

DÜSSELDORF “ASA NO KAI”

JAPANESE-GERMAN BREAKFAST MEETING AND SITE TOUR “BEHIND THE SCENES”

Venue: Digital Innovation Hub Düsseldorf, Speditionstrasse 15a, 40221 Düsseldorf

Time: July 13th, 2017 (Thursday), 8:00 - 11:00 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 “Asa no Kai” is organized in cooperation with our member the Office of Economic Development of the City of Düsseldorf. The event will be held in English.

Topic: “Startups as Booster for SMEs and their Digitization in Japan and Germany? – How Collaboration works as Key Success Factor”

Agenda

08:00 – Registration, Networking

08:30 – Welcome, Breakfast

09:00 – Speech, Q&A

09:30 – Discussion

10:00 – Site Tour

11:00 – Close

In the medium term, digitization will affect the core business of most companies in Germany and Japan. Whether by manufacturing parts just in time, by accessing data at any time and anywhere, or through reduced storage costs, new standards are in progress and will keep shaping the (manufacturing) processes of the future. Adjusting to those developments could pose as challenge for SMEs. At this point, startups may prove as valuable collaboration partner and offer smart solutions with their innovative drive and flexibility. Would an enhanced focus on collaboration between SMEs and startups provide a solution for the individual digitization? How could economic players find potential matching business partners?

Speaker: Peter Hornik, Managing Director, Digital Innovation Hub Düsseldorf/Rhineland



During his studies of economics Peter Hornik already discovered his enthusiasm for entrepreneurship and creating new businesses. Consequently, he founded his first company *epos24 GmbH*, a pan European service provider for data base solutions for car dealers, in 2001 and acted as managing director from 2001 to 2008. In 2006 he did his first angel investment and since then has been supporting young founders with seed investments and advisory services. In 2012 he founded the Düsseldorf-based company *1stMOVER*, a mobile internet incubator and seed fund with focus on digital services and solutions. Since October 2016 he is also managing director of the digihub Düsseldorf/Rhineland, an open matchmaking platform for SMEs, corporates, universities and startups aiming to create new digital products and projects, initiated by the Federal State of North Rhine-Westphalia and the City of Düsseldorf.

Supporters:

在デュッセルドルフ日本国総領事館
Generalkonsulat von Japan in Düsseldorf



DJW members participate for free.

Registration for “Asa no Kai” in Düsseldorf on July 13th, 2017

Take this opportunity to network and register via e-mail (events@djw.de), fax (0211 - 99 45 92 12) or **online before July 7th!**

- 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 event – bank details and invoice will be provided after registration.]

Title: _____ First name: _____ Surname: _____

Company: _____ Position: _____

Street: _____ Postal Code/City: _____

Phone: _____ E-mail: _____

Signature*: _____