

HAMBURG “ASA NO KAI”

GERMAN-JAPANESE BREAKFAST MEETING

Venue: Fairmont Hotel Vier Jahreszeiten, Neuer Jungfernstieg 9-14, 20354 Hamburg

Time: July 3rd, 2015 (Friday), 08:00 - 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 Hamburg. Our guests will be welcomed by Consul Takao Anzawa. A short speech will be held in English, but questions can be posed and comments or announcements can be made in Japanese or German as well.

Agenda

08:00 – Registration, Networking

08:30 – Welcome, Breakfast

09:00 – Speech, Q&A

09:30 – Discussion, Announcements

10:00 – Close

Topic: “Retail Market in Japan – Between high Potential and demanding Consumers”

Japan is the world’s second biggest retail market; it is characterized by consumers that have a very high spending power, but are also among the world’s most difficult to satisfy having high expectations of both service and quality. Therefore, the Japanese market offers high potential, but also many challenges – especially to foreign players.

The Otto Group, as a globally operating multichannel retail and service company, started its business in Japan in 1986 through a joint venture with the well-known Sumitomo Corporation and presently runs three brands (Otto Japan, FABIA, Eddie Bauer Japan) and a service company in Japan.

What are similarities and differences between Japanese and German end-consumers and promotion strategies? How did Otto manage to survive and grow in the Japanese market since its founding? Our speaker will share his experiences of almost 30 years as foreign retailer in Japan and shed light on Otto’s strategies of success in Japan.



Speaker: Dr. Michael Heller, Member of the OTTO Management Board and Chairman of the Advisory Board Otto Japan Group

After completing his degree in business administration in Vienna and Munich, Dr. Heller gained his doctorate in economic sciences in St. Gallen, Switzerland. In 1996, he started as a corporate trainee at Quelle AG in Fürth before becoming Head Buyer for home textiles at OTTO in 2002. He was appointed Director of Durable Goods Purchasing in 2007 and, a year later, accepted the position of OTTO Managing Director Purchasing. Dr. Heller has been a Member of the OTTO Management Board since July 2012 and is also responsible for the Otto Japan Group.

Supporters:



Konsulat von Japan in Hamburg
在ハンブルク領事事務所

Kindly supported by Fairmont Hotel Vier Jahreszeiten Hamburg and JETRO. DJW members may participate for free.

Registration for “Asa no Kai” in Hamburg on July 3rd, 2015

Take this opportunity to network and register via email (info@djw.de), fax (0211 - 99 45 92 12) or **online before June 26th**!

- 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 the breakfast by myself (**EUR 30**).

[Please transfer this amount in advance to the DJW account – bank details will be provided together with the confirmation email after registration.]

Title: _____ First name: _____ Surname: _____

Company: _____ Position: _____

Street: _____ Postal Code/City: _____

Phone: _____ E-Mail: _____

Signature*: _____