



12th ASIA-PACIFIC
CONFERENCE
of German Business
13 - 15 May 2010
S i n g a p o r e



APK REPORT

Partnership - Innovation - Sustainability





Successful 12th Asia-Pacific Conference of German Business in Singapore

More than 770 delegates attended the 12th Asia-Pacific Conference of German Business in Singapore from 13 to 15 May 2010. Besides a dialogue session among Asian and European political and business leaders and a panel discussion between ASEAN Ministers from eight countries, various forums on specialised topics took place.

One of the most important outcomes of these discussions is the awareness of an enhanced self-esteem by Asian economies, which managed the recent financial crisis with mature regulatory systems. Also the German perspective has changed over the years: German companies are well established in many Asian markets and hence, the co-operation between businesses and politics are more mature than a decade ago. For many companies, Asia is the growth region and compensates for stagnating sales figures in other regions and markets. Hence, the dialogue with Asian partners from politics and business around the theme “Partnership, Innovation and Sustainability” was set up at the right time in the right place.

The event is organised every 2.5 years in different Asian countries. Main organisers are the Chambers of Commerce Abroad, the Asia-Pacific Committee of German Business (APA) and the Federal Ministry of Economics and Technology, Germany. In Singapore, the Singaporean-German Chamber of Industry and Commerce was the local host and managed the operational organisation. The conference was chaired by Dr Jürgen Hambrecht, Chairman of the APA, and Rainer Brüderle, German Federal Minister of Economics and Technology.

In the following, the organisers of the 12th Asia-Pacific Conference of German Business would like to provide you with a post-event report. This encompasses survey results, summaries and important findings of each panel and forum, as well as thanks to our sponsors and supporters.

Best regards,
Singaporean-German Chamber of Industry and Commerce



Singaporean-German Chamber
of Industry and Commerce
Deutsch-Singapurische
Industrie- und Handelskammer



1. Closing Remarks by APK Conference Chairs

1.1 Closing Remarks by APA-Chairman Dr. Hambrecht

Singapore as a location of APK 2010

- ASEAN is an important player in a region with huge centres of power
- It has identified cohesion among diverse countries as a way to bring itself to bear among these powers
- On its way to integration, there is scope for exchange with the EU as an established community
- Singapore remains driver in the region – impressive participation of Ministers from ASEAN countries

Core messages of APK

- Asia is characterized by multipolarity and fragility, especially due to high income gaps.
- Economic potentials are huge. Patient capital, sustainable long term investments in view of human capital and social stability, is the right approach to tap them.
- Partnership – Innovation – Sustainability remain as solid basis for future direction of the APA's activities

Benefit of APK

- Platform for exchange and mutual learning in a rapidly developing environment
- Helps to improve competitiveness of German business in the region
- Allows to establish long term networks which need to be fostered especially in times of crises

Formats

- Division in European-Asian-Day with bilateral dialogue and German Day with open, critical discussion has well-proven
- Young leaders forum in view of exciting young professionals to build networks has to be further developed e.g. into a dialogue with young leaders of science



1.2 Closing Remarks by Federal Minister of Economics and Technology Rainer Brüderle

Asia has become a driving force for the world economy

- Therefore it is absolutely essential that German politics and business foster the economic co-operation at all levels. The German export economy has to share the overall dynamic development in Asia in order to create further impetus and to secure employment in Germany.

Bilateral Dialogue with Asia will be strengthened

- The Asia-Pacific Conference of German Business was an important step towards a more Asia-oriented and more sustainable co-operation at an eye-to-eye level with our Asian dialogue partners. We have to continue this approach within the framework of our bilateral co-operation in Asia-Pacific.

Free Trade Agreements between EU and ASEAN

- As an intermediate stage, Germany supports the negotiations of bilateral FTAs between the EU and individual ASEAN-countries. During bilateral meetings of Minister Brüderle with his counterparts from Singapore, Malaysia and the Philippines they highlighted their interest and readiness to launch such negotiations.

Cooperation towards sustainable development

- Together, we have a great responsibility for the future. Sustainable development issues have taken centre stage in all panels at the Asia-Pacific Conference. It is an important task to develop joint approaches e.g. for the sustainable provision of raw materials, water and food, for an efficient use of energy and for climate and environmental protection. It would therefore seem mutually beneficial to share the best practices and lessons learned on both sides in order to deepen co-operation in the fields of science and technology, business, vocational education and training.



2. Opening and Introductory Panel “The Asian-European Partnership”



Dr Jürgen Hambrecht, Asia-Pacific Committee of German Business; Lim Hng Kiang, Ministry for Trade and Industry, Singapore; Roberto Romulo, APEC Business Advisory Council, Philam Insurance & ABAC Philippines; Rainer Brüderle, Federal Ministry of Economics and Technology, Germany; David Marsh, SCCO International; Dr Surin Pitsuwan, ASEAN (f.l.t.r.)

