



Mind Strategy & Marketing

In collaboration with **Explore Japan**

As part of a lecture series "**The magic of the rising sun nation**"

The event takes place on Tuesday, July 10, 2007 18:30-20:00
International conference center - Ashkelon, Academic college campus
12 Yizhak Ben Zvi street, Ashkelon. Tel: 08-6789246

Topic:

Go matters

Lecturer: Shavit Fragman

Go is the most ancient board game, invented about 4,000 years ago in China.

Go reached Japan by a Buddhist monk or Japan's ambassador to China and soon gained popularity and turned into Japan's national game.

Go developed to very high levels and became one of the 4 classical arts any noblemen or women should know.

Championships and major title games were played at the Emperor's court and gained his sponsorship and patronage.

The game is very popular among the military and generals.

Go assimilated in Japan very easily as it combines elements special to Japan. It combines simple elements of wood, stones (Black, White - Yin, Yang) lines and circles, which create a spectacular amazing game in its level of creativity, thinking and aesthetics. Many works of art emerged, deriving and combining the folklore related to it and testifies its cultural importance.

Go enhances mutual respect among the players and has many educational values.

Go is also a way of living, encompassing many dimensions to be described in the lecture. We shall discuss its development and assimilation into Japan's culture in the past, folklore stories, philosophies behind the game and how youngsters are attracted to it by the recent manga "Hikaru no Go".

We will talk about Kami no itte and review the Israeli scene.

The lecture will be followed by a Go playing workshop.

Shavit Fragman - CEO of a strategy and marketing firm, consultant to giant multinational pharmaceutical and biotechnology companies.
Lecturer on Strategy (business, marketing, organizational) and Pharmacy lecturer.

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