

German unity day

Germany: at Japan's side

Volker Stanzel
AMBASSADOR OF GERMANY

Dear readers of The Japan Times,
When I arrived in Japan two years ago, I found an atmosphere of great anticipation. The German community was in the middle of preparations for a series of events to celebrate the 150th anniversary of the conclusion of the Treaty of Amity, Trade and Navigation between Prussia and Japan, by which on Jan. 24, 1861, official relations were established for the first time between our two nations.



The series kicked off one year ago, with a big festival on the campus of the German School in Yokohama that was attended by more than 8,000 visitors, followed by a wealth of events that exceeded our most optimistic expectations. Up to the writing of these lines, we counted no less than 680 events under the banner of 150 years of German-Japanese friendship. We are particularly happy to have a similar series of events mirroring those in Japan take place in Germany.

Civil society played a pivotal role in this endeavor. The business community, schools and academia, cultural activists and

countless individuals provided not only the initiative and the creative ideas, but above all the stamina to bring all these initiatives to realization. We had and will have a number of high-profile events, such as:

- the first ever concert of the German pop group Tokio Hotel in the city after which they had named themselves;
- the grand opening of Asia's first guesthouse for German artists in residence in the Villa Kamogawa in Kyoto;
- the exhibition "300 Years of Meissen," displaying a wide array of Meissen porcelain masterpieces in the country from which the Saxonian craftsmen had derived so many inspirations;
- the concert series of the Bayerische Staatsoper (Bavarian State Opera) taking place right now in Tokyo.

At the same time, the series benefitted greatly from the dedication, energy and good cheer among the German-Japanese community, which brought about a wealth of smaller, more specialized but equally warmly welcomed events such as, just to name a few, German speech contests, wine tasting festivals or seminars on nanotechnology, which unfolded, and continue to unfold, all over the country from Hokkaido to Okinawa.

Perhaps you want to take a look yourself at the breadth

of events on our website www.dj150.jp/.

March 11 totally changed the festive mood, as was the case with so many other projects in Japan. The horrifying number of victims and the immense devastation caused particularly by the tsunami to northeast Japan immediately brought all merrymaking to a brutal halt.

Germany as a whole followed the events in Japan as they unfolded with shock and disbelief. Grief and sympathy, however, were quickly supplemented with a spirit of solidarity and practical help.

Donations flowed in, charity events were organized in Japan as well as in Germany, and innumerable helpers flocked to the disaster-stricken areas along the Tohoku coast. The German business community was particularly fast to help. Their contributions ranged from a few hundred to several million euros, but all of them were implemented with admirable speed.

It was a difficult decision whether to continue with the 150 years program or not. After in-depth consultation with our Japanese partners, we decided to carry on, even beyond the end of the year if advisable, but to add specific items to the program for the Tohoku area. We felt this was the best way to signal to our Japanese friends that in times of

need we stand by them.

It was a heartwarming and encouraging experience to see that these offers were received with open arms. We were, in particular, strengthened in our resolve to carry on down this path when, in June, His Imperial Highness the Crown Prince Naruhito decided not to abandon plans to travel to Germany. We knew how difficult the decision was under the circumstances, and all the warmer was his welcome in Germany.

With this spirit of encouragement epitomized by the "ganbare Nippon" slogan, we decided to push forward with our plans for a big festival that will be held the whole day on Oct. 23 in Arisugawa Park and the German Embassy compound in Minami-Azabu, Minato Ward, Tokyo (see Page 7).

Under the motto "Side by side with Japan," the festival will be held as a family event with no admission fee and offering visitors a whole day of German and Japanese performances, physical activities such as rock-climbing and soccer trials, opportunities to familiarize themselves with German companies in Japan as well as a wide range of German delicacies.

At the same time, the festival will provide information on German-Japanese cooperation projects in the Tohoku area.



