

SCHWEIZERISCHE VERTRETUNG  
REPRÉSENTATION SUISSE

in / à T O K I O

Bundesamt für Aussenwirtschaft	
No.	Japan 810
EE	
18. OKT. 1982	
Kopie an	lyg

- E V D : B A W I  
(Herrn Botschafter Levy)- E V D : B A W I  
(Länderdienst Japan)

- S Z H Zürich

- O S E C Lausanne

Ihr Zeichen  
Votre référenceIhre Nachricht vom  
Votre communication duUnser Zeichen  
Notre référence  
551.4-FU/fm  
551.67.Datum  
Date  
7.10.1982Gegenstand / Objet "Pool of Agencies"  
des Handelsdienstes der Botschaft und  
der Schweiz. Handelskammer in Japan

In der Mitte der siebziger Jahre, als sich schweizerische Firmen in Japan zu einer losen Verbindung unter dem Namen "Swiss Info Group" zusammenschlossen, wurde auch der "Pool of Agencies" gegründet, für welchen der Handelsdienst der Botschaft die Sekretariatsfunktion übernahm.

Die Grundidee der Bildung dieses "Pool of Agencies" war es, jenen Firmen in der Schweiz bei der Suche von Geschäftsverbindungen in Japan zu helfen, welche von in Japan direkt kontaktierten Firmen abschlägige Antworten auf entsprechende Anfragen erhielten. Gewissermassen sollte damit anfragenden Firmen eine zusätzliche Chance durch eine Bekanntgabe ihres Anliegens an einen breiteren Firmenkreis in Japan geschaffen werden.

Dieser "Pool of Agencies" hat von Zeit zu Zeit und in einzelnen Fällen funktioniert. Es zeigte sich jedoch, dass viele Firmen in Japan wie auch in der Schweiz von diesem Pool nichts wussten und - da bisher keine Regeln des Funktionierens schriftlich festgelegt wurden - laufend grössere Unklarheiten bestanden.

Die Idee des "Pool of Agencies" wurde nun im Rahmen der Zusammenarbeit/Tätigkeitsabgrenzung zwischen der Botschaft und der Handelskammer reaktiviert und die Regeln des Funktionierens schriftlich festgehalten. Sie finden in der Beilage das Informationspapier, welches diesbezüglich dieser Tage an die 100 Mitglieder der Handelskammer verteilt werden.

Der Schweizerische Botschafter  
i.A.  
(W. Fust)  
Beilage erwähnt

Embassy of SWITZERLAND  
Commercial Section  
Azabu P.O. Box 38  
106 TOKYO

Tokyo, October 5, 1982

Dear Sir,

Please find enclosed a presentation of the Pool of Agencies of the Swiss Embassy's Commercial Section and the Swiss Chamber of Commerce and Industry in Japan. As mentioned in Part II, Section 3a) of this information paper, you are kindly requested to fill out the registration form if you wish to receive the circulation of inquiries on a regular basis. As of the end of October 1982, the outlined circulation of inquiries will begin among the registered companies every 15th day and at the end of the month.

Thanking you for your cooperation in this matter, I remain,  
dear Sir,

Yours faithfully,  
Embassy of Switzerland  
Commercial Section

*W. Fust*

W. Fust

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Pool of Agencies

My company wishes to be registered on the special distribution list of inquiries addressed to the Pool of Agencies.

Name of company : \_\_\_\_\_

Exact address : \_\_\_\_\_  
\_\_\_\_\_

Name of the  
Person in charge : \_\_\_\_\_



## Pool of Agencies

of the Swiss Embassy's Commercial Section and the  
Swiss Chamber of Commerce and Industry in Japan.

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### I. Definition, Purpose and Aim of the Pool of Agencies

Swiss companies established and doing business in Japan often directly receive requests from companies in Switzerland, asking them to have their products marketed in Japan or asking for assistance in finding a suitable agent, importer and/or distributor in Japan.

In case a company established and doing business in Japan gets such a request and is itself not in a position or not interested in acting as agent, importer and/or distributor, it can forward such a request to the secretariat of the Pool of Agencies. In order to give the requesting company in Switzerland an additional chance to look for a business partner in Japan, the secretariat of the Pool of Agencies will make such requests, or those which are directly addressed to the Chamber, more widely known among the members of the Swiss Chamber of Commerce and Industry as well as other Japanese and foreign business circles in Japan with potential interests in new products.

