

FRANKFURT “ASA NO KAI”

JAPANESE-GERMAN BUSINESS BREAKFAST

Venue: Grandhotel Hessischer Hof, “Empire Salon”, Friedrich-Ebert-Anlage 40, 60325 Frankfurt/Main

Time: June 8, 2018 (Friday), 8:00–10:00 a.m.

The Japanese-German Business Association (DJW) invites you to share ideas, contacts and information on business-related topics while enjoying breakfast at our “Asa no Kai” in Frankfurt. The event will be held in English.

Topic: “Countering the Threat of a Cyber-Attack – Handling Crisis Communication in the Light of the new Data Protection Regulations”

Cyber-security is currently one of the most discussed topics within German and Japanese companies. The damage caused by cyber-crime already amounts up to one trillion dollars. Politicians have responded to this threat: As of May 25, 2018, companies within the EU will be obliged by law (GDPR) to report an attack to the relevant authorities. This measure increases the pressure on companies to adjust according structures and procedures. The DJW event will outline the new regulations, simulate a cyber-attack and offer insights how to prepare for and deal with it. Our speakers will present an interactive simulation of a major reputational crisis striking a large Japanese corporation operating in Germany. Participants will experience how to deal with such a situation via a digital, fully interactive, real-time crisis simulation tool and learn how to respond to traditional and social media, customers and other stakeholders.

Agenda

- 08:00 – Registration, Networking
- 08:30 – Welcome, Breakfast
- 08:45 – Introduction to GDPR
- 09:00 – Simulation
- 09:30 – Q&A, Discussion
- 10:00 – Close

Speaker: Dr. Jochen Legewie, Managing Director CNC Japan and CNC Chairman Asia



Jochen Legewie studied at Hitotsubashi University and Cologne University, where he obtained his Ph.D. in Economics. Spending 25 years in Japan, he is one of the few foreign trustees of the business federation Keizai Doyukai. Since 2016, he has been serving as Member of the Board of the German Chamber of Commerce and Industry in Japan. Between 2001 and 2004, he was Executive Officer in charge of Communications at Mitsubishi Motors Corporation. Prior to this, he served as Vice-Director of the German Institute for Japanese Studies.

Speaker: Frank Becker, Managing Partner, Atsumi Sakai Janssen Rechtsanwaltsgesellschaft mbH

Frank Becker studied law at Saarbrücken University during which he also spent one year at the law department of Tohoku University in Sendai. He has more than 15 years of professional experience with renowned UK and US law firms. He has advised on major transactions in Private Equity, Corporate Restructurings and cross border Mergers & Acquisitions including between Europe and Japan. Recently, he advises numerous Japanese companies on the implementation and compliance with the new European data protection regulation.



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DJW members participate for free.

Registration for “Asa no Kai” in Frankfurt/Main on June 8, 2018

Take this opportunity to network and register via e-mail (events@djw.de), fax (+49 - (0)211 - 99 45 92 12) or **online** before June 6!

- ☐ Yes, I would like to participate. I am a **DJW member** and will participate for free.
- ☐ Yes, I would like to participate. I am **not a DJW member** and will cover the costs for breakfast myself (**EUR 35**).

[Please transfer this amount in advance – bank details and invoice will be provided after registration.]

Title: _____ First name: _____ Surname: _____

Company: _____ Position: _____

Street: _____ Postal code/City: _____

E-mail: _____

Signature*: _____

* With my signature, I agree to have my name appear on the list of participants and to receive invitations to future DJW events via e-mail. I am aware of the fact that photographs taken at the event might appear on the DJW website and in social media. **Important:** The number of participants is limited. Applications will be processed in the order of their arrival. In case there are more applications than available seats, a waiting list will be opened. Breakfast costs will be charged (also for DJW members) if you do not attend the “Asa no Kai” and fail to cancel participation in written form three days prior to the event. Kindly be reminded that your DJW membership applies for the employees of the registered office only. For further questions, please contact the DJW team (phone: +49 (0)211 - 99 45 91 91, e-mail: events@djw.de).