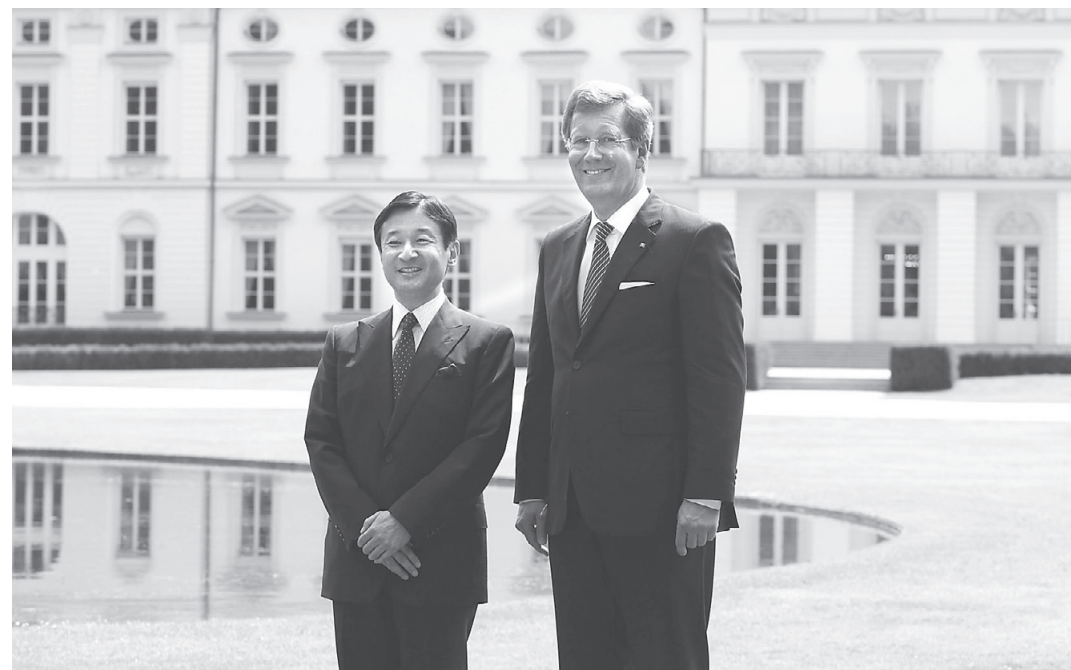
Anniversary: A ceremony on Oct. 3, 2010, in front of the Reichstag building in Berlin celebrates 20 years of German reunification. AP

Finally, we have received the good news that even Federal President Christian Wulff will come from Germany to join us to make this day an extraordinary event celebrating our bilateral relationship. Regular updates on the program will be published at www.tokyo.diplo.de and www.goethe.de/ins/jp/tok/jaindex.htm.

While thanking The Japan Times for this opportunity to address its readers, I would like to invite you all to join us for a very special day of German-Japanese celebrations!



Solidarity: German Chancellor Angela Merkel signs the Book of Condolences for victims of the Great East Japan Earthquake at the Japanese Embassy in Berlin on March 17. BUNDESREGIERUNG / KUGLER



Close ties: German President Christian Wulff meets with Crown Prince Naruhito on June 22 at Schloss Bellevue, the official residence of the federal president in Berlin. BUNDESREGIERUNG / ECKEL

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on the Occasion
of
the 21st Anniversary
of
the Day of German Unity

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prof. baron JAPAN BUSINESS SOLUTIONS
Unternehmensakquisition & Interim Management in Japan

Prof. Dr. Peter P. Baron
80797 München
Schleissheimstr. 80
Tel: 089-5432-0952
Fax: 089-5432-0950
Mobile: 0160-91454466
E-mail: pbaron@barons.de

JAPAN BUSINESS SOLUTIONS LLP
2-20-9, Shimouma
Setagaya-ku
Tokyo 154-0002
Tel: 0081-3-3487-5444
Fax: 0081-3-3487-5441
Mobile: 0081-090-1799-8276
E-mail: pbaron@barons.de