• Trade Policy and Open Markets

Open markets are a win-win situation for both Europe and Asia. Restrictions to trade should be avoided to keep trade a “two-way street”. ASEAN is in a process of integration with a string of FTAs (China, India, Korea, Japan, Australia, New Zealand). Important to keep commodity markets open and establish international rules. To avoid speculative activities on commodities, international financial market regulation is necessary. R&D is crucial in order to reduce use of resources in production. Standards and regulations should be developed jointly.

• Sound Fiscal Policies

European integration is a role model, but ASEAN develops its own solutions, e. g. as regards institutions. Chiang Mai initiative is a starting point for coordinated macroeconomic policy. Asia learnt its lessons after financial crises 1997/1998. Asia at that time followed the “bitter medicine” ordered by the IMF: high interest rates, enforced bankruptcies of banks and companies, cut-back in public spending. Now Europe does not seem to follow its own rules. In Asia: Common funds to countervail macroeconomic imbalances have been established. Asia has the capability

to finance huge stimulus packages, European countries suffer from structural budget deficits. Asian participation in G20 is crucial – 6 out of 20 members are already Asian. Integrated economic area and common currency are long-term goals, but prerequisites differ from those in Europe.

• Europe does still matter for Asia

ASEAN-European partnership is important interlinkage that creates stability. Europe is open for Asian investments. Asia benefits from Europe’s innovative solutions and calls for cooperation. German industry offers know-how towards sustainable economies in Asia. Many ASEAN countries are no longer “elongated workbench” for Europe, but become players in the high-technology sector. US-companies are still seen as leading technology partners in Asia. Asian-European cooperation needs “blend of managers” – highly qualified and multicultural. Investment in education, research and development is highly important.



3. Plenary Session “The Asian Perspective”



Rainer Brüderle, Federal Minister of Economics and Technology, Germany; Jesli A. Lapus, Secretary of the Department of Trade and Industry, Philippines; Pehin Dato Lim Jock Seng, Second Minister of Foreign Affairs and Trade, Brunei Darussalam; Nam Viyaketh, Minister of Industry and Commerce, Laos; Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry, Malaysia; Lim Hng Kiang, Minister for Trade and Industry, Singapore; Dr Vu Huy Hoang, Minister of Industry and Trade, Vietnam, Chair of the ASEAN Economic Ministers Meeting; Dr Mari Pangestu, Minister of Trade, Indonesia; U Soe Tha, Minister of National Planning and Economic Development, Myanmar; Dr Theo Sommer, Die Zeit (f.l.t.r.)

- **Diversity and regional integration**

For ASEAN its diversity constitutes an asset not a disadvantage and will not impede integration. Integration and regional capacity building programmes together with infrastructure development will help narrow the development gap. ASEAN as a regional group allows the positions of ASEAN LDCs being voiced on an international level. LDCs benefit from special treatment for implementation of trade liberalization in order to allow a step by step development towards competitiveness.

- **ASEAN's position in the global economy**

Following the ASEAN-China FTA China has considerably gained importance as a trading partner. The process of regional integration has led to a consolidation and division of labour where ASEAN countries play a role on different levels of value creation. ASEAN companies have to respond to the competition from China with specialisation and a focus on higher quality production. For ASEAN Europe and especially Germany will continue to play an important role as trading partners and investors. In the past 20 years Europe has maintained its importance while the US' relevance as a trading partner has significantly decreased. The ASEAN consumer

market is quickly growing in importance. In return ASEAN countries expect improvement in market access to the EU through a region-to-region or bilateral FTAs. Investment activities as well have to be viewed as a two-way process. Cumulative rules of origin in ASEAN offer an incentive for regional investment.

- **Potentials for co-operation between ASEAN and Germany**

The German approach of patient capital, with long term investment allowing to develop competencies, is highly appreciated. Europe serves as an inspiration as regards the private sector input to economic development and innovation. The innovative strength of European companies and input in R&D and human capital development can help ASEAN gain competitiveness especially seen the strong pressure through the rise of China. Europe can learn from the experiences in the ASEAN during the 1997 and 2008 crises on how to successfully pursue fiscal austerity programs without stalling economic growth. Potentials to increase political co-operation need to be tapped. Easing of immigration procedures for business people similar to the APEC travel card would be welcomed from the ASEAN side.



4. Forum “Corporate Social Responsibility”



Ir. Lee Swee Eng, KNM Group; Dr Jürgen Hambrecht, BASF SE; Olivia Lum, Singapore Compact, Hyflux Ltd; Christian von Daniels, van Laack GmbH; Finn Mayer-Kuckuk, Handelsblatt (f.l.t.r.)

