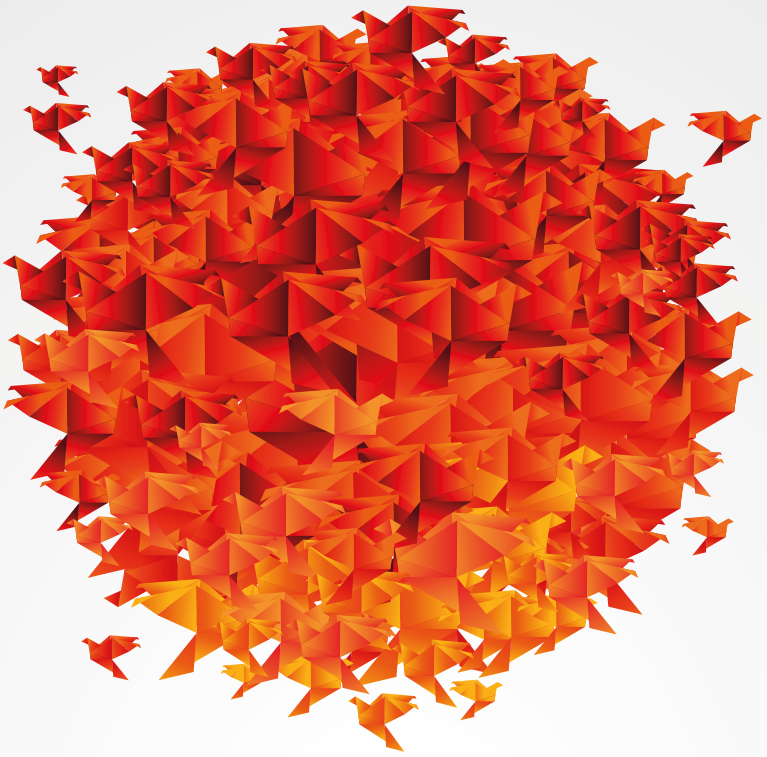


4th German-Japanese Business Dialogue

Residence of the Ambassador of Japan in Germany
January 30, 2019 • Berlin

Exhibitor Information

Become Partner of the Event!

Event Partners

Mark Hauptmann
Mitglied des Deutschen Bundestages

Botschaft von Japan

DIHK Deutscher Industrie- und Handelskammertag

oav German Asia-Pacific Business Association

DJW 日独産業協会 Deutsch-Japanischer Wirtschaftskreis

Konrad Adenauer Stiftung

JETRO Japan External Trade Organization

AHK Deutsche Industrie- und Handelskammer in Japan 在日ドイツ商工会議所

japan-dialog.de

Dear Ladies and Gentlemen

As Germany and Japan share common values and mindsets, it is worth to further foster the German-Japanese relations, especially during challenging times in world politics.

Both countries are high-tech nations with highly innovative products that share a unique reputation on global markets. Germany and Japan do not only look back on a close economic and value partnership for many years, but also share common social challenges – in particular the demographic change from population ageing and declining birth rates. In these areas we have to develop common solutions to secure our prosperity and competitiveness. Key-issues like the upcoming Brexit, an increasing automation in companies and the concept of "Society 5.0" offer excellent links for an ever closer German-Japanese economic cooperation.

We would like to take up this initiative and therefore kindly invite you to the 4th German-Japanese Business Dialogue in Berlin on January 30, 2019. With the event we continue promoting the transnational cooperation in promising fields for the future, such as free trade, automation, and life sciences.

The German-Japanese Business Dialogue offers a top-level platform for German and Japanese companies to discuss chances for further cooperation and to liaise with high-ranking stakeholders from politics and the diplomatic corps.

We look forward to an evening full of exciting conversations and a lively and inspiring exchange!

Mark Hauptmann
Member of the German Parliament

Takeshi Yagi
Ambassador extraordinary and plenipotentiary of Japan to the Federal Republic of Germany

Concept

Position your company or organization at the „4th German-Japanese Business Dialogue" and engage with decision-makers from Germany and Japan in an exclusive location.

Short presentations and panel discussions
High-ranking Japanese as well as German representatives from the political and the business sphere share their insights either as panelists or by giving a short presentation.

Exhibition
Present your company's unique services and portfolio as an exhibitor at the event. The central exhibit areas in the foyer and the get-together area guarantee a high visitor frequency and optimal opportunities to meet with our high level guests.

Get-together at the „Japan Course"
This special exhibit space is framed by our "Japan Course" – including a show program, interactive elements and distinct exhibitors. During the buffet reception, which is centered around the "Japan Course", all guests gather in this atmospheric surrounding. Here, we offer booths for an exclusive sponsorship with an elevated exposure to the high-level audience.

Meet Your Target Group

- **Minsters, State Secretaries, Members of the German Parliament (Deutscher Bundestag), representatives from the Federal Ministries and the Chancellery**
- **Managing Directors and Board Members of national and international companies as well as representatives of small and medium-sized enterprises**
- **Representatives from German and Japanese business associations, business promoters and trade organizations**
- **Media representatives from Germany and Japan**

Your Participation Opportunities

Platinum Partner (limited):
Set up your booth in the area of the "Japan Course", close to the reception and get-together area. As an exclusive sponsor, your name will be mentioned in the opening address. This package also includes a prominent placement of your logo at the event stage, on the website, and on all print materials of the event (if not already printed).

