

Changes and Challenges of Business in EU Zone
Under the Financial Crisis

—Situation of Japanese and Chinese Companies —

As a commemorating event of the 110th anniversary of Kobe University, the following seminar will be conducted in Brussels, Belgium.

Graduate School of Business Administration, Kobe University hosts this seminar, the scholars and experts will analyze the current state and rapidly changing business environment under the European crisis. A prominent professor of Chinese business from University of Copenhagen Business School intended to introduce the concrete examples of Chinese company doing business in EU zone. The experts of Japanese companies will explore the ways of resolving management issues under the financial crisis in Europe.

It will be a great opportunity for you, please join us.

◆Date and time: June 28th, 2012 (Thursday) <Seminar> 13:00~17:00 (Join Free)
<reception> 17:00~18:00 (Join Free)

◆Venue: scl MCM cvba ~DIAMANT BUILDING~

Bd. A. Reyerslaan 80 – Bruxelles 1030 Brussels Tel: +32 2 706 88 00

(For more information about access and venue will be announced along with the confirmation mail to the participate who has pre-application)

◆Sponsor: Graduate School of Business Administration, KOBE UNIVERSITY

◆Support: JETRO Brussels Office

◆Capacity of venue: 50 (first-come-first-served basis)

※To participate who has sign up, the "Confirmation Sheet" will be sent by Monday 25 June.

◆Fee: Free-Join Seminar with Reception

◆Language: Japanese and English

13:00~13:20 Synopsis Lin HUANG, Professor of Kobe University

13:20~14:00 EU Market and the Financial Crisis: Current Status and Challenges

Mr. Shinichi TAGAWA, Global Research Team Marubeni Europe plc

14:00~14:40 Current Status and its Challenges of Japanese company's business activities in Europe

Mr. Susumu TANAKA, Deputy Director General, JETRO Brussels

14:40~15:00 Coffee Break

15:00~16:00 Investment and Management of Chinese companies in Europe

Professor Verner WORM, Copenhagen Business School,

(Interpreter: Donhao LI, Professor of Wakayama University)

16:00~17:00 Q&A Moderator Lin HUNAG

17:00~18:00 <Reception>

■<Contact Us> Graduate School of Business Administration, KOBE UNIVERSITY

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*** For inquiries about this seminar, please send them to the above e-mail address.**

■Please fill in the e-mail sign up necessary information in the registration form attached.

※ Deadline of Application : Wednesday, June 20, 2012

※ Participation confirmation will be sent to you by e-mail from Kobe University.

