

# Asia In Those Days

EVENING SHOW

# Thomas Brandt

## ThomasBrandt.asia

After a quarter of a century of living and working in Asia, the region has a special place in his heart. Building bridges and connecting people, cultures and countries, creating knowledge and understanding as well as breaking down preconceptions of 'the other' have been a special motivation for him.

Thomas has held more than 100 evening events in Europe, China and Southeast Asia on the history of China, Asia and overseas Chinese. Audiences of his evening shows and workshops will be whisked away by his inspiring lectures, competence and his authentic-empathetic personality. Thomas has a natural gift for storytelling, and easily engages with his audience.



Asia in those Days

MS EUROPA

**Thomas Brandt • Vortrag**

17. APRIL 2006  
21:30 UHR  
EUROPA LOUNGE

**DIE KÜNSTLER DIESER REISE**

Udo Lindenberg Pop & Rock	Hellmuth Karack Jazz	Wolfgang Peters Moderator	Karsten Kalc Kabarett & Schauspiel	Sara Falgout Musikjournalistin

MS EUROPA

Wir freuen uns, Sie auf der EUROPA zu unterhalten!  
VON PADANG BAY NACH YANGON  
10. BIS 23. APRIL 2006

# Asia in Those Days - A Glimpse Into the Past

## The Social Life of Europeans in Asia from the 16th to 19th Centuries

Choose an ideal setting for an evening of nostalgia and fine dining or a great networking cocktail reception, and get transported back with a unique collection of evocative images that provide insights and a fascinating glimpse into the social life of Europeans in Asia from the 16th through the 19th Centuries. You will be taken along with amusing quotes and anecdotes illustrating the differences and similarities of life as experienced by Europeans in the early East.

Starting with what was essentially the catalyst of all the expansion and hegemony, the discovery of spices in the far east, pepper, cloves and nutmeg changed the history of the world and opened up a new chapter of Europe-Asian history. Follow along a year-long sea voyage from Europe with three hundred others on board, facing dangers of pirates, bad weather and seas large enough to snap the main mast, and a high mortality rate on board. Imagine, in today's world of instant communications, having to wait 6 months for a letter from home and the many other aspects of home life, social life, commerce, entertainment and converting Eastern people to the 'right beliefs' in those days.

Thomas Brandt is a vivid communicator of the megatrend of our time, the "Rise of Asia" and, with his quarter century experience of bridging European & German companies with Asian counterparts,



### "Asia In Those Days"

**Duration:** 80-90 Minutes

**Languages:** German, English

**Topics:**

The sea voyage (30%), early social life of Europeans in Asia (70%),

he is predestined to relate the nostalgic past with relevant present day geopolitical shifts. He authored the bestseller "China in Those Days" and as a well-known speaker on the history of China and Overseas Chinese he captures another most significant megatrend of our time, the "Sinicization of the World".

If you are fascinated by history and tangible nostalgia, if you love to meander through museums absorbing how the past forms our present, then you would definitely love the entertaining and educating show.

**ThomasBrandt.asia**

# Previous Events

## The German Club -Deutsches Haus



has the pleasure of inviting you, your spouse, friends and colleagues to a social event

**Dinner & Presentation: "Asia In Those Days"**

Speaker :  
Mr. Thomas Brandt, Author of the book 'Asia in Those Days'

What would be more ideal for such an event as the Goodwood Park Hotel, in those days the meeting place for the expatriate High Society? You will experience an evening of nostalgia and fine dining. Get transported back into time with music and evocative images of the past. Through painstaking research, Thomas Brandt has created a unique collection of images that provide an insight into the social life of Europeans in Asia from the 16th through the 19th Centuries. Together with some authentic music from the period and an East-West gourmet dinner provided by the master chef Christian Hoffmann of Goodwood Park Hotel this event should provide you and your spouse with a pleasant and memorable evening.

Thursday, 27<sup>th</sup> October at 7.00pm  
Goodwood Park Hotel Tower Entrance

## Asia in Those Days – a Glimpse into the Past

**K**ontakte und Reisen bestimmen ganz wesentlich unseren beruflichen Alltag. Beides steht im Mittelpunkt des ersten IHK-Außenwirtschaftsabends, zu dem wir Sie herzlich einladen.