- **Common approach of CSR by corporate sector in Asia and Germany**

CSR (“Corporate Social Responsibility”) focuses on economic, environmental and social responsibility – and goes far beyond compliance with legal requirements on these issues. Although in Asia CSR has been hitherto rather perceived as philanthropy and charity, a growing number of companies in ASEAN/Asia and Germany/ Europe share nowadays a common view of CSR being an integral part of their management strategy. Asian and German businesses use CSR as a corporate tool to foster sustainability in business, environment and society. Transparency on information and communication on whether goods are produced in a socially and environmentally responsible way is expected by stakeholders in Asia and Germany alike.

- **CSR must be driven by companies and not by governments**

CSR has to remain a voluntary approach - providing room for tailor-made business strategies following CSR. Political regulation of CSR is seen as an inappropriate tool to promote good corporate citizenship. Standardization of

CSR or CSR-indices are counterproductive and do not reflect specific differences regarding cultural or historical backgrounds and respective corporate structures and business environments. Open markets and growing competition will foster CSR much better than interventions by law and governments. A country’s GDP can serve as an indicator for the level of CSR.

- **CSR is a distinctive mark in growing competition**

There is no contradiction between CSR and corporate growth and financial benefit. The combination of sustainable economics with corporate profit will therefore remain the major driving force to foster CSR as core business strategy. CSR is in the companies’ “DNA” and serves as a distinctive mark in growing competition. Responsible risk management is the solution – as the entire exclusion of risks is not realistic. Different cultural aspects and roles of business in society in Asia and Europe should be taken into account by developing joint corporate activities to foster CSR.

5. Forum “Innovation”



Günther Mull, DERMALOG Identification Systems; Franz Fehrenbach, Robert Bosch GmbH; Ling Haifeng, Huawei; Hans-Josef Knipper, Handelsblatt

- R&D remains crucial for long-term success**

R&D strategy in times of crisis has been balanced. No cutbacks on R&D, only administration costs. Increases in productivity and efficiency need to be achieved. Investment in R&D ensure a company’s sustainability, core future projects should not be cancelled. Government support for R&D is much higher in Asia. German politics have to ensure level-playing field.

- Get Innovation into the Market**

Besides R&D, marketing is the second crucial phase of innovation. Consumers in Asia are usually more open towards new product innovations. Joint research in and with Asia ensures tailor-made solutions, since products have to be adjusted for other markets’ needs. Partners in the countries are needed for successful market penetration.

- Human capital is the most important factor of production**

Cost-side is optimized in China, but efficiency is much higher in Europe. Loyalty is usually better in Europe, while “job-hopping” is very common among Asian engineers. Asian researchers take more risks in experimenting. Both European and Asian researchers combined in cross-functional teams yields the best results (e. g. Bosch and Samsung cooperate in the field of lithium-ion battery research). More spending on education is required to ensure that Germany as a knowledge-based economy keeps track.

- IPR protection is essential for innovation**

German companies report very different experiences in various Asian countries. Considerable improvements and increased regulation in China have been accomplished, but plagiarism is still a problem, also for Chinese companies. The Chinese perception of IPR is slowly changing: the value of IPR is more appreciated. But companies should be careful to secure their IT systems and keep basic research strictly confidential.



6. Forum “Food Security”

- **Intensification of agricultural production worldwide is a necessity**

Feeding a world population of 9 bn people in 2050 will necessitate an increase of production of roughly 70%. This is one of the biggest challenges seen limiting factors especially in the Asia-Pacific (availability of water and arable land). Insufficient food supply might cause serious political conflicts. The further intensification of agricultural production worldwide is a necessity and has to be adopted on the smallholder level as well, using the most modern technology and integrated agricultural management. Openness to new technologies is a prerequisite and social acceptability for them needs to be created.



Jürgen Fitschen, Deutsche Bank AG, OAV – German Asia-Pacific Business Association;
 Dr Wolfgang Plischke, Bayer AG; Manuela Kasper-Claridge, Deutsche Welle TV;
 Wichar Thitiprasert; Ministry of Agriculture and Cooperatives, Thailand;
 Dr Franz-Georg von Busse, Lemken GmbH & Co. KG (f.l.t.r.)

- **Technology transfer has to happen with mutual benefit**

Intensification of agricultural production and new technologies (breeding methods, GM) are in accord with social and biological sustainability if properly implemented. For that purpose, training on sustainable intensive production is essential. In Asia, effects of intensive agricultural production on water supply have to be watched closely. Technology transfer to developing countries has to take place but technologies have to be adapted to their specific needs. Protection of intellectual property rights has to be guaranteed as a basis of further innovations. In return multinationals have

to offer adequate pricing for high tech seeds to guarantee appropriate income for the farmers. Mechanisms for sharing of benefit between multinationals and smallholder farmers have to be developed. This criterion applies as well for evaluation of foreign investment in agricultural production where interests of the land owning country have to be accounted for.

