



17th ASIA-PACIFIC
CONFERENCE
of German Business

18 – 19 OCTOBER
TOKYO 2020

CONFERENCE SPONSORSHIP OPPORTUNITIES



About APK



“

Asia is a global economic power house. The APK is the biggest German networking event in the region building new bridges and fostering cooperation. The fact that the conference will take place in Tokyo after the EU-Japan Free Trade Agreement entered into force in February 2019 sends out a clear signal: in times of increasing trade conflicts, we would like to further deepen the ties with our Asian partners, and free, rules-based trade is key for that.

”

Peter Altmaier
German Federal Minister for Economic Affairs and Energy



“

I'm convinced that Asia will play an even bigger role in the decades to come. In an increasingly complex, yet connected world, this trend brings both opportunities and challenges for German companies and their partners in Asia. The APK in Tokyo shall play a vital role in deepening collaboration between Germany and Asia. It is more important than ever to ensure that we talk to each other rather than about each other.

”

Joe Kaeser
Chairman of the Asia-Pacific Committee of German Business (APA)
President & CEO Siemens AG



17th Asia-Pacific Conference of German Business

The biggest German networking event in Asia-Pacific


The Asia-Pacific Conference of German Business (APK) is the flagship event for business leaders, executives, and political representatives to discuss and promote economic relations between Germany and Asia-Pacific.

Since 1986, the conference is being held biennially in various locations across the Asia-Pacific region. The APK is jointly organized by the Asia-Pacific Committee of German Business (APA), the German Federal Ministry for Economic Affairs and Energy (BMWi), and the German Chambers of Commerce Abroad (AHK) in Asia-Pacific. It is co-chaired by the APA-Chairman, President and CEO of Siemens AG Joe Kaeser and the German Federal Minister for Economic Affairs and Energy Peter Altmaier.

The 17th APK will take place in Tokyo, Japan from **18 – 19 October 2020** and aims at attracting up to 1,000 participants. The conference objective is to provide a platform to deepen the dialogue on current economic developments in Europe and the Asia-Pacific region as well as to build and strengthen personal and economic ties.

Information on 17th APK

Frequency	Every 2 years in the Asia-Pacific region
Goal	Discuss and promote economic relations between Germany and Asia-Pacific
Date & Venue	18 – 19 October 2020 Grand Hyatt Tokyo Tokyo, Japan
Chair	The German Federal Minister for Economic Affairs and Energy (BMWi) and the Chairman of the Asia-Pacific Committee of German Business (APA)
Organizers	APA, BMWi, and the AHKs in Asia-Pacific
Local host	AHK Japan
Attendance	Estimated 1,000 delegates primarily from Germany and Asia-Pacific



Tokyo, Japan

Sponsoring APK

APK is the place where German and Asian business interests meet

As the largest networking event for German business in the Asia-Pacific region, the APK consistently attracts influential speakers, high-ranking business leaders, and government representatives from Germany and Asia-Pacific.

Sponsoring the APK 2020 in Tokyo gives you the opportunity to place your business right into the spotlight and to raise brand awareness.

Key data from the 16th APK in Jakarta.

1,000+

Conference participants

800+

Decision makers from
economy, business
associations, and politics

98

Speakers

27

Countries of attendees'
origin

20

Innovative & interactive
sessions

15

Hours of gathering &
networking opportunities



Sponsoring Benefits

✓ Enhance your company image

Promote your company as a thought leader in providing content for relevant topics at the APK magazine, website, and social media channels.

✓ Raise brand awareness

Your company logo will be displayed throughout the conference venue, conference materials as well as media coverage.

✓ Expand your network

Connect and strengthen economic ties with over 1,000 conference participants through complimentary tickets to the conference.

✓ Strengthen government relationships

Show your support for business relations between Germany and Asia-Pacific to strengthen your relationships with key government representatives.

✓ Gain media exposure

In-depth discussions among high-ranking attendees about business relations between Europe's largest economy and the fastest growing region in the world naturally attract the media.

Sponsorship Opportunities

Sponsors will enjoy attractive and wide visibility before, during, and after the conference, e.g. through logo display and media coverage. We offer a range of sponsorship categories, tailored to your individual needs:



Main Sponsorship

- ✓ Diamond
- ✓ Platinum
- ✓ Gold
- ✓ Silver
- ✓ Bronze

Special Sponsorship

- ✓ Entertainment Sponsorship at Evening Reception
- ✓ AHK Lunch and Breakfast Sessions
- ✓ In-kind Sponsorships

