

STUTTGART “ASA NO KAI”

JAPANESE-GERMAN BREAKFAST MEETING

Venue: GENO-Haus Stuttgart, 11. Floor, Heilbronner Straße 41, 70191 Stuttgart

Time: September 9th, 2016 (Friday), 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” premiering in Stuttgart. Our guests will be welcomed by Honorary Consul Dr. Mathias Kammüller. The seminar will be held in English.

Agenda

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

Topic: “Meeting Customer Needs and Expectations in Germany and Japan – an Industry Perspective”

The Japanese and German automotive, electronics and medical industry markets are characterized by numerous joint aspects: they operate with worldwide leading technologies and are in the need reliable of manufacturing processes to achieve the maximum of quality. Furthermore, focusing especially on the customers’ and consumers’ side, expectations on innovation and service rise with every new product release or technical improvement. Nevertheless, it is essential to adjust sales and marketing strategies and use different approaches to reach consumers when placing a product in the Japanese and German market.

Based on his 10 years working experience in and with Japan, our speaker will comment on questions such as how the approaches need to differ. What are key drivers to successfully introduce a product and to stay long-term in both markets? Could the same methods be applied to measure and evaluate the products’ quality and customer expectations in Germany and Japan? What could be steps taken to improve the acceptance of the product?

Speaker: Markus Haas, Sales Director Asia, Herrmann Ultraschalltechnik GmbH & Co. KG



After completing his studies of Product Engineering in Germany, Markus Haas has been holding different Key Account Manager positions in the automotive industry – including assignments in Detroit and Tokyo – from 1994 until 2008. Having joined Herrmann Ultraschalltechnik in 2009, Mr. Haas has been appointed Sales Director Asia and is now managing the regional headquarters in China and Japan (established in April 2015) as well as cooperating with Tech-Centres and partners throughout Asia.

Supporters:

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Thanks to our supporters, DJW members participate for free.

Registration for “Asa no Kai” in Stuttgart on September 9th, 2016

Take this opportunity to network and register via email (events@djw.de), fax (0211 - 99 45 92 12) or **online** before **September 2nd**!

- ☐ 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 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 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. 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 - 99 45 91 91, email: events@djw.de).