

# JETRO

INVEST JAPAN

J-BRIDGE

## JETRO MUNICH OPENING CEREMONY AND SEMINAR “INNOVATION THROUGH GERMAN-JAPANESE COOPERATION”

July 13th  
2022

9:00 - 13:00 (CEST)

16:00 - 20:00 (JST)

### <Co-organizers and supporters>

Bayerisches Staatsministerium für  
Wirtschaft, Landesentwicklung und Energie



GTAI GERMANY  
TRADE & INVEST



Landeshauptstadt  
München



日経産業協会  
Deutsch-Japanischer Wirtschaftskreis



jdzb  
Japanisch-Deutsches Zentrum Berlin  
ベルリン日独センター



在ミュンヘン日本国総領事館



AHK  
German Chamber of Commerce  
and Industry in Japan  
在日ドイツ商工振興会



IHK  
Industrie- und Handelskammern  
in Bayern



Die bayerische  
Wirtschaft



### Program for Opening Ceremony

#### 9:00-9:10 Opening remarks

**Nobuhiko Sasaki**, JETRO Chairman & CEO

#### 9:10-9:35 Greetings from guests of honour

**Hubert Aiwanger**, Bavarian State Minister of Economic Affairs, Regional Development and Energy

**Kazuchika Iwata**, Parliamentary Vice-Minister of Economy, Trade and Industry, Japan

**Dieter Reiter**, Mayor of Munich

**Hidenao Yanagi**, Japan's Ambassador to Germany

#### 9:35-9:40 MOC Signing Ceremony between JETRO Munich and Invest in Bavaria

**Hajime Takatsuka**, Director General, JETRO Munich

**Gudrun Weidmann**, Executive Director, Invest in Bavaria

#### 9:40-9:45 Ribbon Cutting Ceremony

**Hubert Aiwanger**, Bavarian State Minister of Economic Affairs, Regional Development and Energy

**Dieter Reiter**, Mayor of Munich

**Prof. Klaus Josef Lutz**, President of Chamber of Commerce and Industry of Munich and Upper Bavaria

**Bertram Brossardt**, vbw Vice President

**Hidenao Yanagi**, Japan's Ambassador to Germany

**Nobutaka Maekawa**, Consul General of Japan in Munich

**Nobuhiko Sasaki**, JETRO Chairman & CEO

**Hajime Takatsuka**, Director General, JETRO Munich

**Program for Seminar**  
**“German-Japanese cooperation and innovations related to carbon neutrality”**

10:00-10:20

**Keynote**  
**“Partnerships between German and Japanese companies to create innovation”**

**Dr. Roland Busch**  
 Chairman of the Asia-Pacific Committee of German Business (APA)  
 President & CEO of Siemens AG



10:20-11:10

**Presentations from companies**

**Irene Bader**, Executive Officer, Director Global Marketing, DMG MORI Global Marketing GmbH

**Stefan Lutz**, Senior Manager, Technology Office, Development Japan, BMW Group Japan

**Miki Terada**, Head of Toray Automotive Center Europe, Toray Industries Europe GmbH

**Lucas Reinfeld**, Sales & Business Development Manager, TWAICE Technologies GmbH

**Yujiro Maki**, Corporate Executive Officer SVP, Global Product Liaison Office, Fujitsu Technology Solutions GmbH



11:10-11:55

**Panel Discussion / Activities of German and Japanese companies in the field of carbon neutrality**

Moderation of Panel Discussion:  
**Dr. Christian Geltinger**, Chief representative, State of Bavaria – Japan Office

Panelists:  
 Presenters from the 5 companies above  
**Achim Hartig**, Managing Director of Investor Consulting, Germany Trade and Invest (GTAI)  
**Hajime Takatsuka**, Director General, JETRO Munich



11:55-12:00

**Introduction to the business platform “J-Bridge” and “German-Japanese Innovation Initiative 160”**

**Hajime Takatsuka**, Director General, JETRO Munich



**Networking Reception**

We look forward to seeing you after the seminar! Enjoy our PR booths at MAXIMILIAN III:

