



# DIJ Forum

In its series of public lectures, the German Institute for Japanese Studies will present on

**Monday, 7 March 2005**

**Dirk Holtbrügge**

**Professor, University Erlangen-Nuremberg**

## **Japanese-German Technology Cooperation: The Case of Siemens-Fujitsu**

In recent years, several European firms have concluded joint ventures or other forms of business cooperation with Japanese partners. Remarkable examples are, e.g., DaimlerChrysler and Mitsubishi, Renault and Nissan, or Siemens and Fujitsu. Not all of these Japanese-European collaborations are successful. While DaimlerChrysler has determined its partnership with Mitsubishi Motors, the Siemens and Fujitsu cooperate very effectively. In the presentation five success factors of Fujitsu-Siemens will be analyzed: Partner characteristics, cooperation agreement, management structure, acculturation process, and knowledge management.

Dirk Holtbrügge is professor of International Management. His main research interests are in the areas of International Management, Human Resource Management and Management in Asia and Eastern Europe. He has published eight books, three edited volumes and more than 100 articles in Journals such as Asia Business and Management, Journal of Business Ethics, Journal of East European Management Studies, Management International Review, and Thunderbird International Business Review. He can be reached at Department of International Management, University of Erlangen-Nuremberg, Lange Gasse 20, 90403 Nuremberg, Germany, [dirk.holtbruegge@wiso.uni-erlangen.de](mailto:dirk.holtbruegge@wiso.uni-erlangen.de), [www.im-fau.de](http://www.im-fau.de).

The lecture will be given in English. It will take place on **Monday, 7 March 2005 at 6.30 p.m.** at the DIJ. Admission is free, but please register with Ms. Dinkel at the DIJ.

Deutsches Institut für Japanstudien  
Kojimachi Bldg., 3-3-6 Kudan-Minami, Chiyoda-ku, Tokyo 102-0074  
Tel: 03 - 3222 5198, Fax: 03 - 3222 5420, e-mail: [dinkel@diptokyo.org](mailto:dinkel@diptokyo.org)