

# HANNOVER “ASA NO KAI”

## JAPANESE-GERMAN BUSINESS BREAKFAST

Venue: Haus der Nationen, Hannover Messe, 30521 Hannover

Time: April 25, 2018 (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 the “Asa no Kai” premiere in Hannover. Our guests will be welcomed by Wolfgang Pech, Senior Vice President International Corporate Development of Deutsche Messe. Participants of the “Asa no Kai” will also receive a day ticket for Hannover Messe free of charge. The event will be held in English.

### Agenda

**08:00** – Registration, Networking

**08:30** – Welcome, Breakfast

**09:00** – Speech

**09:30** – Q&A, Discussion

**10:00** – Close

### Topic: Smart Manufacturing – How a Japanese ‘Mittelstand’ Firm Innovates its Processes by Applying ‘Industrie 4.0’ Concepts and German Technology

Smart manufacturing – contrary to traditional manufacturing – utilizes digital information to constantly accumulate data and update intelligent technologies. Hence: Advanced information is accessible and available at any time any place, enabling swift reactions to any changes along the value chain. As such, it is strongly connected to and benefits from advancements in the fields of IoT and Artificial Intelligence.

Efficient compilation, comprehensive connectivity, and targeted application of these data are key drivers to optimize companies’ manufacturing processes. Our speaker will include a use case with Suruga Seiki, a medium-sized company and a hidden champion as a supplier of automated high precision stages. It has digitized its whole value chain from the order button on a web browser to a tool tip of a machining center in factories overseas. It is a unique case that makes the most of deep learning technology in automated inspection and process design.

### Speaker: Toshimitsu Kawano, Managing Director, Beckhoff Automation K.K.



Upon graduating from the School of Science at Tokyo University majoring Physics, Mr. Kawano joined Hewlett Packard Japan in 1998. After getting an MBA from the Haas School of Business at the University of California Berkeley in 2003, he joined National Instruments Japan as a Marketing Manager. In 2011, he joined Beckhoff Automation to open its Japanese subsidiary as the Managing Director. He has been serving as a board member of the German Chamber of Commerce in Japan since 2017 and as senior researcher at Keio University since 2007. He is passionate about new technology, especially for industrial communication, such as EtherCAT, and industrial PC applications.

Supporters:



Deutsche Messe

JETRO



HAKUBA-CLUB



白馬クラブ



*DJW members participate for free.*

### Registration for “Asa no Kai” in Hannover on April 25, 2018

Take this opportunity to network and register via e-mail ([events@djw.de](mailto:events@djw.de)), fax (+49 - (0)211 - 99 45 92 12) or **online before April 20!**

- 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 breakfast myself (**EUR 35**).  
[Please transfer this amount in advance – bank details and invoice will be provided after registration.]
- Yes, I would like to receive a **free day ticket** to Hannover Messe for the day of the event.

Title: \_\_\_\_\_ First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Company: \_\_\_\_\_ Position: \_\_\_\_\_

Street: \_\_\_\_\_ Postal code/City: \_\_\_\_\_

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 e-mail. I am aware of the fact that photographs taken at the event might appear on the DJW website and in social media. **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” and fail to cancel participation in written form three days prior to the event. Kindly be reminded that your DJW membership applies for the employees of the registered office only. For further questions, please contact the DJW team (phone: +49 (0)211 - 99 45 91 91, e-mail: [events@djw.de](mailto:events@djw.de)).