LIMITED
TO 6
SPONSORS

Diamond Sponsorship Package

Early Bird Rate: €83,500^{1) 2)}

APK 2018 Diamond Sponsors



Deutsche Bank

SCHAEFFLER



COMMERZBANK
The bank at your side



SIEMENS
Ingenuity for life

Benefits

Exclusive exposure

- ✓ Sponsor Booth at "Residence Anise" or "Residence Basil" (incl. basic setup, 2F)
- ✓ Acknowledgement during opening & closing remarks
- ✓ Video intros at conference opening & closing
- ✓ Appearance in post-conference video
- ✓ Priority invitations to exclusive side events
- ✓ Guaranteed guest room reservation in conference hotel for up to three company representatives³⁾
- ✓ One full side display panel at prime location in pre-function area
- ✓ Display of corporate video (<2 min.) at pre-function area
- ✓ Content placement in JAPANMARKT "APK Special Edition" (double page in magazine)⁴⁾
- ✓ Limousine services from and to the airport (Tokyo Narita and Tokyo Haneda) for up to three company representatives

General exposure

- ✓ 10 complimentary entrance tickets
- ✓ 3 reserved seats at VIP Zone during opening and closing ceremony
- ✓ Display of marketing materials at designated area within the conference venue
- ✓ Logo visibility (Major size)
 - Conference venue (signage, backdrop on stage and venue)
 - Mailings
 - Printed conference materials
 - Digital media (App, social media, website)
 - Post-conference report and video
 - APK media coverage (pre- and post conference)
 - Advertisement opportunity in the conference app
- ✓ Content placement on APK website
- ✓ Content placement on APK social media channels

1) Early Bird Rate is offered until December 20, 2019 and only applicable if a signed agreement has been received by that date. Afterwards the standard rate is €93,000.

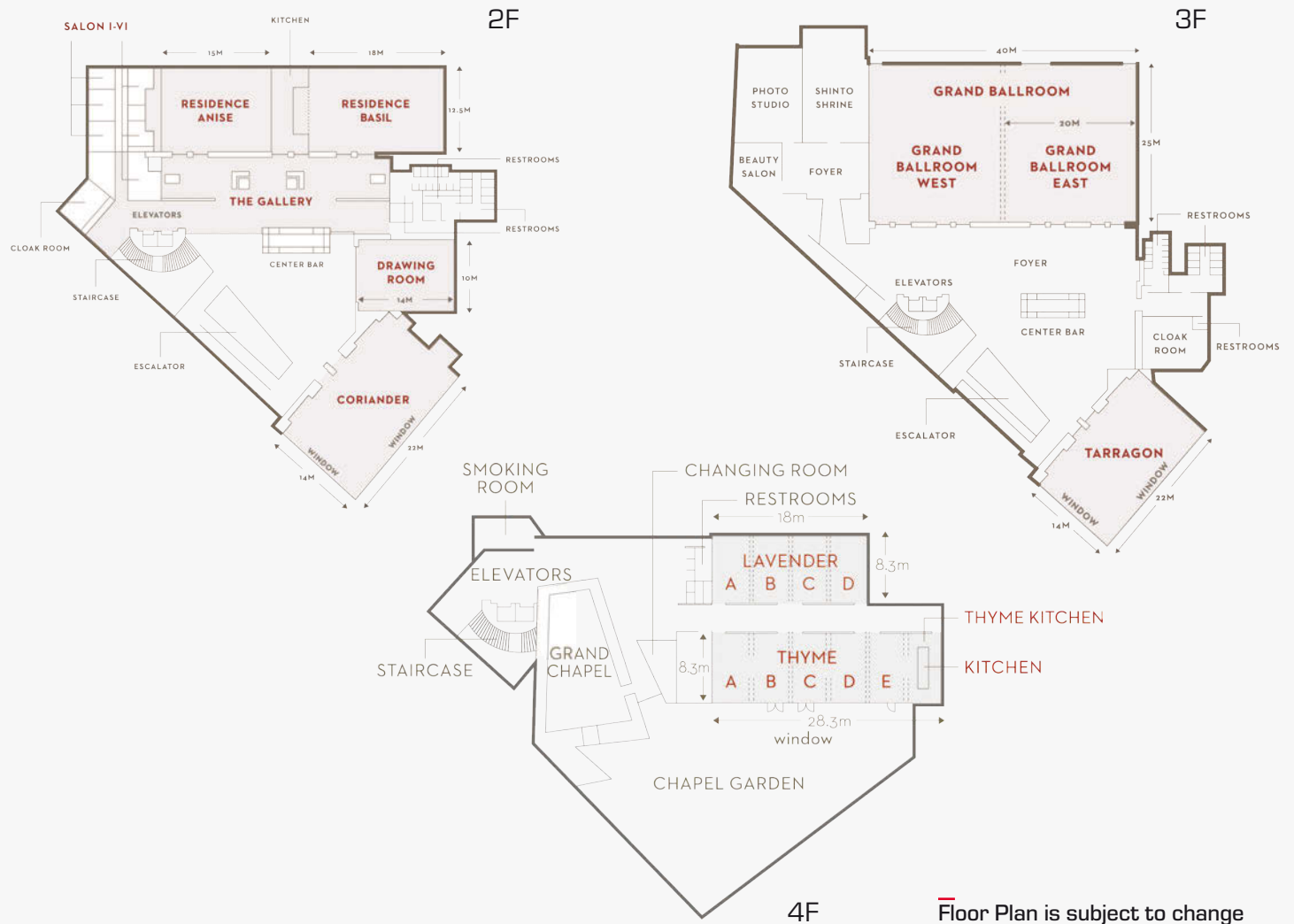
2) Rate is subject to 10% VAT.

