

LEIPZIG “HIRU NO KAI”

JAPANESE-GERMAN LUNCH MEETING

Venue: Leipziger Messe, Messehaus, Messe-Allee 1, 04356 Leipzig

Time: September 22nd, 2017 (Friday), 11:30 a.m. - 2:00 p.m.

The Japanese-German Business Association (DJW) invites you to share ideas, contacts and information on business-related topics while enjoying a light lunch at our “Hiru no Kai” in Leipzig. Our guests will be welcomed by Uwe Albrecht, Mayor for Economics of the City of Leipzig. The event will be held in English.

Please see the accompanying program, such as a guided tour through Bio City Leipzig and the reception at invitation of the City of Leipzig, on the second page.

Agenda

- 11:30** – Registration, Networking
- 12:00** – Opening, Welcome
- 12:15** – Speech, Q&A
- 1:00** – Light Lunch, Networking
- 2:00** – Close

Topic: “Conventions as Brand Ambassador and German-Japanese Intercultural Mediator?”

You may think that ‘manga’ – the Japanese expression for ‘comics’ – are a rather low priority lecture for most people; moreover, their readers and colorful followers are met with a certain hesitation. However, theme-related conventions and fairs all over Germany report an increasing number of both visitors and exhibitors. Could conventions, such as the “Manga-Comic-Con” in Leipzig, bridge this gap and foster the mutual (intercultural) understanding? How could they impact media and market development? Furthermore, do fairs substantially support the business-to-business communication and influence the buyers’ decision?

Speaker: Oliver Zille, Director, Leipzig Book Fair



Oliver Zille has been Director of Leipzig Book Fair since 2004, which includes overall responsibility for the reading festival “Leipzig liest” and the “Manga-Comic-Con”. He joined Leipziger Messe in 1988 as Personal Assistant to the management, before becoming Head of the sections book, media, print and paper, training and development in 1991. During the years 1992 and 1993, Zille completed an internship for publishing and book trade at Hugendubel, the Deutscher Taschenbuchverlag, and the publisher Droemer-Knaur in Munich. From 1993 to 2004 he led administration of Leipzig Book Fair including its congresses and section fairs.

Supporters:



Thanks to the kind support of Leipziger Messe, DJW members participate for free.

REGISTRATION

“HIRU NO KAI” IN LEIPZIG ON SEPTEMBER 22ND, 2017

Take this opportunity to network and register via e-mail (events@djw.de), fax (0211 - 99 45 92 12) or **online** before **September 15th**!

Yes, I would like to participate in

- ☐ **Guided Tour** through Bio City Leipzig
[9 to 11 a.m., meeting at 8.45 a.m. at Bio City Leipzig; free of charge]
- ☐ DJW “**Hiru no Kai**” at Messehaus
[12 to 2 p.m., registration starting at 11.30 a.m.]
 - ☐ I am a **DJW member** and will participate for free.
 - ☐ I am **not** a DJW member and will cover the costs for lunch by myself (EUR 35).
[Please transfer this amount in advance to the event – bank details and invoice will be provided after registration.]
- ☐ Shuttle to Bio City Leipzig, including sightseeing tour
[2.15 to 3.15 p.m.; free of charge]
- ☐ **Reception** by the City of Leipzig
[from 4 p.m.; free of charge]

Title: _____ First name: _____ Surname: _____

Company: _____ Position: _____

Street: _____ Postal Code/City: _____

Phone: _____ E-mail: _____

Signature*: _____