

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:















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** trough 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: _____

^{*} 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 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 without cancelling the participation in written form three days prior to the event. Please keep in mind that your DJW membership applies for the registered branch office only. Kindly be reminded that your membership applies for the employees of the registered office only. For further questions, please contact the DJW team (phone: 0211 - 99 45 91 91, e-mail: events@djw.de).