In Alphabetical Order

German unity day

German energy sector serves as a key reference

Manfred Hoffmann
DELEGATE OF GERMAN INDUSTRY
AND COMMERCE IN JAPAN

Since the tragic events of March 11, Japan has had to tackle major challenges. While some of them are new, others have been evident since well before the recent crisis. Faced with an unprecedented nuclear disaster, Japan needs to redefine its energy sector in order to assure a stable power supply amid growing concerns about the use of nuclear power. Put under pressure by a strong yen and growing competition from emerging countries, Japan has to seek effective ways on how to revitalize its economy and open up new markets overseas. On yet another front, ageing and shrinking Japan needs long-term solutions on how to sustain its high living standard as baby-boomers start to retire, the workforce declines and the elderly increasingly seek medical care. In at least two of these areas, energy and demographic change, Germany can serve as a reference to Japan's leaders as it has in recent years undergone major changes in its energy and health care sectors.

Debates about nuclear power and the future energy mix are nothing new to Germany. Nuclear energy had long been considered a bridge technology to be used only until renewable energy sources are ready to be deployed on a larger scale. Therefore, after the Fukushima accident, the German parliament was quick to decide on a phaseout of nuclear energy by 2022. This major change in its energy policy will

become possible as Germany has been heavily investing in renewable energies for the past decade and is dedicated to step up these efforts in the years to come.

The country's wind energy and solar industries are the world's largest and both are at the forefront of technological development. Germany's long mechanical and electronic engineering tradition is the backbone underpinning its current strong position. Situated at the heart of Europe, Germany is the world's strongest photovoltaic market. In fact, Germany converts more solar energy into electricity than any other country. Germany's central position also makes it an ideal location for European onshore and offshore markets alike. Excellent investment opportunities have led wind energy companies from around the world to base their operations in Germany. In the years to come, large investments into the electricity grid will ensure that clean energy can be delivered from the wind power stations in the North and Baltic seas to the industrial and populous centers in the west and south where it is needed. Furthermore, Germany is taking the lead in both energy storage and fuel cell technologies — as a market, development platform and export hub. The country has become the first choice in Europe for companies seeking to enter this developing industry.

In addition to renewable energies, energy efficiency and the sustainable use of resources are two keywords along which German industry is developing. The energy efficiency sector has further strengthened the "Made in Germany" label, which already stands for quality and efficiency.



Renewable: Germany converts more solar energy into electricity than any other country. VOLKER MUTHER

Germany has invested heavily in energy efficiency in the past years — creating a multibillion-dollar industry — which is expected to open up significant opportunities for companies large and small. Smart metering, insulation systems, insulated glazing, heating and cooling technologies, efficient home appliances, energy-saving lamps as well as cogeneration systems, pumps, and compressed air systems are the segment's most attractive areas for investment. Industries such as ICT and microelectronics have much to gain from the growing market. Double-digit growth rates in the energy efficiency sector are expected in the coming years.

Apart from the major transition in the energy sector, demographic change is another issue with tremendous implications for companies and society as a whole. As Europe's most populous country, Germany has the largest market for health care and an aging population that will demand new and better products. The government's de-

clared goal for health policy is to keep standards of quality high while keeping the health care system affordable. So far, with Germany's 82 million inhabitants, the country's aging society is a growth driver for the health care industry. In recent years, health expenditures increased quicker than the gross domestic product (GDP).

Germany has recently allocated over €5.5 billion in federal grants to support health care research over the next four years. The country trails only the U.S. in biopharmaceutical production, with this new program providing a boost to accelerate the process of bringing research results to market.

With governmental and venture capital support, companies are racing to research, develop, market, and sell innovative health care products. The private sector also maintains strong links with Germany's renowned universities and research institutions, undertaking collaborative research activities with research labs nationwide. In many cases

important breakthroughs are a result of the ever stronger network between companies and academia, not only in Germany, but with international research partners as well.

