



## INVITATION

Symposium of Japanese-German Center Berlin, Fujitsu Research Institute and  
Cologne Institute for Economic Research

# Digital Transformation and Globalization in Germany and Japan

Cologne, June 13, 2017

Globalization seems to be under fire all over the world. To succeed in an adverse global environment, companies need to tap their full potential and uncover opportunities in increasingly digitized global markets. While digital trade and the use of digital platforms are growing, traditional companies can also benefit by transforming their global strategies for production, delivery and product services.

This symposium brings together experts and affected companies from Germany and Japan to discuss their views on and strategies for digital transformation to gain productivity and overcome market obstacles across Europe and Asia. The presentations will analyse the status quo of digitization in a global context, illustrate the opportunities of digital transformation, and discuss the challenges of their implementation. A special focus will be on the transformation of labor and skill management to take advantage of Industry 4.0 opportunities while expanding businesses globally.



Dr. Hubertus Bardt

## PROGRAMME

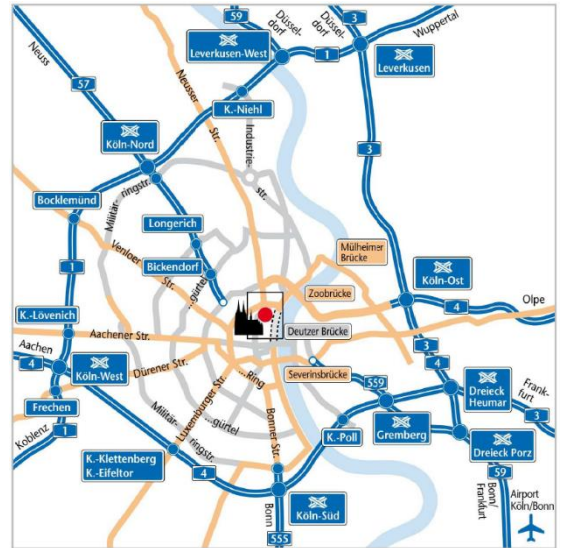
- 12:00      **REGISTRATION**  
Coffee and snack bar
- 13:00      **WELCOME**  
Dr. Friederike Bosse, Japanese-German Center Berlin  
Dr. Hubertus Bardt, Cologne Institute for Economic Research
- 13:15      **DIGITAL READINESS FOR GLOBAL OPPORTUNITIES**  
Dr. Vera Demary, Cologne Institute for Economic Research  
**DIGITAL CHALLENGES FOR EMPLOYMENT AND SKILLS**  
Dr. Oliver Stettes, Cologne Institute for Economic Research  
Q&A
- 14:30      **GLOBAL DIGITAL TRANSFORMATION – CORPORATE VIEWS FROM JAPAN**  
Yosuke Nakatsukasa, DMG Mori/ GILDEMEISTER  
Kei Hara, Mitsubishi Electric Europe  
Q&A
- 15:30      **Coffee break**
- 16:00      **GLOBAL DIGITAL TRANSFORMATION – CORPORATE VIEWS FROM GERMANY**  
Tadashi Kanai, Evonik Industries  
Dr. Sven Holsten, PHOENIX CONTACT  
Q&A
- 17:00      **REVIVING AGEING SKILLS AND MARKETS THROUGH DIGITIZATION**  
Dr. Martin Schulz, Fujitsu Research Institute  
Q&A
- 17:30      **Get together / Flying Buffet**

## REGISTRATION

12:00 Coffee bar and snack bar

## LOCATION

Cologne Institute for Economic Research  
Konrad-Adenauer-Ufer 21  
50668 Cologne  
Room: EG Walter Eucken



## FOR ANY QUESTIONS

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## REGISTRATION

Please register online on our homepage  
[www.iwkoeln.de/JDZB\\_FRI\\_IW-2017](http://www.iwkoeln.de/JDZB_FRI_IW-2017)



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