3) Guest rooms will be charged separately.

4) The JAPANMARKT magazine is the quarterly business magazine of the German Chamber of Commerce and Industry in Japan (AHK Japan). The "APK Special Edition" will be in English language.

Sponsor Booth at “Residence Anise” or “Residence Basil”

Floor Plan (Grand Hyatt Tokyo)



Floor Plan is subject to change



Sponsor Booth Package includes:

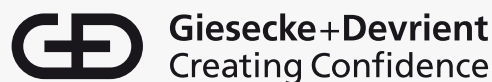
- ✓ ≈ 30m² of gross space at “Residence Anise” or “Residence Basil” (incl. basic setup, 2F)
- ✓ Usage during the whole conference
- ✓ Basic set-up: system paneling, lighting, bar stools, tables
- ✓ 2 staff badges

Sponsor Booth at “Residence Anise” or “Residence Basil”
(subject to change)

Platinum Sponsorship Package

Early Bird Rate: €56,000^{1) 2)}

APK 2018 Platinum Sponsors



Benefits

Exclusive exposure

- ✓ One full side display panel at prime location in pre-function area
- ✓ Display of corporate video (<2 min.) at pre-function area
- ✓ Content placement in JAPANMARKT "APK Special Edition" (single page in magazine)³⁾
- ✓ Limousine services from and to the airport (Tokyo Narita and Tokyo Haneda) for up to three company representatives

General exposure

- ✓ 8 complimentary entrance tickets
- ✓ 2 reserved seats at VIP Zone during opening and closing ceremony
- ✓ Display of marketing materials at designated area within the conference venue
- ✓ Logo visibility (Large size)
 - Conference venue (signage, backdrop on stage and venue)
 - Mailings
 - Printed conference materials
 - Digital media (App, social media, website)
 - Post-conference report and video
 - APK media coverage (pre- and post conference)
 - Advertisement opportunity in the conference app
- ✓ Content placement on APK website
- ✓ Content placement on APK social media channels

1) Early Bird Rate is offered until December 20, 2019 and only applicable if a signed agreement has been received by that date. Afterwards the standard rate is €62,500.

2) Rate is subject to 10% VAT.

3) The JAPANMARKT magazine is the quarterly business magazine of the German Chamber of Commerce and Industry in Japan (AHK Japan).
The "APK Special Edition" will be in English language.

Gold Sponsorship Package

Early Bird Rate: €34,500^{1) 2)}

APK 2018 Gold Sponsors



Benefits

General exposure

- ✓ 5 complimentary entrance tickets
- ✓ 1 reserved seat at VIP Zone during opening and closing ceremony
- ✓ Display of marketing materials at designated area within the conference venue
- ✓ Logo visibility (Medium size)
 - Conference venue (signage, backdrop on stage and venue)
 - Mailings
 - Printed conference materials
 - Digital media (App, social media, website)
 - Post-conference report and video
 - APK media coverage (pre- and post conference)
 - Advertisement opportunity in the conference app
- ✓ Content placement on APK website
- ✓ Content placement on APK social media channels

1) Early Bird Rate is offered until December 20, 2019 and only applicable if a signed agreement has been received by that date. Afterwards the standard rate is €38,500.

2) Rate is subject to 10% VAT.

Silver Sponsorship Package

Early Bird Rate: €22,500^{1) 2)}

APK 2018 Silver Sponsors

Heraeus

B|BRAUN
SHARING EXPERTISE

BayWa

KPMG

 **Boehringer
Ingelheim**

Rödl & Partner

 **DZ BANK**
Bank on Germany

 **Bayern LB**

Luther.