The ultimate aim of the Pool of Agencies remains to assist companies in Switzerland to find contacts with business partners in Japan.

### II. Functioning of the Pool of Agencies

#### 1) Secretariat

The Commercial Section of the Swiss Embassy in Tokyo is functioning as secretariat in order to coordinate the widest possible circulation of such requests :

Embassy of Switzerland  
Commercial Section  
P.O. Box 38 Azabu  
106 Tokyo

Telephone 473-0121  
Telex J 24282

## 2) Incoming Requests

- a) Business circles in Japan which respond negatively to a request received from a company in Switzerland may send a copy of the request and their negative answer to the Pool's secretariat.
- b) Requests from companies in Switzerland addressed to the Swiss Chamber of Commerce and Industry asking for assistance in finding a business partner in Japan are "automatically" forwarded to the Pool's secretariat. The requesting companies in Switzerland are notified accordingly by the Chamber's secretariat.
- c) Requests of the same kind addressed directly to the Embassy are also subject to circulation within the Pool of Agencies if not explicitly otherwise specified.

## 3) Circulation of such requests

The Pool's secretariat will notify the respective company in Switzerland and will coordinate the following circulation :

- a) Every 15th day and at the end of each month, a uniform circular letter, on which the incoming requests are listed, will be sent by the Pool's secretariat to the members of the Swiss Chamber of Commerce and Industry who have announced their special interest in receiving such requests by special registration. (A respective registration circular will be addressed to all the Chamber's members in October 1982).
- b) In every newsletter of the Chamber, a special section will be devoted to a list-up of these requests on a monthly basis/ or for the period which the respective newsletter covers. The Pool's secretariat will prepare the necessary list for each newsletter.

Members of the Chamber who are not registered, as specified under 3a), have herewith a chance to be continuously informed about the activities of the Pool of Agencies.

## 4) Answering Circulating Requests

Business circles which have acquired knowledge of the requests through the circulation mentioned under 3) are free to approach the respective companies in Switzerland directly. To guarantee a feedback of information, the companies doing so are kindly requested to inform the Pool's secretariat.



- 3 -

In general, the proceedings are as follows :

Companies showing potential interest in becoming the agent, importer and/or distributor of the products in question are asked to answer the circulars mentioned under 3) within 2 - 4 weeks by writing or by phoning the Pool's secretariat. Within one month after the circulation, as mentioned under 3a), the Pool's secretariat will coordinate and report the reactions to the requesting companies in Switzerland. Positive answers from Chamber members reaching the Pool's secretariat at a later date will, of course, also be forwarded to the circles in Switzerland.

Should at a later stage concrete business relations result from such circulated requests, the respective companies are kindly asked to notify the Pool's secretariat.

5) Handling of Requests which do not find positive answers after being circulated in the Pool of Agencies

In case there is no positive answer resulting from the said circulation, the requesting company in Switzerland will be notified accordingly. Upon request from the company in Switzerland, the Embassy's Commercial Section will then start to make detailed and direct inquiries on an enlarged scope and deal with such requests on a case by case basis.

6) Concluding Remarks

It is well understood that the requesting company in Switzerland has to make its own decision as to which business partner the company will choose for its envisaged activities in Japan. The endeavors of the Pool of Agencies and the Embassy's Commercial Section are limited to finding contacts with potentially interested business circles and not to make business decisions nor to enhance respective activities, which have to remain as a matter to be dealt with in the competence of the involved companies only.

A request submitted to the Pool of Agencies will be handled according to the above-mentioned procedures. Neither the Pool of Agencies as such nor its secretariat can be held responsible for any aspects or consequences resulting from the circulation as stipulated in this paper. The Pool and its secretariat have also no further obligation towards the requesting company in case the said circulations do not lead to positive results.

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- 4 -

A basic fee of SFr. 40.- will be charged by the Pool's secretariat for circulation of the requests as mentioned under 3). This basic fee of SFr. 40.- corresponds to 1 hour "Mühewaltung" (care taking) in the tariff which Swiss Embassies are bound to apply.

For a case by case inquiry as mentioned under 5), the Embassy will charge the requesting companies according to the said tariff applicable for Embassies in relation to the time spent ("Mühewaltung" SFr. 40.- per hour) on each case.

Tokyo, September 22, 1982

Embassy of Switzerland

Commercial Section



W. Fust