Welcome by Mr. Andreas Gerber, Credit Suisse AG
at Swiss Business Lounge, Zurich Airport at 11:00

Swiss business flight LX 160 from Zurich to Tokyo Narita
Departure Zurich: October 20, 2016 at 13:00
Arrival Tokyo: October 21, 2016 at 07:50
Itinerary for October 20 - 30, 2016
From North to South

Friday, October 21, 2016

Tokyo

Welcome by Dr. Urs Buchmann, Credit Suisse AG
at Tokyo Narita Airport

Visit of Nestlé factory in Kasumigaura
- Group presentation
- Factory tour

Lunch at Kagetsuro

Transfer and check-in at the Conrad Hotel, Tokyo

Presentation by Credit Suisse Economist at Conrad Tokyo

Dinner with H.E. Masaaki Shirakawa, Ex-Governor of the Central Bank of Japan, at Mitsui Club

Transfer back to the Hotel
Itinerary for October 20 - 30, 2016
From North to South

Saturday, October 22, 2016
Tokyo

Business breakfast with JETRO and the Swiss Chamber of Commerce at the Conrad Tokyo
- Presentation by Michael Mroczek, Partner at Okuno & Partners and President of the Swiss Chamber of Commerce and Industry in Japan
- Presentation on Investing in Japan by JETRO

Lunch with H.E. Ryuhei Maeda, former Ambassador of Japan to Switzerland at Akasaka Asada

Sightseeing tour of some of the key cultural sites in Tokyo

Cocktail dinner with J.-F. Parroz, Swiss Ambassador to Japan, at his residence
- Presentation by a leading Japanese economist on Abenomics
Itinerary for October 20 - 30, 2016
From North to South

Sunday, October 23, 2016
Tokyo/ Hakone

Presentation on Japan by Dr. Urs Buchmann, at Conrad Tokyo

Lunch

Transfer by bus

Sightseeing tour of some of the key cultural sites in the Shizuoka prefecture

Transfer and check-in at the Hotel tbc
Itinerary for October 20 - 30, 2016
From North to South

Monday, October 24, 2016
Shizuoka/ Takatsuki/ Kobe

Visit of a major Swiss company active in the special chemical industry in Omaezaki
  ■ Group presentation
  ■ Factory tour

Transfer to Takatsuki by Shinkansen Super Express Train and Bus

Visit of Sunstar a Japanese company active in the Oral Care, Cosmetics, and Engineering fields in Takatsuki
  ■ Group presentation
  ■ Factory tour

Transfer to Kobe by Shinkansen Super Express Train

Dinner tbc
Itinerary for October 20 - 30, 2016
From North to South

Tuesday, October 25, 2016
Kobe

Visit of a leading Japanese conglomerate manufacturing of motorcycles, heavy equipment, aerospace and defense equipment in Kobe tbc
- Group presentation
- Factory tour

Lunch in Kobe

Company visit tbc
- Group presentation
- Factory tour

Dinner in Kobe tbc
Wednesday, October 26, 2016
Kobe/ Tsuneishi/ Fukuoka

Transfer to Fukuoka by Shinkansen

**Visit of Leading Shipbuilding company in Tsuneishi tbc**
- Group presentation
- Factory tour

**Lunch**

Transfer to Fukuoka by Shinkansen

Transfer and check-in at the Hotel tbc

**Dinner tbc**
Itinerary for October 20 - 30, 2016
From North to South

Thursday, October 27, 2016
Fukuoka/ Manila

Visit of a leading car Manufacturer in Fukuoka
- Group presentation
- Factory tour

Philippines Airlines business flight PR 425 from Fukuoka Airport to Manila Ninoy Aquino
Departure Fukuoka: October 27, 2016 at 15:35
Arrival Manila Ninoy Aquino: October 27, 2016 at 18:25

Evening reserved for individual programs
Itinerary for October 20 - 30, 2016
From North to South

Friday, October 28, 2016
Manila

Visit of a leading conglomerate active in the canned food, tobacco and textile industry
- Group presentation
- Factory tour

Lunch

Visit of a leading entrepreneur active in green real estate development in Manila
- Group presentation
- Factory tour

Networking Dinner with local entrepreneurs
Itinerary for October 20 - 30, 2016
From North to South

Saturday, October 29, 2016
Manila

Business Breakfast with Credit Suisse Philippines
- Presentation by a leading Economist

Lunch tbc

Meeting with a leading member of the Catholic Church of the Philippines

Visit to the city’s major sightseeing and shopping attractions

Credit Suisse gala farewell dinner
Itinerary for October 20 - 30, 2016
From North to South

Sunday, October 30, 2016
Manila

Philippines Airline business flight PR 730 from Manila Ninoy Aquino to Bangkok Suvarnabhumi
Departure Manila Ninoy Aquino: October 30, 2016 at 09:45
Arrival Bangkok Suvarnabhumi: October 30, 2016 at 12:05

Swiss business flight LX181 from Bangkok Suvarnabhumi to Zurich
Departure Bangkok Suvarnabhumi: October 30, 2016 at 13:30
Arrival Zurich Flughafen: October 30, 2016 at 19:30
Conditions / Further Information
Price and Conditions

Price and Conditions of Payment
The total price for the entire package (October 20-30, 2016) is to be settled as follows:

Including all flights: CHF 14’400.--
- CHF 5,400.-- within ten days of confirmation
- CHF 9,000.-- by August 31, 2016

Excluding intercontinental flights (Zurich to Tokyo & Manila – Bangkok to Zurich): CHF 10’400.--
- CHF 4,400.-- within ten days of registration
- CHF 6,000.-- by August 31, 2016

In accordance with a separate invoice that you will receive with confirmation of enrollment.
An upgrade to first class must be organized directly by the participant.

