

# DÜSSELDORF “ASA NO KAI”

## JAPANESE-GERMAN BUSINESS BREAKFAST

Venue: Breidenbacher Hof, a Capella Hotel, Königsallee 11, 40212 Düsseldorf

Time: February 5, 2018 (Monday), 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 Düsseldorf. The event will be held in English.

**Topic: “Handling a Corporate Crisis in the Digital Age – Crisis Communication for a Japanese Company Operating in Germany”**

Cyber security is currently one of the most discussed topics at the top of German and Japanese companies alike. The damage caused by cyber-crime already amounts up to trillion dollars.

Politicians have responded to this threat: As of 25 May 2018, companies within the EU will be obliged by law (GDPR) to report to the relevant authorities within 72 hours and thus communicate the attack. In the event of a violation of the new data protection guideline, companies face high fines of up to four percent of the total worldwide turnover of the previous year. This measure increases the pressure on companies to inform their employees, customers and shareholders quickly and transparently in the event of a cyber-attack.

This very timely DJW event will simulate such a cyber-attach and offer insights how to prepare for and deal with it. With this “Asa no Kai” our speaker will present an interactive simulation of a major reputational crisis striking a large corporation. Participants will experience and learn how to deal with such a situation via a digital, fully interactive, real-time crisis simulation tool called “CNC Situation Room”. We will simulate the case of a Japanese company operating in Germany. The event will present specific insights into dealing with traditional and social media, customers and other stakeholders in Germany, Europe and globally, but also show how to manage such a crisis internally within Germany/Europe but also with headquarters in Japan.

**Speaker: Dr. Jochen Legewie, Managing Director CNC Japan and CNC Chairman Asia**



Jochen Legewie studied at Hitotsubashi University and Cologne University, where he obtained his Ph.D. in Economics. Spending 25 years in Japan, he has authored numerous books on business and politics, he is a sought after commentator on Japan business issues and regularly appears on TV in Japan. Jochen Legewie is one of the few foreign trustees of the business federation Keizai Doyukai and Vice-Chair of its Europe Committee. Since 2016, he has been serving as Member of the Board of the German Chamber of Commerce and Industry in Japan. Between 2001 and 2004, he was Executive Officer in charge of Communications at Mitsubishi Motors Corporation. Prior to this, he served as Vice-Director of the German Institute for Japanese Studies.

Supporters:



*DJW members participate for free.*

### Registration for “Asa no Kai” in Düsseldorf on February 5, 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 February 2!**

- 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.]

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)).