- **Access to finance and to markets are essential for capacity building**

For smallholder farmers a framework encouraging entrepreneurial spirit has to be created. This system should lead to higher productivity than contract farming. Access to capital is of utmost importance for modernizing and productivity increases. To assure it, land rights are indispensable to provide farmers with securities for credits. Credit systems have to cater the specific needs of smallholders – e.g. microfinance. Governments need to develop a regulatory framework, multinationals can support to develop and provide solutions for finance, transport, post harvest protection and access to domestic and foreign markets. Unforeseeable weather conditions remain the prevalent risk factor for smallholder farmers. Schemes for risk mitigation need to be developed – financial instruments as derivatives can play a role here. Governments need to develop mechanisms to reduce the impact of price volatility, which in itself cannot be avoided.

- **Liberalized global food markets require mutual trust**

Open markets for agriculture would contribute to a better distribution of food than today but political solutions need to be found to mitigate dependence on supplying countries. Mutual trust would be a prerequisite for liberalized international markets for agricultural products. The west's refusal to open agricultural markets is a main cause of stagnant multilateral liberalization. Reduction of subsidies as well is a critical political issue both in the EU and in developing countries.

7. Forum “Urbanisation”



Dr Martin Bruder Müller, BASF SE; Peter Löscher, Siemens AG; Chong Siak Ching, Ascendas Pte Ltd; Alex Frangos, Wall Street Journal Asia (f.l.t.r.)

- **Securing urban transportation and logistics**

Transportation of people and goods is increasing with incrementing growth. Conditions for logistics in ASEAN countries differ, but congestion of roads and ports and lack of infrastructure are common problems. Huge investments for improvements in infrastructure are part of stimulus programmes. An alternative for improving logistics: bring more transportation on the rail or containers. Urbanisation itself is a trend that cannot be reversed.

- **Energy efficiency for sustainable urban solutions**

Housing development is equally problematic in the ASEAN. Two options are to be considered: reduce movements and avoid traffic or make necessary movements of people more energy efficient. Possible solutions: First, to create new concepts for mega-cities, such as “integrated communities”, where living and working space coexist and can be reached in walking distance or via bicycle.

Secondly, to develop and implement energy efficient technologies and systems for water treatment, recycling, power generation and public transportation. Thirdly, to substitute inefficient technologies and to increase the productivity of both technology and human capital.

- **New technologies for urban solutions**

Increased need for pragmatic regulatory framework to create incentives to apply concepts. E. g. incentives to invest in energy-efficient renovation of buildings – huge potential for energy savings (approx. 40 % of energy consumption in Asian cities is in buildings). Investment in R&D of future technologies, such as biological systems for power generation, is crucial to foster innovation. Necessary to establish norms to facilitate application of innovative technologies across countries.

8. Plenary Session “The German Perspective”



Ambassadors of the Federal Republic of Germany: Dr Norbert Baas, Indonesia/ASEAN; Thomas Matussek, India; Jörg Ranau, Singapore; Dr Michael Schaefer, China; Volker Stanzel, Japan; Prof Dr-Ing Hans-Peter Keitel, Federation of German Industries (BDI) (f.l.t.r.)

- **Increasing role of Asia in the World**

The global economic order has clearly shifted towards Asia. Though the ASEAN has no common economic policy, it is a dynamic region: Until 2015, a common economic community is to be established. Singapore has a leading role in the ASEAN. Cooperation in the field of security policy is being enhanced since the beginning of the Shangri La Dialogue.

- **ASEAN – China – India – Japan**

The China–India relationship is ambivalent, ASEAN acts like a “buffer”. China is growth engine in Asia, but the increasing income gap is an enormous challenge for the country. India has not yet found its global role after opening up its markets. A permanent seat for India in the UN Security Council would be a major step to further integrate Asia into international cooperation. Japan continues to be an important partner for Germany and a stabilizing factor in Asia.

- **Role of Europe in Asia needs to be strengthened**

Europe needs to find its future role in the new global order. Example climate negotiations in Copenhagen: Europe was not involved in the final negotiations of the joint declaration of the summit. Beforehand, Europe’s missed its chance to talk with China at eye level. It remains to be defined how Europe can shape the political dialogue with Asia.

9. Forum “Marketing of Sustainable Technologies and Products”



Dieter Ernst, Berlinwasser International AG; Dr Axel C. Heitmann, LANXESS;
 Dr Martin Wansleben, Association of German Chambers of Industry and Commerce (DIHK);
 Dr Hubert Lienhard, Voith AG; Dipl.-Ing Friedrich Kilian, TRUMPF GmbH + Co (f.l.t.r.)

- **More opportunities than challenges for German Green Tech in Asia**

German companies have to deal with dichotomy of markets: consumer-friendly customers and cost pressure mainly in China and India. Asia is the growth's engine for German „Clean & Green Tech“ – and Asia will count for 30% to 50% share of German business' total turnover in the near future. Competition with Asia is an opportunity and no menace for German business – on the contrary, this should be rather seen as a catalyser and source of new impulses to foster German competitiveness. Moreover, German business can learn from Asia's strive for knowledge-based growth and ambitions to reach top level in research & development.

