

LÜNEBURG “ASA NO KAI”

GERMAN-JAPANESE BREAKFAST MEETING

Venue: Romantik Hotel Bergström, Salon “Bernstein”, Bei der Lüner Mühle, 21335 Lüneburg

Time: April 29th, 2014 (Tuesday), 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 first “Asa no Kai” in Lüneburg. Our guests will be welcomed by Eduard Kolle, Mayor of the Hanseatic City of Lüneburg. 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: “Japanese Corporate Culture in a European Environment”

With only 1.7% of the world’s population, Japan produces about 25% of the world’s cars, 34% of devices and components as well as 72% of industry robots. Even though the respective shares have declined compared to their peak in the early 1990s, the role of Japanese companies in the global industrial sector is still dominant. In general, this success seems to prove Japanese companies right. On the other hand, the low level of internationalization of Japanese companies is often pointed out as setback and an obstacle when recruiting specialists for their European subsidiaries.

Our speaker will take a look from an insider perspective at underlying cultural traits and the corporate governance style that determine the way that Japanese corporations do business. Against this background, our speaker will share his own experience and will also shed light on the question to what extent characteristics that for many years have been considered as “typical” for the working environment in a Japanese company, such as consensual style management, life-long employment and preference for risk-aversion, are relevant for the employment and working environment in Japanese corporations operating in Europe.

Speaker: Peter Durana, Panasonic Industrial Devices Europe GmbH

Peter Durana works as Planning Specialist in the Corporate Management Office of Panasonic Industrial Devices Europe GmbH in Lüneburg. He majored in International Business and Japanese Studies in Prague, Czech Republic, and gained his Master degree at the University of Tokyo, Japan. Before joining the European Headquarter for devices and components business of Panasonic, he also worked in the diplomatic service in Tokyo and as an official interpreter for the Japanese Government.



Kindly supported by Romantik Hotel Bergström and JETRO. DJW members may participate for free.

Registration for “Asa no Kai” in Lüneburg on April 29th, 2014

Take this opportunity to network and register via email (services@djw.de), fax (0211 - 9945 9212) or online (www.djw.de) before April 22th!

- 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 27**).

[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*: _____

* 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. **Important:** The number of participants is limited. Applications will be processed in the order of their arrival and confirmed by email **after the registration deadline**. In case there are more applications than available seats, a waiting list will be opened. Please note that the fee will be charged if you do not attend but have failed to cancel your registration up to two working days before the event. If you have further questions, please do not hesitate to contact DJW (phone: 0211 - 9945 9191, email: services@djw.de).