

## Delighting Customers in Japan X

Thursday November 17<sup>th</sup>, 2011 at the NYK Building

Japan is recognised as one of the most challenging markets in the world. Whether you are a new arrival, an "old timer" or somewhere in between, you have the opportunity to benefit from the experiences of others who have succeeded in the 3<sup>rd</sup> largest economy in the world.

The Belgian-Luxembourg Chamber of Commerce in Japan is pleased to invite you to "Delighting Customers in Japan X". This event is now 10 years strong and we have enjoyed many fascinating and inspiring stories about the challenges of succeeding in this perplexing market.

For the 10<sup>th</sup> edition of this event, we are again very pleased to welcome 3 distinguished speakers who will share with us their strategies, experiences and insights regarding their businesses in Japan: Mr. Jérôme CHOUCHAN, Managing Director Japan & South Korea, GODIVA Japan; Mr. Paul KRAFT, Director, Consumer Packaged Goods – Japan, STARBUCKS COFFEE COMPANY and Mr. Armel CAHIERRE, CEO, BRANDS4FRIENDS Japan.

The seminar will be followed by a panel discussion and Q&A session, and by a networking cocktail from 19h00 onwards. We hope you can join us.

***This event is organized with the kind support of the Japan-Belgium Society.***

**Date & Time:** Thursday, November 17<sup>th</sup> 2011, 17h30 – 19h00  
• registration from 17h00  
• networking cocktail from 19h00 – 20h30

**Venue:** NYK Building 15F, 2-3-2 Marunouchi, Chiyoda-ku  
(access: pls check <http://www.nyk.com/english/profile/location/> )

**Language:** English

**Admission Fee:** 6,000 JPY

**Please respond using this form by Monday, Nov 14<sup>th</sup>**

**FAX: 03-6457-8663**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Title: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Chamber of Commerce: \_\_\_\_\_

I would like to reserve a total \_\_\_ places for this event  
I will make a total payment of \_\_\_\_\_ by November 14<sup>th</sup> (receipt upon request)

Signature: \_\_\_\_\_

\* Please note that cancellations after 14 November or no-shows will be charged in full.

Bank: Mitsui Sumitomo Banking Corporation, Kojimachi Branch  
Account: Check Account (toza) No. 226330  
Account holder: The Belgian-Luxembourg Chamber of Commerce in Japan