- **Growing demand and awareness for sustainable technologies in Asia**

Asia's governments are eagerly aiming to foster responsible use of resources and energy-efficiency. Governmental strategies to promote “Green Growth” have high priority and often driven by state-owned companies. The growing number of forced closures of polluting plants in the chemical or paper industries e.g. in China underline the notion of a change of mind in

Asia. Major parts of Asia's stimulus packages aim to promote consumption and use of energy-efficient and environmentally-friendly technologies and products. German businesses can benefit from this trend as German Clean & Green Tech can serve as a decisive distinctive mark towards competitors in Asia.

- **Innovation as key factor for sustainable economics**

Asia's pursuit of greener growth provides excellent opportunities for German business to market sustainable technologies and products. Developing tailor-made technologies and marketing strategies based on the specific needs of Asia's economies will be a major factor to succeed. Innovation lead is one of the key elements for sustainable success in Asia – and an effective protection of key technologies. Despite deficits of implementation of IPR in Asia, there is a growing awareness driven by self-interest of Asian businesses to enhance IPR e.g. in China. Fostering “green partnerships” open up new opportunities for cooperation between Asian and German businesses.

10. Forum “New Mobility Concepts”



Dr Hans-Jörg Grundmann, Siemens AG; Dr Werner Schnappauf, Federation of German Industries (BDI); Matthias Wissmann, German Association of the Automotive Industry (VDA); Dipl.-Ing. Dr.-Ing. E. h. Jürgen Weber, Deutsche Lufthansa AG; Bernhard Steinrück, Indo-German Chamber of Commerce (AHK Indien) (f.l.t.r.)

• Integrated Mobility

Future modes of transport must be interlinked. Transition between different means of transport should become natural, for instance the transition from car to bicycle, car sharing concepts, etc. Global test fleets and experience in the field are necessary to implement alternative mobility concepts. Norm-setting is a neglected but essential issue. Approaches to norms and standards in Asia should be jointly agreed upon and comply with the principle of efficiency.

• E-Mobility

The federal electromobility platform is an important element in the promotion of alternative drive technologies. Technology-open approach must be ensured – the market decides which mobility concept will prevail. Electromobility is the future mobility concept, but the balance of the electric car depends on the composition of the energy used. Another restriction lies in the dependency on noble earths. Trade barriers to the availability of commodities have to be avoided.

• Cooperation with Asia in R&D in mobility needed

Germany still is an innovative leader in alternative drive technologies but know-how has to be kept in the country. Asia is faster when it comes to implementation, while in Germany there is much resistance against major projects (e. g. Transrapid). It is important to extend the promotion of R&D at university level and support innovation cooperation with Asia.



11. Forum “Sourcing in Asia – Strategies and Standards”



Dr Wilfried Aulbur, Mercedes-Benz India Private Limited; Wolfhart Putzier, Jebsen & Jessen GmbH & Co KG (Triton Textile); Dr-Ing Axel Stepken, TÜV SÜD AG; Anton Knijf, METRO Group; Jan Nöther, Delegation of German Industry and Commerce, Vietnam (AHK Vietnam) (f.l.t.r.)

- **Fast Recovery of the Asian Economies offers potential**

Improving GDP growth rates suggest a V-shape of the Asian economic recovery. Driven by stimulus packages to target domestic demand most of the production entities escaped the turmoil without major sufferings. The majority of Asian suppliers carry an optimistic attitude towards the future prospects of their respective economies and their businesses. The sourcing potential for German businesses in Asia is described as sound.

- **Shift to CSR and Environmental Standards**

In the light of widely accepted legal uncertainty the foundation of any sourcing activity is a reliable, trustworthy partnership. The main decision criteria for sourcing activities continue to be quality and price. Further key success factors are Corporate Social Responsibility, Compliance and Environmental Standards. Whilst the awareness of these standards is growing, the implementation is linked to a price tag and hence still cumbersome.

- **China remains the dominating sourcing destination**

China will continue to be the most attractive sourcing market in Asia. Whereas India's potential is widely underestimated, countries such as Indonesia, Thailand and Vietnam are picked due to price advantages and improving qualities. Overall, the ASEAN region gains strategic importance with regards to political diversification, location and niche products. However the focus of labour intensive hence price sensitive production moves to low cost countries such as Bangladesh.

12. Forum “Financing”



Markus Beumer, Commerzbank AG; Dr Jürgen Heraeus, Heraeus Holding GmbH;
 Dr Norbert Kloppenburg, KfW Bankengruppe; Andreas Schmitz, HSBC Trinkaus & Burkhardt AG, Association of German Banks;
 Dr Karl-Ernst Brauner, Federal Ministry of Economics and Technology, Germany (f.l.t.r.)

