

DÜSSELDORF “ASA NO KAI”

JAPANESE-GERMAN BUSINESS BREAKFAST

Venue: METRO AG, Metro-Straße 8, 40235 Düsseldorf

Time: June 5, 2018 (Tuesday), 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 Düsseldorf. The event will be held in English.

Topic: “EU-Japan Economic Partnership Agreement (EPA) from the Perspective of a Wholesale Company”

After five years of negotiation, the European Union and Japan successfully concluded the final discussion on the EPA. “The EPA will open huge market opportunities for both sides, strengthen cooperation between Europe and Japan in a range of areas, reaffirm their shared commitment to sustainable development, and include for the first time a specific commitment to the Paris climate agreement”, states the European Commission with its press release. The agreement will significantly reduce duties to be paid by EU companies exporting to Japan, as well as a number of regulatory barriers. Key elements include easing the trade of agricultural products, concurrently increasing ex- and import opportunities for both countries.

How will the agreement help to bring more European products, especially those with geographical indications, on the dining table of Japanese consumers? And will European gourmets finally get their fair share of original Japanese food stuffs? On which level will the agreement encourage more investment and more trade between the EU and Japan, especially with regard to both economies’ SMEs?

Speaker: Christoph Winterer, Operating Partner, METRO AG



Before joining METRO, Christoph Winterer was Managing Director of EX3NET, Singapore, a network of former toptier consultants providing advice to senior executives in Europe and Asia. In parallel, he founded Eastar Capital, Inc., Kuala Lumpur, a boutique investment and asset trading firm focused on early stage investment opportunities in South East Asia and China. Prior, he spent 22 years at Bain & Company. As a Bain partner he served multinational clients in the consumer goods and retail space, with a strong focus on corporate strategy, customer value creation, sales & marketing, performance improvement and organization design. Christoph Winterer joined METRO AG in 2015 as Operating Partner and member of the METRO Cash & Carry board. As Operating Partner, he is in charge of METRO Cash & Carry’s wholesale business in India, Pakistan, China and Japan and supports the local management in realizing growth opportunities.

Supporters:

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DJW members participate for free.

Registration for “Asa no Kai” in Düsseldorf on June 5, 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 1!**

- 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*: _____