



## Presentation Series #11

# Swiss' Experiences: Surviving & Thriving in Japan

The Swiss Chamber of Commerce and Industry in Japan SCCIJ in collaboration with the Science & Technology Office Tokyo, Embassy of Switzerland in Japan is organizing a presentation series, inviting Swiss speakers to talk and discuss their experiences in Japan. Please join us for interesting talks, discussions and networking!

**Date:** Thursday, April 12, 2018, 19:00 – 21:00

**Place:** Meeting Room of  
Okuno & Partners, Kyobashi TD Bldg. 7F  
1-2-5 Kyobashi, Chuo-ku, Tokyo  
<http://www.okunolaw.com/en/location/>

**What:** Presentation (30-40min), Discussion (20-30min)  
Networking with Swiss Cheese and Wine (1 hour)

**Registration:** <http://www.stofficetokyo.ch/swissexperiences/>

**Speaker:** Mrs. Beatrice Ito  
Owner of Shirahama Boshira Castle; Honorary President of Swiss Club Tokyo

## Mrs. Beatrice Ito Owner of Shirahama Boshira Castle and Honorary President of Swiss Club Tokyo

Beatrice was born 1954 in Zurich. After completing her commercial business education she worked for 5 years at Elektro Material AG as a secretary to the president. After those 5 years, she decided that she wanted to see a bit more of the world, especially Asia. Planned was a one year trip. She drove by car from Switzerland to India. But after that one year, she didn't want to go back and continued to travel in many Asian countries while starting trade business to pay for travelling. In 1980, she came for the first time to Japan and fell in love with the country.



4 years later, she met her Japanese husband, who stayed in Switzerland while she was in Asia. After they got married, they build up K.K. Nichio Koyu Kikaku (Nichio Apartments), a pioneering company for the rental of furnished rooms and apartments to foreigners. After some time in Tokyo, it was time to meet up again sometimes with fellow Swiss citizens. She became a member of the Swiss Club Tokyo and joined the committee. From 1994, she was the president for 20 years. Now she is still involved with the organization of parties as the Honorary President. What she loves most is event planning, so she added to her business the Boshira Castle in Shirahama, Chiba where people can book parties, workshops, BBQ and much more.

**Many more to follow!**