

MBA Study Trip Japan

Tokyo, Osaka
27 September to 4 October 2025



Japan is a highly developed country in East Asia. With a population of approximately 125 million (11th in the world) and a GDP of 5 trillion USD (PPP, 3rd in the world), Japan is a major player in the global economy.

As a high-income country and member of the G7, Japan is renowned for its advanced technological sector and strong manufacturing industry. The agricultural sector, while small (1% of GDP), remains efficient, supported by a robust industrial sector (30%) and a dominant service sector.

Economically, Japan is known for its world-leading automotive and electronics industries, with companies like Toyota and Sony setting global standards. However, the country must address prolonged low inflation and labor shortages to sustain its economic vitality.

Despite its successes, Japan faces significant challenges. The country has a rapidly aging population, leading to demographic challenges that strain the pension system and social services. Additionally, Japan's public debt is one of the highest in the world, driven by decades of economic stagnation and substantial public spending. Balancing economic growth with fiscal sustainability is a critical issue for Japan's policymakers.

Our study trip will provide insights into this dynamic economy, including visits to both Swiss and Japanese companies, a reception at the Swiss Embassy, as well as celebrating the official FHNW day at the (world) Expo 2025 in Osaka.

Japan is also a top touristic destination, offering a rich cultural heritage, stunning natural landscapes, and vibrant cities.

Participants	Students / Alumni MBA FHNW, Swiss-International MBA, MBA-MCI, MBA-EBS.
Objectives	Insights into doing business in and with Japan, the general ecosystem, challenges of demographic changes, business practices and cultural aspects.
Dates	The preliminary schedule is as follows: <ul style="list-style-type: none"> - Kick-off in Tokyo on 27 September at 2pm - Close in Osaka on 4 October at 6pm Attendance in all activities from kick-off to close is compulsory.
Programme	The programme will be confirmed closer to the time and may include visits to: <ul style="list-style-type: none"> - Swiss and Japanese enterprises (of various industries and sizes) - World Expo 2025 in Osaka - Start-ups / incubators - Embassy / business hub - NGO - Pension fund The programme is designed as a study trip which will be rounded off with selected touristic activities.
Flights	The study trip begins in Tokyo and closes in Osaka so participants can stay on and make holidays. Participants book flights to Tokyo and back from Osaka themselves. Flexible tickets with cancellation option are recommended as we cannot assume any responsibility due to unforeseen circumstances.
Accommodation	We will book single rooms with breakfast from Saturday 27 September to Saturday 4 October 2025. These seven nights are included in the package fee. If you wish to book additional nights you may contact the hotel (tbc) directly.
Coordination	Prof. Dr. Rolf Meyer, Head MBA (Windisch) rolf.meyer@fhnw.ch Prof. Dr. Andreas Hinz, Head of SIMBA and MCI andreas.hinz@fhnw.ch
Insurance / Visa	Participants are responsible for insurance coverage. Swiss and EU citizens do not need a visa for Japan.
Package Fee	CHF 1'890.- which includes hotel and local transport (including flight or train from Tokyo to Osaka), some food and touristic activities. The package fee exclusively covers expenses for activities as per official programme. Not included are individual flights to and from Japan, airport transfers, as well lunches and dinners that are not part of the official programme.
Registration	Participation is conditional on formal registration here . Deadline is 30 April 2025.