Im Rahmen eines stilvollen Abendessens in historischer Umgebung, wollen wir den Gedankenaustausch zwischen unserer international orientierten Unternehmensgemeinschaft in Ostwestfalen fördern. Gleichzeitig soll Asien als attraktiver Ziel- und Zukunftsmarkt thematischer Schwerpunkt des Abends sein.

Erfolgreiche Engagements erfordern gerade heute wieder mehr Wissen und Verständnis für Kultur und historische Zusammenhänge der Herkunftsländer ausländischer Geschäftspartner. Asien ist faszinierend und teilweise für uns unverständlich zugleich. Eine kleine Reise in die Vergangenheit anzutreten lohnt sich in jedem Fall. Mit einem Dia-Vortrag „Asia in Those Days“ wird Thomas Brandt historische Einblicke in die wirtschaftlichen und sozialen Hintergründe der westlichen Präsenz in Asien und deren Auswirkungen bis in die Gegenwart geben.



## „Asia in those Days“: Ein historischer Abend in der IHK

**E**nde Oktober hatte die IHK zu einem Diavortrag eingeladen, der auf amüsante, anschauliche und interessante Art die historische Entwicklung der Handelsbeziehungen zwischen Europa und Asien darstellte.

Referent war Thomas Brandt, derzeit stellvertretender Geschäftsführer der Deutschen Handelskammer in Malaysia, der bereits seit vielen Jahren in Südostasien lebt. Nach jahrelanger Schreibearbeit hat er sein beinahe 300-seitiges Buch veröffentlicht, unter dem Titel „Asia in those Days“ ein lebendiges Bild des Lebens und Wirkens der europäischen Kaufleute in Asien

Historische Reiseberichte, Zeitungsartikel, Lithografien und Karten aus dem 16. bis 19. Jahrhundert hat Brandt aus zahlreichen Museen, Archiven und privaten Sammlungen zusammengetragen und im Rahmen des gut einstündigen Vortrags Beispiele daraus gezeigt und erläutert. Beim anschließenden Abendessen mit asiatischem Buffet hatten die Teilnehmer Gelegenheit, untereinander Erfahrungen auszutauschen und mit Thomas Brandt auch über die aktuelle wirtschaftliche Lage in Asien zu sprechen, die sicher dem ein oder anderen vor dem historischen Hintergrund in ganz neu-



Asia In Those Days:  
The Social Life of Europeans in Asia in the 16<sup>th</sup> through the 19<sup>th</sup> Centuries  
Thomas Brandt

Author Thomas Brandt will take us on a fascinating journey into the past, filled with amusing comments and European impressions of 16<sup>th</sup> through 19<sup>th</sup> century Indonesia. Share in the atmosphere of the social life of those first European traders, missionaries and official representatives in this tropical paradise of that time long ago. Thomas will also describe the hardships of the time, including the long voyages and life in environments so dangerous they were called "graveyards for Europeans." He will share comments and opinions from period newspapers that seem remarkably relevant to today's issues.



Indonesian Heritage Society

Evening  
Lecture Series

February - March 2001

Tuesday evenings, 7:30 PM  
13 February through 27 March 2001

Erasmus Huis  
Next to Dutch Embassy  
Jl. Rasuna Said, Kav. S-3, Kuningan  
525-2321

# What the Audience Says



**GEORGE JOSE**

Asia Society India  
Centre

It was an interesting and unusual presentation. We've had a significant amount of wonderful feedback regarding the program. As I mentioned in my remarks your presentation was marked by an easy wit, and a deft touch...thank you so much – we all enjoyed the evening very much, and look forward to having you with us soon!!!

**P.P.H**

Photojournalist,  
Washington D.C.

Dear Thomas, I enjoyed meeting you, at your Asia Society Audio-Visual presentation at Colaba, Bombay, couple of months back. It was amazing to see your hard work in publishing a great "epic" – more grease to your shoulders! In my 60 years of photojournalism career and travelling to about 40 countries since 1964 in Africa, Europe, Asia and America, I did not dare to venture such a volume! God bless you. Your efforts with patience are unimaginable!