German medical technology has developed into one of the mainstays of the health care industry. In terms of new patent registrations, German manufacturers currently lie second behind the U.S., making Germany Europe's strongest location for innovation in this industry. German medical technology producers achieve roughly a third of their turnover with products that are less than three years old.

For all interested in this topic, the Seventh Japan-Germany Industry Forum in Tokyo on Nov. 15 will showcase "Sustainable Business Opportunities in the Health Industry in Germany." A specific focus will be placed on the fields of medical technology, medical biotechnology and health foods. Germany Trade and Invest, the foreign trade and inward investment promotion agency of the Federal Republic

of Germany, will have industry experts on hand to highlight how Japanese companies can benefit from doing business in Germany's growing health care market. (For more information on this event, see www.japan.ahk.de or www.gtai.com.)

As two of the most advanced nations in the world, Japan and Germany face many common challenges. The similarities the two countries share make them logical partners in solving many of these issues. Projects such as the German Innovation Award, initiated by 12 German companies together with the German Chamber of Commerce and Industry in Japan, are prime examples of how cooperation between companies and research institutions from both countries can contribute to even further strengthening our economic and technological ties. Building on 150 years of business and scientific relations, Japan and Germany have the potential to set worldwide standards as the leading players in these promising new fields.

Aiming to create something new

Raimund Wördemann
DIRECTOR GENERAL, GOETHE-
INSTITUT JAPAN

The official cultural institute of the Federal Republic of Germany, the Goethe-Institut in Japan, has three offices in charge of several duties. The first and noblest of them is creating new friends and mutual interest, and fostering cultural exchange. The base is solid: 150 years of close and good relations between Germany and Japan.

Due to this year's disasters, the friendship between Germany and Japan has been challenged in a much different way than we expected it to do, compared to the challenges we thought a memorial event celebrating the first contract between Prussia and Japan would bring. Of course, people were supposed to celebrate, and culture can always contribute to celebrations with music, dance, films and the irrefutable declaration to beer and sake as important cultural goods.

But we rather pictured it like a chain of events that would possibly be forgotten soon afterward or outdated by anniversaries from other partner countries on the globe. We agreed on the obvious importance of events for the matter, but more importantly, we wanted to initiate a process of mutual communication on common interests. We want to intensify the exchange between both countries, which means sending more artists and artistic workers to the other country, respectively. Also, we would like to focus more on fresh talent in art and culture, and by this we do not only mean "young in age," because it is the cultural surrounding that repeatedly presents "late bloomers."

The Goethe-Institut wanted to make a gift to its target audience in Japan and reconstructed the offices in Kyoto, after they had been existing for nearly 50 years, to a new type of residence for artists: four apartments, studios and ateliers for at least 12 new artists every year. It was not intended to be a rest home for artists where delicate minds would come up with fresh ideas, but rather seen as an active spot where artists could find their connection to the Japanese art scene and create something new. Japan is and has always been a place of unbelievable fascination for the German art scene, and every artist who returns from a stay in Japan remembers it and works with it for the rest of his life.

After the disasters of this spring the fascination grew even more. Of course, in the first weeks after the shocking news, there were concerns among German artists regarding radiation exposure or the danger of new earthquakes. In the meantime, however, a second group of five artists has arrived in Kyoto and we will be able to celebrate the opening ceremony on Oct. 26 with high-ranking guests in a house full of life. In the first uncertain weeks after the tsunami catastrophe, certainly, the Goethe-Institut had to discuss the question of the relative importance cultural events had in Japan now. Under regular circumstances, culture managers and artists themselves don't miss a chance to emphasize the importance and value of their work with colorful arguments. The importance of a film project can be brought to the same level as the air we breathe or the meaning of life. After all, the question of what culture can do was luckily answered immediately by our Japanese friends and partners; they asked for it

CONTINUED ON PAGE 7



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German unity day



Good cheer: A festive event kicks off the celebration of 150 years of the German-Japanese relationship on Oct. 16, 2010, at the German School of Tokyo Yokohama. GERMAN EMBASSY / SUDO

