

Waseda University Faculty of Sport Sciences
Global Center of Excellence Program
Mini-Symposium

早稲田大学フットボール・シンポジウム
(同時通訳つき)

**Comparative study in management style between J-League and Bundesliga
Why does the Bundesliga succeeded?**

Date: February 24, 2012

Venue: Waseda University, Higashifushimi Campus (Bldg: STEP22, Room: 205)

Program

- 13:00～13:20 Introduction: Marketing lessons from the Bundesliga
Dr. Munehiko Harada, Waseda University
- 13:20～14:20 Keynote I
How could the value of Bundesliga sponsoring be increased? - Insights in a new Model used in the Bundesliga
Dr. Christoph Breuer, German Sport University
- 14:20～14:40 Break
- 14:40～15:40 Keynote II
Problems and perspectives in management of Bundesliga
Dr Jürgen Buschmann, German Sport University
- 15:40～16:10 Keynote III
Current trends in J-League Management
Mr. Daisuke Nakanishi, Executive Director, Japan Professional Football League
- 16:10～17:10 Discussion