Gold Partner (limited):
Present your services and portfolio as an exhibitor at the event. A booth in the foyer area guarantees a high visitor frequency and enables you get in touch with policy makers and new business partners. Your logo will be placed in a central location, on the event website, and on all printed materials of the event (if not already printed)).

Silver Partner:
Promote yourself as a partner of German-Japanese economic relations and present your company or your association at this special event.

Smoker's Lounge:
Present your portfolio and competences during the event in the exclusive "Smoker's Lounge" (outdoor area). Your company-logo will be presented prominently, as well as on the event website and on all printed material (if not already printed)).

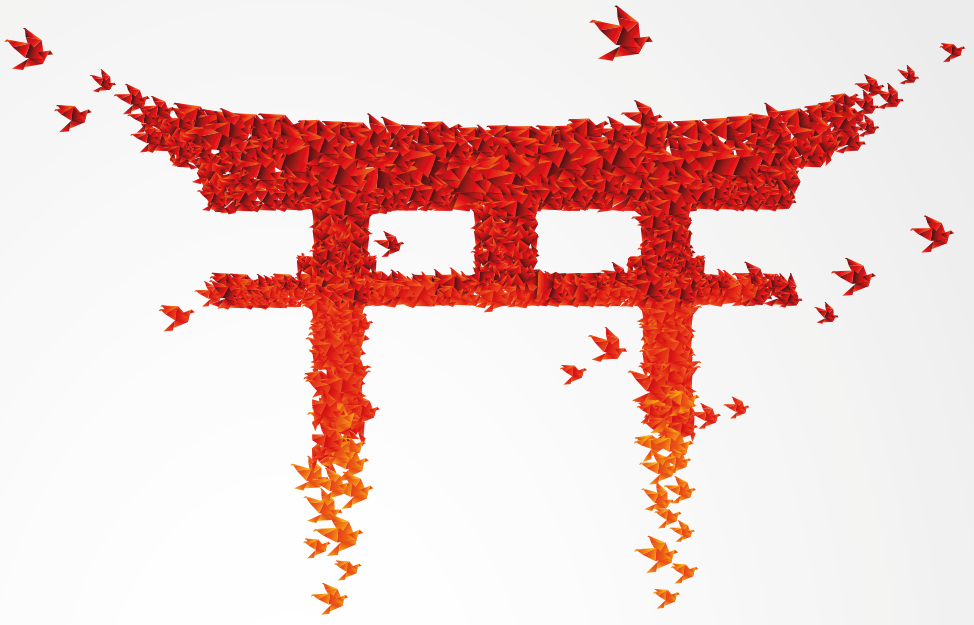
Your Participation Oppurtinities at a Glance

Receive a special benefit by booking your package before December 31th, 2018 and have your logo included on all printed materials and invitations. Should you have any further questions about the individual packages below, Mr. Christoph Kern is happy to assist. Please find his contact details at the bottom of the following page.

Package	Platinum Partner	Gold Partner	Silver Partner
Booth area	Japan Course	Loggia	Entrance area
Logo placement in the stage area	✓	✓	
Presence in the media portfolio	✓		
Presence on the website	✓	✓	✓
Presence in the event video with brief interview	✓		
Logo placement in the PowerPoint presentation on stage	✓	✓	
Number of invitations	6	4	2
Presence in the event broadcasts (if possible)	✓	✓	
Logo placement in all of our media partner's ads	✓	✓	
	7.500 €	5.000 €	3.000 €

The booth fees listed do not include VAT.

The Japan course



Discover Japan – with all your senses.
Participants are invited to experience our exclusive "Japan Course" following the official part of the event. Meet our guests in a casual atmosphere in an interactive experience. The unique setting is completed by culinary and cultural highlights. We look forward to present this special format in the exclusive premises of the Embassy of Japan.

Your Contact Partner

Full-service support:
The event is organized by the event-agency PXN GmbH.
Mr. Christoph Kern is happy to assist with all questions or inquiries.

Christoph Kern
PXN GmbH
Phone: +49 (0) 160 81 61 204
Email: christoph.kern@pxn-digital.de

Impressions of the previous Business Dialogues

Partners of the Event 2018

Platinum Partner

KPMG

DMG MORI

kikkoman

Gold Partner

Deutsche Bank

ANA Inspiration of JAPAN

Konrad Adenauer Stiftung

YASKAWA

TOSHIBA Leading Innovation >>>

HEIDELBERG

Canon

GTAI GERMANY TRADE & INVEST

JR-EAST

Silver Partner

AIRBUS

Mitsubishi International GmbH

HITACHI Inspire the Next

MIZUHO

Nidec All for dreams

JETRO 日本貿易振興機構(ジェトロ)

KAHLA PORZELLAN FÜR DIE SINNE.

DJW 日独産業協会 Deutsch-Japanischer Wirtschaftskreis

AHK Deutsche Industrie- und Handelskammer in Japan 在日ドイツ商工会議所

Stiftung Familienunternehmen

oav GERMAN ASIA-PACIFIC BUSINESS ASSOCIATION