

# BERLIN "ASA NO KAI"

## JAPANESE-GERMAN BREAKFAST MEETING

Venue: Intercontinental Berlin, Budapester Strasse 2, 10787 Berlin

Time: July 19<sup>th</sup>, 2017 (Wednesday), 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 Berlin. Our guests will be welcomed by H.E. Ambassador Takeshi Yagi. The event will be held in English.

**Topic: "Economic Development and International Leadership:  
A Comparison of Germany and Japan"**

### Agenda

**08:00** – Registration, Networking  
**08:30** – Welcome, Breakfast  
**09:00** – Speech, Q&A  
**09:30** – Discussion  
**10:00** – Close

Internationalization and globalization connect economies, markets and business people. The need to adapt to those processes and enhance international thinking and action seems to be compulsive in order to lead a company to economic success. Ongoing megatrends not only demand optimization of manufacturing processes but also an increasing number of knowledge-based solutions. However, developing information-intensive solutions requires a high level of intercultural understanding of mechanisms and demands of different markets and cultures of the world.

Our speaker will shed light on how entrepreneurial thinking on an intercultural level can be fostered and strengthened. On the occasion of their business trip to Germany, 15 Japanese entrepreneurs and graduates of the "Shimada Village School" active in several industries will join the event. Shimada Sonjuku aims to equip young and viable entrepreneurs with liberal art knowledge of various cultural zones of the world during a two year program.

**Speaker: Professor Haruo Shimada, President, Shimada Sonjuku ("Shimada Village School")**



Haruo Shimada is currently Chairperson of the board of Tokyo Capitol City University. For forty years, he has been a Professor of Economics at Keio University. For the recent ten years, he served as president of Chiba University of Commerce. During most of his career as an academic and university president, he advised the Japanese government. Among many advisory experiences as a member of expert committees, commissions etc., he advised Prime Minister Junichiro Koizumi. He has provided advice for policy formulation particularly in the area of assisting to create new businesses and employment opportunities.

### Supporters:



ベルリン日本商工会  
Japanische Industrie- und  
Handelsvereinigung in Berlin e.V.



Deutsch-Japanische  
Gesellschaft Berlin

*DJW members participate for free.*

### Registration for "Asa no Kai" in Berlin on July 19<sup>th</sup>, 2017

Take this opportunity to network and register via e-mail ([events@djw.de](mailto:events@djw.de)), fax (0211 - 99 45 92 12) or **online** before July 14<sup>th</sup>!

- ☐ 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 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 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](mailto:events@djw.de)).