

FRANKFURT “ASA NO KAI”

GERMAN-JAPANESE BREAKFAST MEETING

Venue: Grandhotel Hessischer Hof, “Festsaal”, Friedrich-Ebert-Anlage 40, 60325 Frankfurt am Main

Time: October 23rd, 2015 (Friday), 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: “Different Markets, different Customer Expectations? – Implications for the Marketing Strategies of a Japanese Home Entertainment Company in Europe”

Nintendo was founded in 1889 as a manufacturer of *Hanafuda*, Japanese playing cards. Since then, the company has continued to evolve not only in Japan, but throughout the global entertainment industry. With the launch of *Nintendo Entertainment System* in 1986 and the establishment of *Nintendo of Europe GmbH* in 1990, the brand Nintendo became synonymous with video games in Europe.

Our speaker will give an overview on how the Japanese home entertainment company positions itself and its products in Europe, a market consisting of many countries with diverse cultural and historical backgrounds, thus requiring different strategies to those applied in Japan. He will touch upon the differences between Japanese and European home entertainment markets as well as their similarities, and how the company’s policy is carried out in Europe and adapted to European customers and their demands.

Speaker: Satoru Shibata, President, Nintendo of Europe GmbH (NEO)



Satoru Shibata graduated from Kansai University in Japan with a diploma in law before he joined Nintendo in 1985, working for *Nintendo Co., Ltd.* until 1993. During this time, he worked in the Sales Department in Osaka as well as in the Tokyo Branch Office before moving into the International Business Administration Department. In 1993, Mr. Shibata relocated to Nintendo UK as Product Planning Manager before joining *Nintendo Australia Pty. Ltd.* in 1996. He was appointed President of *Nintendo of Europe GmbH* in 2000.

Supporters:



独日協会フランクフルト
Deutsch-Japanische Gesellschaft e.V.
Frankfurt am Main



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在フランクフルト日本国総領事館
Generalkonsulat von Japan in Frankfurt



社団法人フランクフルト日本法人会
Vereinigung der Japanischen Unternehmen Frankfurt e.V.

DJW members may participate for free.

Registration for “Asa no Kai” in Frankfurt on October 23rd, 2015

Take this opportunity to network and register via email (info@djw.de), fax (0211 - 99 45 92 12) or online before October 16th!

- ☐ 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*: _____