Solid friendship lives on cultural exchange

CONTINUED FROM PAGE 6

and made it happen. Only two days after the March 11 earthquake, a new episode of the Japanese-German manga-meets-comic dialogue project "Nichimandoku" was already available. The two artists, Matsuoka Waka in Kyoto and Dirk Schwieger in Berlin, immediately got in touch via the Internet and worked together in coping with the horrible events in the north of Japan artistically. And it kept going like this day after day: Japanese curators announced the growing attendance of their fantastic exhibition in Berlin ("Playing among ruins. Berlin 2000 to 2011") that opened Sept. 22 in the Museum of Contemporary Art in Tokyo. Japanese music producers handed in several new pieces for the project of a German colleague, Sven Vãth, and his label Cocoon will release the best productions.

The Japanese-German culture society in Sendai talked about a "hunger" for culture. The German Embassy organized numerous tours for German artists who performed in evacuation camps, schools, churches and wherever it was possible to bring music to the trouble spots and deliver to the victims what a young Japanese woman once called "soothing the maltreated souls."

Soothing on the one side, critical questions on the other; everyone involved made the most of what lied within the scope of artistic possibilities and efforts. The Swiss author and thinker Adolf Muschg and the Japanese philosopher and expert on Germany Kenichi Mishima met in the Goethe-Institut to discuss the topic of what could be alternative concepts to "the atom." In the autumn, the exhibition "Post Oil City" presents different approaches to the future of cities and their energy supplies while

the Goethe-Institut explores the question of "The future of energy" with documentaries and discussions on the topic. The emphasis is on "explore," assuming that a cultural dialogue, in this case between German and Japanese artists and experts, does not require higher knowledge of the subject.

Young Japanese artists brought new works into the context of the crisis, and veterans of the Japanese-German culture dialogue came together in Kansai under the headline "Zero and Gutai," commemorating the two avant-garde movements that have existed since 1961 and that worked together on an exhibition in Japan for the first time ever — and yet are far from belonging to history.

All these events, and many more, have the same intention: giving new impulses to the process of this friendship between both countries and continuing it.

And what about celebrating? Is it allowed to show happiness in a year that brought so much harm and uncertainty? Well, many Japanese friends demonstrated it: Especially after hard times, happiness makes its way through. We had "hanami," "tanabata," many Japanese festivals, sportive victory celebrations and eventually the great Sumida River Fireworks Festival — everything connected with an invitation to the German friends: celebrating with a movement that wants to create something new.

And so, we celebrate. On Nov. 19 a night of friendship where both countries connect through electronic music, and on Oct. 23 a "Solidarity Festival" in Arisugawa Park in Tokyo. Because it was made very clear, particularly in this celebration year: hard times especially prove the worth of a friendship between nations, giving a solid foundation for something new.

About the German Festival

Everyone is invited to the German Festival in Tokyo to celebrate 150 years since the beginning of the friendship between Germany and Japan!

It all takes place on Oct. 23 from 11 a.m. in Arisugawa Park, on the premises of the German Embassy and in the adjacent streets.

It will be a German folk festival in the best sense of the word, with music and dancing, many artists, a kids' program and, of course, German delicacies. Besides the obligatory hearty bratwursts and beer, there will be many more specialties from Germany and Japan.

Everyone interested in learning more about Germany will be in the best of hands at the stands of the Japanese-German Societies, the Goethe-Institut (German Cultural Institute) and other organizations.

Representatives of German businesses will also be present: German automakers will introduce the very latest cars and historical models. A chain saw manufacturer will showcase artists who make sculptures from raw logs.

Several other stands run by German businesses will be offering participatory games for young and old alike. There will also be a big raffle with fantastic prizes, sponsored by the supporters of this celebration year. The proceeds will go to a project



Setting: Arisugawa Park, by the German Embassy in Tokyo, will be one of the sites of the Oct. 23 German Festival. GERMAN EMBASSY

in the areas of the Tohoku region affected by the March 11 Great East Japan Earthquake and tsunami.

