

The first *East Asian Economy and Society* Business Encounter

May, 3rd 2011

Last Tuesday the entrepreneur Dr. Achatz hosted a business dinner for selected students of the Master program *East Asian Economy and Society* at the vinothèque Vinophilia. It was part of a series of events meant to enforce exchange between professionals from various backgrounds and students of *East Asian Economy and Society*. In a casual atmosphere accompanied by fine wines and canapés, Dr. Achatz, who received his PhD in national economy, shared his vivid account of more than four decades of professional experience in the fields of academia, marketing, advertising, consulting and real estate.



While Dr. Achatz emphasised that his personal experiences were not to be understood as a 'recipe for success', he believes that it was the combination of knowledge, analytical capability, will, joy and fortune that accounted for his personal professional accomplishments. Moreover, he stressed the importance of taking initiative in order to make 'finding your luck' more probable.

Dr. Achatz took great interest and time in answering the students' questions ranging from general themes concerning working abroad and starting your own business, to more specific matters, such as how to conduct research for a master thesis on advertising in East Asia. Amidst wine and food, lively discussions arose and contacts were made. The conclusion of the evening was that an academic background providing you with knowledge and analytical capability, combined with a healthy dose of self-confidence, courage and knowing your own strengths, can open doors to a successful professional career. We thank Dr. Achatz for a very inspiring and highly enjoyable evening!