

FRANKFURT “ASA NO KAI”

JAPANESE-GERMAN BREAKFAST MEETING AND ARENA TOUR “BEHIND THE SCENES”

Venue: Commerzbank-Arena, “Eintracht Frankfurt Museum”,
Mörfelder Landstrasse 362, 60528 Frankfurt am Main
Time: October 26th, 2017 (Tuesday), 08:00 - 11:00 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 is realized with the kind support of Eintracht Frankfurt and includes an arena tour after breakfast and speeches. The event will be held in English.

Topic: The Commercialization of the Olympic Games: Challenges and Opportunities – Will Tokyo 2020 be a Game Changer?

The modern Olympic Games have been a major sport event since their re-establishment in 1896.

As the sports industry continues to grow and commercialize, the original vision of the Olympic Games is fading. Given that the Games have not been profitable for the host cities, the International Olympic Committee (IOC) and the local organizing committees are criticized. One approach to resolution was the initiation of The Olympic Partner (TOP) Programme. How has it developed and what changes occurred in the usage of IOC’s revenue? Are there viable solutions to these issues and do we find answers in history? With three years to the next Summer Olympics what are the challenges that the IOC and The Tokyo Organizing Committee are facing for the agenda 2020?

Word of Greeting: Axel Hellmann, Member of the Executive Board, Eintracht Frankfurt Fußball AG
Speaker: Prof. Dr. Stephan Wassong, Director, Olympic Studies Centre (OSC)



Axel **Hellmann** studied law in Würzburg, Bristol and Berlin. After international mandates in England and the US he worked as lawyer and partner at a corporate law firm in Frankfurt from 2005 to 2012. At the same time, he held the position of Vice President and Managing Director of the Executive Board of Eintracht Frankfurt from 2001 to 2012 and was a Supervisory Board Member of Eintracht Frankfurt Fußball AG from 2003 to 2012. Since June 2012 he has been a Member of the Executive Board of Eintracht Frankfurt Fußball AG.

Stephan **Wassong** has been Head of the Institute of Sport History at German Sport University Cologne since 2011. Additionally, he holds the position as Director of the Olympic Studies Centre Cologne (OSC). After his state exams in the fields of sports and English, he habilitated in the field of sports history and sports education. From 2007 to 2009 he was an Associate Professor at Liverpool Hope University and is Adjunct Professor at the University of Canterbury, New Zealand (2016 to 2019). Furthermore, he has just been appointed to the IOC Olympic Education Commission for the third time in a row and publishes about the impact of Olympic Games frequently.



Supporters:



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Thanks to the kind support of Eintracht Frankfurt, DJW members participate for free.

Registration for “Asa no Kai” in Frankfurt on October 26th, 2017

Take this opportunity to network and register via e-mail (events@djw.de), fax (+49 - (0)211 - 99 45 92 12) or **online before October 19th**!

- 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 by myself (**EUR 35**).
[Please transfer this amount in advance to the event – bank details and invoice will be provided after registration.]

Title: _____ First name: _____ Surname: _____

Company: _____ Position: _____

Street: _____ Postal Code/City: _____

Phone: _____ 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 email. I am aware of the fact that photographs taken at the event might appear on the DJW website and on our social media presence. **Important:** The number of participants is limited. Applications will be processed in the order of their arrival. In case there are more applications than seats available, a waiting list will be opened. Please note that the fee will still be charged if you miss to cancel your registration in written form up to three days before the event. If you have further questions, please do not hesitate to contact DJW (phone: +49 (0)211 - 99 45 91 91, e-mail: events@djw.de).