The proceeds earned from the food and beverage stands will be donated to area as well. This way, we hope to be able to ease the suffering of the affected and to contribute to the rebuilding efforts because friends help their friends.

We are looking forward to your visit at the festival!

There is no admission fee. The festival grounds open at 11 a.m. At noon, the German Festival will be officially opened by German Ambassador Volker Stanzel and the president of the Goethe-Institut, Klaus-Dieter Lehmann.

Program abstract

11 a.m. Festival site opens
 *German culinary delicacies
 *Booths of German companies with many hands-on experiences for children and adults
 *Opening program for kids
 *Art Prize Exhibition "Hierher — Dorthin"
12 p.m. Official Festival Opening Ceremony
 *Young Euro Classics
1 p.m. Stage program opening
 *German-Japanese wedding
 *German and Japanese songs
 *Dance groups
6:30 p.m. Evening program with German and Japanese bands
 *Shanadoo
 *Gisbert zu Knyphausen
 *Blackmail
9 p.m. Festival ends



A traditional German dance group



German band Blackmail

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Highlights of the festival

• Culinary delights from Germany

Discover typical culinary highlights from Germany, "the land of poets and thinkers" — and gourmets. Enjoy freshly brewed coffee from the House of Dallmayr, wine from the Herrenberghof vineyard, various types of bread as well as pastry from a German bakery, all presented on the site in Arisugawa Park.

• Kids' program

Hey, kids! The German Festival does not only have programs for grown-ups. Inside the fairy tale tent, storytellers come and tell stories in German and Japanese twice a day and make every story an adventure. And that's not all! Artists, face painting, balloon figures and much more is waiting for our little visitors — and for the grown-ups.

• Exhibition "Hierher — Dorthin" ("Coming here — getting there")

Within the scope of celebrating "150 years of friendship Germany-Japan", 29 Japanese artists took off for a historical expedition. In March 2011, the German Embassy and the Goethe-Institut Tokyo launched the art prize "Coming here — getting there". The artists group "Dandans" worked on the topic of the German-Japanese friendship. The best works are presented at the German Festival in the atrium of the German Embassy. Be part of the German-Japanese dialogue and get inspired by "Coming here — getting there".

• Young Euro Classics

The Young Euro Classic Festival in Berlin is the platform for the best national and international youth orchestras from all over the world. Until now, the ensembles not only come from Europe but also from Japan, China, Azerbaijan, Kazakhstan, Syria, Oman, Australia and many other countries. The program for this festival is also remarkable: Besides the 20th century symphonic classics and contemporary works the orchestras also present national pieces from their respective countries — you will be surprised!

• German-Japanese wedding

What could be a more beautiful symbol of an eternal bond than a wedding? In a romantic act and as a symbol of the German-Japanese friendship, a mixed couple will be married live and on stage, everything included: the rings, the waltz and even the tossing of the bridal bouquet, sealing the next German-Japanese bond!

• Blackmail

The German independent band, whose third album ("Bliss, Please") was among the 500 best albums ever in the German Rolling Stone in 2001, is coming back to the German Festival in Japan! The band already made a tour through Japan in 2003 when their EP "Foe" had great success in the Far East. The band was founded in 1994 in Koblenz. Today, its members are singer Mathias Reetz, guitarist Kurt Ebelhäuser, bassist Carlos Ebelhäuser and drummer Mario Matthias.

• Gisbert zu Knyphausen

He sings melancholic but positive rock songs in German and is sometimes referred to as a "neo-songwriter". His idols are "Ton, Steine, Scherben" (a German rock band) and "Element of Crime". Like them, Gisbert zu Knyphausen lives in Berlin. The poetic, laid-back rock music gives you food for thought. After his debut album in 2008, he released "Hurra! Hurra! So nicht!" in 2010. We are happy to have Gisbert zu Knyphausen and his band performing for us at the festival.

Exploring Life  Fulfilling Dreams

Science For A Better Life

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