Should the price of the flights increase significantly prior to your final registration, we reserve the right to subsequently bill the difference.
Conditions / Further Information

Services Included / Changes

**Services Included**

- All intercontinental business flights: Zurich-Tokyo- and Manila-Bangkok-Zurich (only if booked including intercontinental flights)
- Domestic flights and train journeys within Asia (business class where available)
- All transfers and local transportation that are part of the travel program
- All overnight stays in first class hotels including breakfast
- All lunches and dinners within organized program
- Sightseeing tours organized by Credit Suisse
- Workshops and documentation
- Opportunity to consult with Asia experts from Credit Suisse throughout the entire mission
- Kick-off meeting in Zurich (Date to be confirmed)

Credit Suisse will use third-party providers to render some of the services on the itinerary. Other activities beyond this list of services are not included in the service package and must be paid by the participants themselves.

**Changes**

- Credit Suisse reserves the right to change the itinerary or individual services agreed (such as accommodation, mode of transportation, excursions, company visits) if necessary and due to unforeseen circumstances. If it is necessary for Credit Suisse to alter the tour itinerary and thereby reduce the objective value compared to the service originally agreed, Credit Suisse will reimburse you the corresponding amount.
Conditions / Further Information
Cancellation / Insurance

Cancellation Conditions
If you cancel the tour after completing the booking for a reason not covered by the cancellation insurance, Credit Suisse must charge the following costs as a percentage of the package price:
- 14 days after registration to 66 days before departure 15%
- 65 to 51 days before departure 30%
- 50 to 36 days before departure 50%
- 35 days to day of departure 100%

Insurance
- All participants must take out cancellation, repatriation and travel accident insurance prior to registration and must pay the relevant cost themselves.
- Participants are also advised to take out personal luggage insurance.
Conditions / Further Information
Meals, Medical and Tour Language

Medical Immunizations
Vaccination is the responsibility of individual participants. Please consult www.safetravel.ch and/or your doctor and obtain any necessary vaccinations in good time. Please note that according to the EDA, not all European medications or medical care are available at the chosen destinations. Please follow this link for further information www.eda.admin.ch.

Meals
Meals at selected restaurants that provide insight into local cuisine.

Official Tour Language
- The tour language is English.
- Interpreters will be available for information provided in Japanese and Filipino.

Average Daytime Temperature in November
Tokyo: 17 °C
Shizuoka: 17 °C
Kobe: 17 °C
Fukuoka: 18 °C
Manila: 27 °C
Visa
For Swiss citizen, there is no (business) visa needed in advance.

Other Conditions
The tour package offered by Credit Suisse is based on a minimum of 20 participants. If this minimum is not reached, Credit Suisse is entitled to cancel the tour up to five weeks prior to the specified start of the tour. In this case, Credit Suisse will reimburse all payments already made by the participants. Any further compensation claims are excluded.

Insofar as is legally permissible, Credit Suisse AG excludes liability for personal injury and property damage if these are caused by Credit Suisse AG or a company commissioned by Credit Suisse AG. The federal act on package travel does not apply to this tour package.

Swiss law applies to this agreement between Credit Suisse AG and the participant. The ordinary courts of the Canton of Zurich are exclusively competent for all judicial decisions on all disputes arising in connection with the tour or with this agreement.

Please be aware that your attendance at this event may be taken to imply that you are, or your company is, an existing or prospective client of Credit Suisse AG. Videos may be recorded and photos taken during the tour. Your data will only be forwarded to the hotels, participants and other third-party companies as part of the preparations for the tour or for the purpose of carrying out the tour.

Deadline
Please return the completed registration form, including the event risk waiver and a copy of your valid passport by Friday, July 29, 2016 at the latest to Seraina Rutz, SGC 95, Uetlibergstrasse 231, 8045 Zurich.
Entrepreneur Trip to Japan and the Philippines

Benefits

- Gain rapid insight into two major Asian economies, Japan is a mature developed economy compared to the Philippines which features one of the fastest growing economies in South East Asia.

- Benefit from access to leading economists, lawyers and bankers thus allowing for comprehensive briefing.

- Experience the business and manufacturing realities as a result of numerous factory and site visits.

- Advance understanding on the history, business culture and socio-economic features of the countries visited.

- Get an opportunity to establish ties with potential clients and business partners among other as a result of match making events.

- Meet with local administrative and government responsible.

- Enjoy the company and interaction with a group of 20 leading entrepreneurs from Switzerland become a member of the Credit Suisse Entrepreneurs Trip Alumni Network.
Entrepreneur Trip to Japan and the Philippines

Contact / Organization

In case you have any question or need further information, don’t hesitate to contact Ms. Seraina Rutz:

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