METRO

VOITH

NXP

Benefits

General exposure

- ✓ 3 complimentary entrance tickets
- ✓ Display of marketing materials at designated area within the conference venue
- ✓ Logo visibility (Normal size)
 - Conference venue (signage, backdrop on stage and venue)
 - Mailings
 - Printed conference materials
 - Digital media (App, social media, website)
 - Post-conference report and video
 - APK media coverage (pre- and post conference)
 - Advertisement opportunity in the conference app
- ✓ Content placement on APK website
- ✓ Content placement on APK social media channels

1) Early Bird Rate is offered until December 20, 2019 and only applicable if a signed agreement has been received by that date. Afterwards the standard rate is €25,000.

2) Rate is subject to 10% VAT.

Bronze Sponsorship Package

Early Bird Rate: €11,000^{1) 2)}



Benefits

General exposure

- ✓ 1 complimentary entrance ticket
- ✓ Display of marketing materials at designated area within the conference venue
- ✓ Logo visibility (Normal size)
 - Conference venue (signage, backdrop on stage and venue)
 - Mailings
 - Printed conference materials
 - Digital media (App, social media, website)
 - Post-conference report and video
 - APK media coverage (pre- and post conference)
 - Advertisement opportunity in the conference app

1) Early Bird Rate is offered until December 20, 2019 and only applicable if a signed agreement has been received by that date. Afterwards the standard rate is €12,500.

2) Rate is subject to 10% VAT.

Sponsorship Packages Overview

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Contribution	Diamond	Platinum	Gold	Silver	Bronze
Early Bird Package Rate in Euro ^{1) 2)}	€83,500	€56,000	€34,500	€22,500	€11,000
Benefits					
Exclusive Exposure					
Sponsor Booth at "Residence Anise" or "Residence Basil" (incl. basic setup, 2F)	√				
Acknowledgement during opening & closing remarks	√				
Video intros at conference opening & closing	√				
Appearance in post-conference video	√				
Priority invitations to exclusive side events	√				
Guaranteed guest room reservation in conference hotel for up to three company representatives ³⁾	√				
One full side display panel at prime location in pre-function area	√	√			
Display of corporate video (<2 min.) at pre-function area	√	√			
Content placement in JAPANMARKT "APK Special Edition" ⁴⁾	Double page	Single page			
Limousine services from and to the airport (Tokyo Narita and Tokyo Haneda) for up to three company representatives	√	√			
General Exposure					
Complimentary entrance tickets	10	8	5	3	1
Reserved seats at VIP zone during opening and closing ceremony	3	2	1		
Display of marketing materials at designated area within the conference venue	√	√	√	√	√
Logo visibility:					
- Conference venue (signage, backdrop on stage and venue)					
- Mailings					
- Printed conference materials	Major Size	Large Size	Medium Size	Normal Size	Normal Size
- Digital media (App, social media, website)					
- Post-conference report and video					
- APK media coverage (pre- and post conference)					
- Advertisement opportunity in the conference app					
Content placement on APK website	√	√	√	√	
Content placement on APK social media channels	√	√	√	√	

All sponsorship benefits and logo order will be treated on a first come, first served basis.

1) Early Bird Rate is offered until December 20, 2019 and only applicable if a signed agreement has been received by that date.

Afterwards the standard rate for each Sponsorship Package is as follows: Diamond €93,000, Platinum €62,500, Gold €38,500, Silver €25,000, Bronze €12,500.

2) Rate is subject to 10% VAT.

3) Guest rooms will be charged separately.

4) The JAPANMARKT magazine is the quarterly business magazine of the German Chamber of Commerce and Industry in Japan (AHK Japan).

The "APK Special Edition" will be in English language.

Special Sponsorship Opportunities

Apart from the main sponsoring packages, event or special in-kind sponsorship opportunities are available.



Entertainment Sponsorship at Evening Reception

Rate: €22,000¹⁾

- ✓ Sponsor speaking opportunity at the evening reception
- ✓ Display of marketing materials at reception
- ✓ 3 Complimentary entrance tickets



AHK Lunch and Breakfast Session Sponsorship

Rate: €11,000¹⁾

- ✓ Acknowledgement during AHK session
- ✓ Display marketing materials at AHK session
- ✓ Logo display on detailed program

Further in-kind sponsorships can include providing technical equipment or support (e.g. wifi, photography, videography, charging stations), services such as venue design or decoration, or further supplies for the conference (e.g. coffee bars, staff equipment).

We are open to all kinds of suggestions, ideas, and propositions concerning individualized sponsorship opportunities. Please do not hesitate to contact us.

E-mail: blidzba@dihkj.or.jp • Phone: +81 3 5276-8818

¹⁾ Rate is subject to 10% VAT.

Impressions

APK 2018 in Jakarta





16th ASIA-PACIFIC
CONFERENCE
of German Business

01 - 03 NOVEMBER
JAKARTA 2018

| CLOSING OF APK 2018 |



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ORGANIZERS



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