



**University of
Zurich** ^{UZH}

Faculty of Business,
Economics and Informatics

**Executive
Education**



SAKE intro & tasting

22. June 2023 19:00

Yamasake

Meet Japanese
tradition with Swiss
dedication



The European and Asian Business Management master of advanced studies EABM, is a leading international business management program, with a specific cross-cultural focus to bridging Europe and Asia.

We cordially invite our program lecturers, graduates, cooperation partners to this intercultural event to get insight into a Swiss entrepreneur's venture to producing a typical Japanese traditional product.

About  **YAMASAKE**

YamaSake is the first active sake brewery in Switzerland.

"We brew sake according to old Japanese tradition in Switzerland. We combine European products with Japanese techniques to produce authentic sake."

Japan combines tradition with high quality and precision in everything that is manufactured - characteristics that also apply to Switzerland. Sake is part of everyday drinking in Japan, just like wine or beer is here, and is experiencing real hype in some countries.

Agenda	18:30	Doors open
	19:00 - 19:20	Welcome; EABM / SJCC yp Greetings; Prof. Dr. Chr. Schwarzenegger Vice President University of Zurich
	19:20 - 19:40	Introduction to the Art of Sake
	19:40 - 21:00	Sake tasting and pairing, networking

Event Information

 Thursday 22. June 2023

 19:00 - 21:00

 University of Zurich

 Main Building
Rämistrasse 71, 8006 Zürich
Room - KO2 F 152

Speakers



Partner



Your host



European and Asian Business Management

Contribution fee 15.- CHF

Registration

Online, until 15. June 2023
Places are limited