passionate & dedicated



BEKANNTMACHUNGEN

IHK-Regionalkammer begrüßt 160 Gäste zum Kammerempfang im BIC

## Asien damals und heute

Mit überdurchschnittlich hohen Wachstumsraten in der Multimedia- und Informationstechnologie, Chemie- und Automobilindustrie, im Bereich elektrischer und elektronischer Produkte sowie einem Exportvolumen von 100 Milliarden Dollar im Jahr 2001 gehört Malaysia zu den Hightech-Nationen Südostasiens. Das asiatische Wirtschaftswunder allerdings berührte Gastredner Thomas Brandt beim Jahresempfang der IHK-Regionalkammer Zwickau, der Wirtschaftsuniönen Zwickau e.V. und des Marketing-Clubs Zwickau e.V. nur kurz. Vielmehr nahm der stellvertretende Geschäftsführer der Deutsch-Malaysischen Handelskammer die im Business- and Innovation Centre erschienenen 160 Gäste aus Bildung, Politik und Wirtschaft mit auf eine Reise in die Vergangenheit.



Thomas Brandt, stellvertretender Geschäftsführer der Deutsch-Malaysischen Handelskammer in Kuala Lumpur, übertrug seine Faszination für Südostasien schnell auf die Gäste. Foto: K...

Während des Zwickau-Aufenthaltes von Thomas Brandt kam es auch zu einer Begegnung mit Oberbürgermeister Dietmar Vettermann und Unternehmern der Region. Die IHK Regionalkammer Zwickau plant einen weiteren Ausbau der Kontakte anlässlich der „IAA Nutzfahrzeuge“ vom 12. – 19. September in Hannover, der Kfz-Zuliefererkonferenz am 9. und 10. Oktober in Glauchau sowie während einer Unternehmerreise nach Malaysia.

Rund 40 Gäste verbanden den Kammerempfang mit einer Besichtigung des 3-D-Laser-Be...

### Asia in Those Days — A Glimpse into the Past

The Social Life of Europeans in Asia from the 16th through the 19th Centuries

Thomas Brandt

Early European life in Asia is illustrated by way of some 450 visual images consisting of photographs, lithographs and copper and steel engravings, each worth a thousand words. Complementing the images with more than 150 extracts from historical travel reports and clippings from the first English language newspapers published by Europeans in Asia the book provides a fascinating glimpse into Those Days in the Far East.



authentic & empathetic



has the colleges

Dinner & Pre...

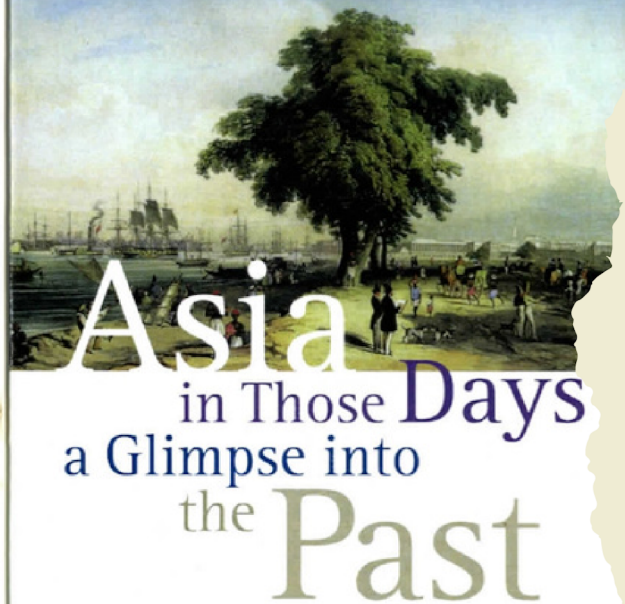
Speaker : Mr. Thomas Brandt

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Thursday, 27<sup>th</sup> Octol  
Goodwood Park Ho  
Ticket price at \$85  
member, table of 10  
for East-West set din

Know your why

Einladun  
IHK-Außenwirtschafts  
27. September  
19.00 Uhr auf  
Bielefelder Sparrenburg



# Historic Evening Shows, Presentations & Seminars

Evening shows on the history of China and overseas  
Chinese, European history in Asia & intercultural  
workshops and seminars on Asia:

## Evening Show:

- "China In Those Days"
- "Asia In Those Days"
- "China - Megatrend of Our Time" -  
Workshop/Seminar (NEW!)
- "Business Success in Southeast Asia" -  
Intercultural Seminar

## Perfect for:

- your next World or Regional meeting
- Clients, VIPs, hotel guests
- Associations, Institutes, Friendship Club or  
Exchange Groups
- Your team, yourself and your spouse



## Get in Touch:

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