- **High stability of Asian financial markets**

Perception of risks in global financial system changed: In Asia financial market crises is seen as a crisis of the Western financial system. Asian banks recovered faster from the crisis or were only moderately affected by it. Example: Indonesia’s banking system was fundamentally reformed after the Asia economic crisis 1998.

- **No major credit crunch**

Neither banks nor companies observed a credit crunch in financing business in Asia. Yet it remains difficult to get loans from Asian banks on site. German companies mostly rely on European banks to finance their Asia business. The German Mittelstand managed the crisis very well, but access to capital has to be ensured on the way to recovery.

- **Stricter liquidity requirements for banks**

Banks are confronted with increased liquidity requirements affecting their lending ability. The necessity and complexity of international regulation was made clear. Regulation cannot be realized single-handedly but needs to be implemented in cooperation with Asia.

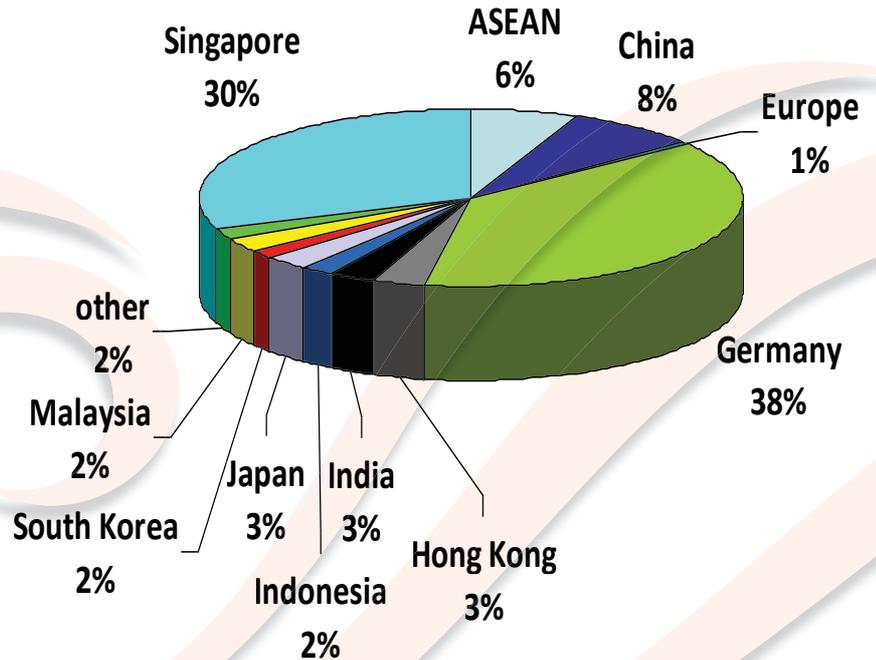


Participants Statistics

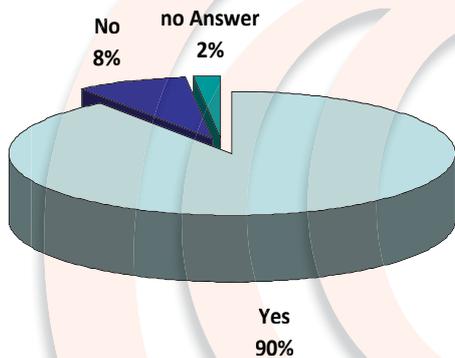
Number of delegates:

