

APAC Forum 2024 @ Hannover Messe

Asia Pacific – An Invite to diversify

Date, Time	Wednesday, 24 April 2024, 01:15 pm – 02:35 pm
Location	Trade & Invest Stage, Hall 4/E16 (60 seats)
Topic and key questions	<p>The Asia Pacific region (APAC) remains one of the key drivers when it comes to economic growth. Even with changing global sentiment, the region remained a powerhouse for the global economy. The uniquely diverse Asia Pacific region stretches from India to Australia and New Zealand and furthermore encompasses Greater China, as well as Korea, Japan and Southeast Asia.</p> <p>Rising per capita income and increasing consumption are driving the dynamism and attractiveness of the region. To see what opportunities and challenges the region currently offers, we have made the difficult choice for you and selected countries that stand for the region.</p> <p>With entrepreneurs from APAC and CEOs from our bi-lateral chambers, we will provide you with invaluable insights. We will not only look at the opportunities, but also at the challenges that need to be overcome in order to be successful in this region.</p> <p>We will take you to Sri Lanka, New Zealand and Japan.</p> <p>If you are also interested in the ASEAN countries, we look forward to seeing you at our ASEAN Forum.</p>
Targeted audience	German and international companies with export and investment interest in and to APAC
Organizer	DIHK (German Chamber of Commerce and Industry)

Program

01:15 pm	<p>Welcome & Moderation</p> <p>Gabriele Rose, Special Representative Asia Pacific of the German Chamber of Commerce and Industry (DIHK)</p>
01:20 pm	<p>Keynote speech: Sri Lanka's path to attract investments (Title tbc)</p> <p>The Hon. Dilum Amunugama, State Minister of Investment Promotion, Sri Lanka</p>
01:30 pm	<p>Questions & Answers from the audience to the Hon. Dilum Amunugama, State Minister of Investment Promotion, Sri Lanka</p> <p><u>Moderator:</u> Marie Antonia von Schönburg, Chief Delegate, Delegation of German Industry and Commerce in Sri Lanka (AHK Sri Lanka)</p>
01:40 pm	<p>Keynote speech: The EU-New Zealand Free Trade Agreement – new opportunities for exporters, importers and investors</p> <p>The Hon. Craig John Hawke, New Zealand's Ambassador to Germany</p>
01:50 pm	<p>Questions & Answers from the audience to Craig John Hawke, New Zealand's Ambassador to Germany</p> <p><u>Moderator:</u> Gabriele Rose, Special Representative Asia Pacific of the German Chamber of Commerce and Industry (DIHK)</p>
02:10 pm	<p>Talk on Japan's business climate for German companies</p> <p>Marcus Schürmann, Chief Executive Officer / Delegate of German Industry and Commerce in Japan</p> <p>Carsten Metelmann, VP Sales APAC, Eplan Software & Service GmbH & Co. KG.</p>
02:30 pm	<p>Final Remarks</p> <p>Gabriele Rose, Special Representative Asia Pacific of the German Chamber of Commerce and Industry (DIHK)</p>
02:35 pm	<p>End</p>