

FRANKFURT "ASA NO KAI"

GERMAN-JAPANESE BREAKFAST MEETING

Venue: Grandhotel Hessischer Hof, "Festsaal", Friedrich-Ebert-Anlage 40, 60325 Frankfurt am Main
Time: June 24th, 2015 (Wednesday), 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 "Asa no Kai" in Frankfurt. Our guests will be welcomed by Consul General Takeshi Kamiyama. 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: "Long-Term Economic Effects of Japanese Roots in German Football"

The slogan "sport unites" is not only valid for culture but also for economy. The Bundesliga currently features 12 Japanese players – six of whom also play for the Japanese national team. This shows that Bundesliga plays an important role for the development and success of Japanese football and, at the same time, reflects the wide-ranging Japanese influence on the Bundesliga.

Our speaker will outline the long-term socio-political and economic impacts of such significant Japanese roots in German football. How could Japanese businesses benefit from the importance of Japanese players in the Bundesliga and from the league's status as one of the best in the world and how – vice versa – can German companies utilize this as a competitive advantage over other international companies in the Japanese market? Furthermore, what are resulting effects for the large Japanese community living in Germany and how can the Japanese presence in German football support the cultivation of the partnership between our two countries?

Speaker: Axel Hellmann, Chief Financial Office, Eintracht Frankfurt Fußball AG



Axel Hellmann studied law in Würzburg, Bristol and Berlin. After international mandates in England and the U.S. he worked as lawyer and partner at a corporate law firm in Frankfurt from 2005 to 2012. At the same time, he held the position of Vice President and Managing Director of the Executive Board of Eintracht Frankfurt e.V. from 2001 to 2012 and was a Supervisory Board Member of Eintracht Frankfurt Fußball AG from 2003 to 2012. Since June 1st 2012 he is a Member of the Executive Board of Eintracht Frankfurt Fußball AG in his function as CFO.

Supporters:

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Kindly supported by JETRO. DJW members may participate for free.

Registration for "Asa no Kai" in Frankfurt on June 24th, 2015

Take this opportunity to network and register via email (info@djw.de), fax (0211 - 99 45 92 12) or **online before June 17th!**

- 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 by myself (**EUR 25**).
[Please transfer this amount in advance to the DJW account – bank details will be provided together with the confirmation email after the registration deadline.]

Title: _____ First name: _____ Surname: _____

Company: _____ Position: _____

Street: _____ Postal Code/City: _____

Phone: _____ E-Mail: _____

Signature*: _____