Friday, 14 May (in English) : 771
 Saturday, 15 May (in German) : 641

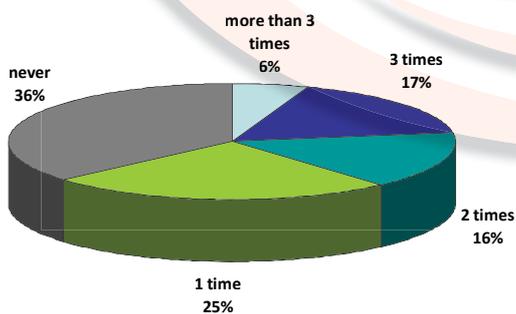
DELEGATES BY COUNTRY OF ORIGIN



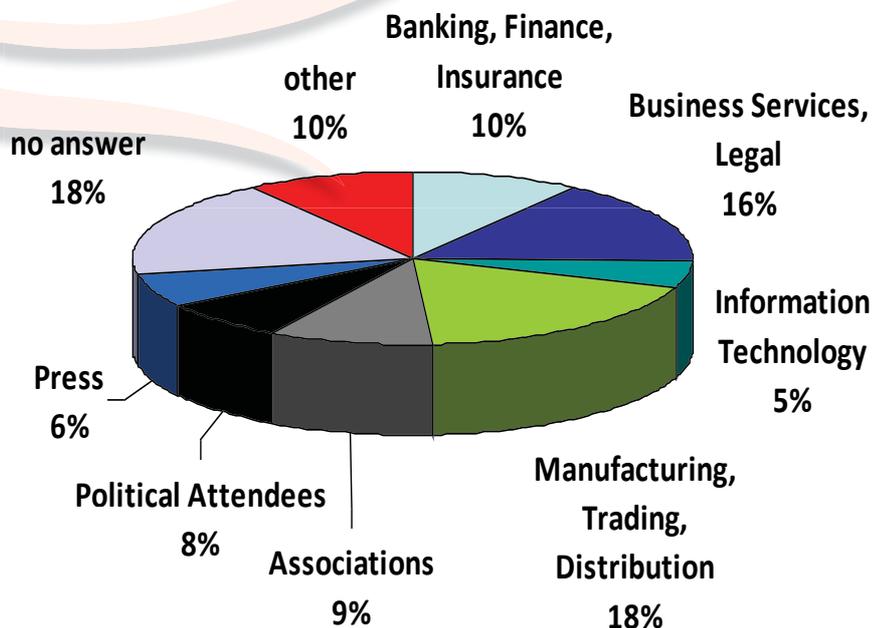
ARE YOU PLANNING TO ATTEND THE NEXT APK?



HOW MANY TIMES HAVE YOU ATTENDED THE APK?



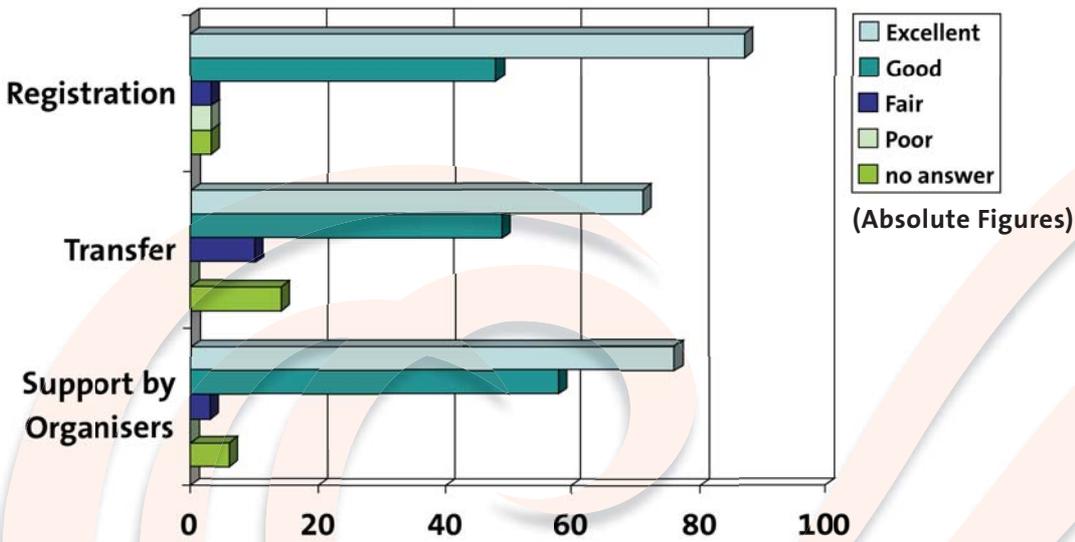
DELEGATES BY BRANCH



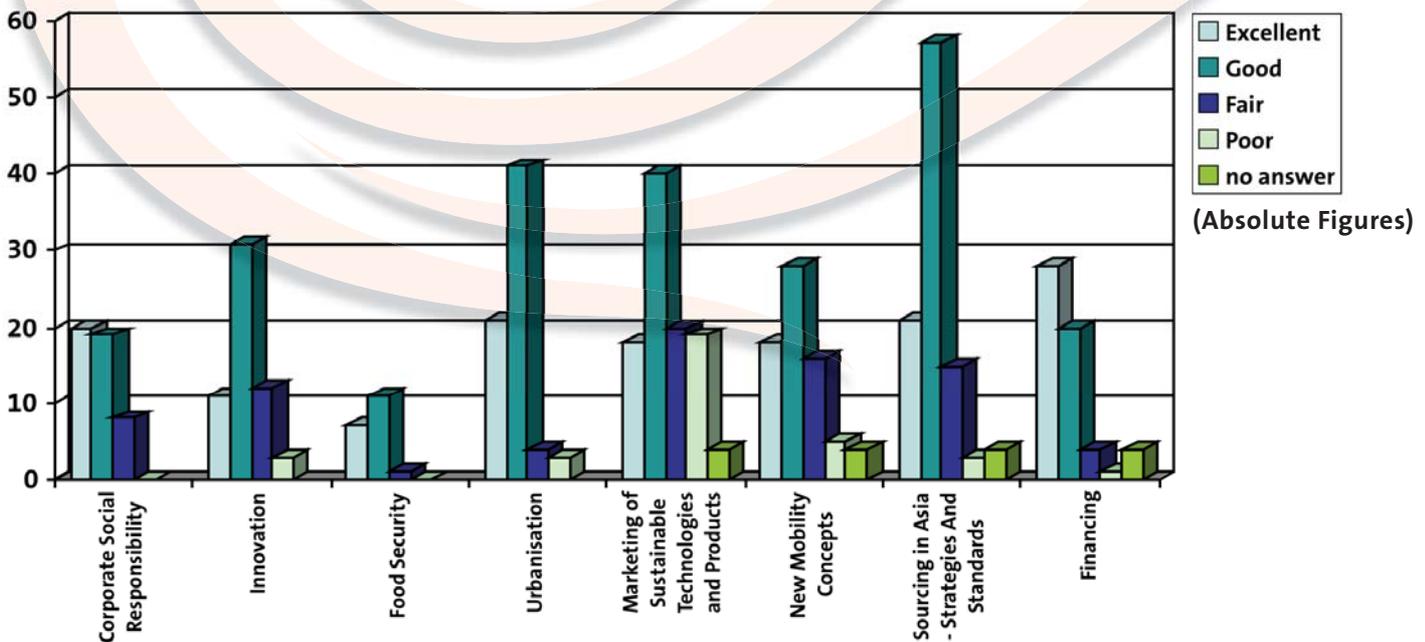


Overall Conference & Forums

HOW WOULD YOU RATE THE FOLLOWING ASPECTS OF THE RUNNING CONFERENCE?



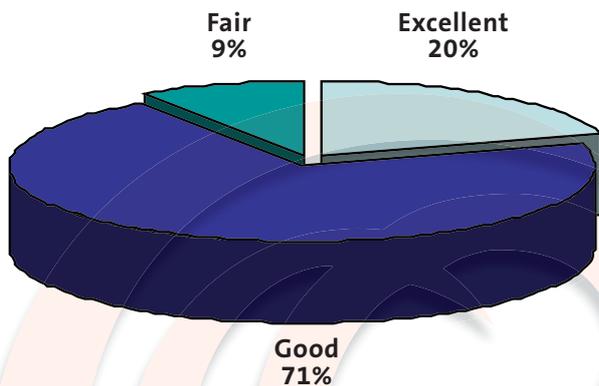
HOW WOULD YOU RATE THE FORUMS?



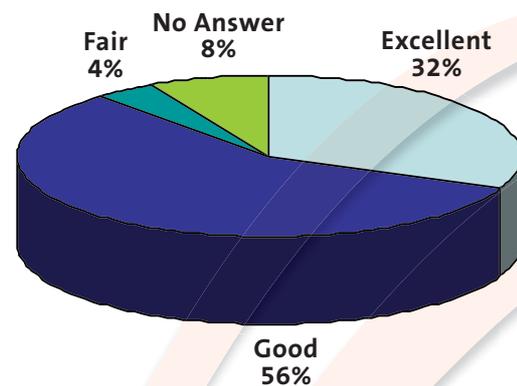


Overall Conference & Forums

HOW WOULD YOU RATE THE FORMAT OF THE FORUMS?



RATING OF THE CONFERENCE OVERALL



Survey Results

Feedback from participants was overwhelmingly positive. General key findings were that delegates very much welcomed the introduction of one day in English as important improvement. Also, 97% answered that that the conference was very helpful or helpful in terms of networking and making business contacts. More than 80% considered the panel discussions and forums as informative and helpful. 22% rated the content of the Forums very relevant for their work, 58% think content was relevant and 20% think it was slightly relevant. Finally, almost 90% of participants would attend another APK.

Media coverage

With approximately 50 media representatives present at the APK, the conference was widely covered in German and Singaporean national newspapers – such as the FAZ, Handelsblatt, or The Straits Times. Besides, German regional newspapers reported on the conference as well, such as the Kölnische Rundschau.

With the first day being held in English and the attendance of ASEAN Ministers as well as the ASEAN Secretary General, the APK 2010 reached a more regional audience in the Asia-Pacific through many reporting Asian journalists. Newspapers such as The Star (Philippines), The Island Newspaper (Sri Lanka) and The Jakarta Post (Indonesia) covered the APK. Hence, a widespread coverage across the borders of Germany and the host country could be achieved.

Online media proved as increasingly important for reports on the conference - more than 220,000 hits can be achieved when searching for the APK 2010 online.

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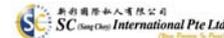
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 Singapore 609916

Tel : (+65) 6562 8500 | Email: apk@sgc.org.sg
 Fax: (+65) 6562 8510 | APK Website: www.apk.sg



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- OAV - German Asia-Pacific Business Association
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- Federation of German Wholesale and Foreign Trade
 Bundesverband des Deutschen Groß- und Außenhandels e.V. (BGA)



- Association of German Banks
 Bundesverband deutscher Banken (Bankenverband)