



# APK

## 15<sup>th</sup> Asia-Pacific Conference of German Business

3-5 November 2016, Hong Kong

The Asia-Pacific Conference is recognised as the flagship event for business leaders, executives and government representatives from Germany and Asia to discuss and promote economic relations between Europe's biggest economy and the fastest growing region in the world. Held every two years since 1986 in various locations in Asia and chaired by the German Federal Minister of Economic Affairs and Energy and the Chairman of the Asia-Pacific Committee of German Business (APA), the conference presents a central platform for several hundred business and political leaders from Germany and all over Asia-Pacific to discuss current topics, exchanging best practices and strengthen personal and economic ties. Arriving this year to Hong Kong, the heart of Asia-Pacific, the conferences particular emphasis is placed on:

- Introducing new technologies to allow participants to connect and network before, during and after the conference
- Creating an interactive environment that encourages debates and discussions
- Sharing ideas and experiences from Asian and German perspectives



“ We want to use this conference to understand where future growth will take place in Asia, and which business trends will shape the next decade, we aim to learn from the success stories of our Asian partners. ”

**Dr. Hubert Lienhard** – President and CEO of Voith GmbH

“ Germany is a centre of innovation at the heart of Europe which welcomes Asian businesses as partners in many different projects. The same must be true in the other direction, for example in collaboration on smart mobility, green technology – or “Industrie 4.0”, which could revolutionise global economic cooperation. I look forward to discussing the prospects for this with you at the 2016 APK in Hong Kong. ”



**Mr. Sigmar Gabriel** – German Federal Minister for Economic Affairs and Energy



“ Through sharing of insightful and constructive ideas among distinguished participants, the Conference participants will come up with innovative initiatives to tap the thriving business opportunities in our region. ”

**Mr. Gregory So** – Secretary for Commerce and Economic Development of the HKSAR

## TOPICS IN 2016

### The Future of the World Economy Keynote with Q&A

Lower economic growth rates in China and many emerging economies currently influence the debate on the future of the world economy. This period of low growth rates could be prolonged if 2016 marks the end of the expansive monetary policy regime in the US. How could Asian emerging markets overcome their growth decrease despite monetary tightening? Will China be able to expand its economic power and further strengthen the role of the RMB compared to the dollar?

### Ministers' Dialogue Panel Discussion

Some Asian economies seem to be stuck in the middle-income trap. Structural reforms could help these economies to overcome the trap and transit into high income economies. Which reforms should governments prioritise? Another trend that is shaping policy agendas is the proliferation of Free Trade Agreements (FTAs) in the region. Will ever more FTAs in Asia be completed? In comparison, Europe is involved in FTA negotiations with Asia to a much smaller extend. How is this perceived in the region?





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### Mobility and Urbanisation – Cities of the Future Fishbowl Discussion

Dynamic urbanisation is one of the key trends in Asia that is shaping social and economic policy agendas. Effective urban planning is required to design future cities in a sustainable manner. Asians and Germans have different planning tools and processes – where can both benefit from each other? For instance, the means of transport and travel are transforming rapidly. Alternative ways of mobility and transportation are emerging; attention is ever more on e-mobility.

### Corporate Financing in a World of Diverging Growth Performances Panel Discussion

Growth prospects across the world economy remain uneven. Growth in advanced economies has picked up slightly, while it has declined in emerging markets and developing economies. With low commodity prices, depreciating emerging market currencies and diverging monetary policies, corporate companies have to cope with diverging financing conditions and increasing financial market volatility. The panel will discuss financing conditions in Germany and Asia-Pacific from a banking and a corporate perspective.

## SPEAKERS



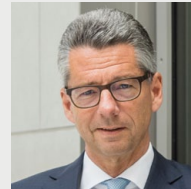
**Markus Beumer**  
Member Board of  
Managing Directors,  
Commerzbank AG



**Pieter C. Boone**  
Member of the  
Management Board,  
METRO AG



**Dr. Martin Bruder Müller**  
Vice Chairman and  
CTO, BASF SE



**Ulrich Grillo**  
President BDI and  
Chairman of Executive  
Board, Grillo-Werke AG



**Monika Jones**  
Business TV Journalist,  
Deutsche Welle



**Joe Kaeser**  
President and CEO,  
Siemens AG



**Clas Neumann**  
SVP & Head of Global  
Labs Network, SAP



**Dr. Till Reuter**  
CEO, KUKA AG



**Dr. Eric Schweitzer**  
President, DIHK



**Rüdiger Stroh**  
CEO, NXP  
Semiconductors  
Germany GmbH

### Business Location Germany – Strategies for Successful Market Entry Introspeech with Panel

Germany is located in the world's largest single market. More than half a billion consumers are geographically within arm's reach. The GDP contribution of small and medium-sized enterprises (SMEs) in the European Union's four leading member states alone is sufficient to form the ninth strongest economy internationally. Businesses located in Germany can easily reach out to new markets in the east, while servicing existing markets in the west. Many companies seeking to tap into European markets are successfully entering and establishing operations in Germany first. As a global industry and technology location, Germany provides the optimal conditions for maintaining international competitiveness. The panel discussion provides rich opportunity to learn from the investment decisions and experiences of companies who have already located to Germany.

### Industrie 4.0 Fishbowl Discussion

The German industry is at the forefront of databased manufacturing and innovation in the area of Industrie 4.0. Nevertheless, looking at innovation in IT, rather the US and Silicon Valley are perceived as trendsetters. How do Asian and German business leaders aim to challenge this perception? Will they, in the future, move more in the direction of design-thinking and databased design instead of databased manufacturing? Which chances do new online opportunities – like market places, open sourcing and cloud computing – for traditional industries offer? Taking a close look at Industrie 4.0, the session shall provide an opportunity to analyse challenges for Industrie 4.0 in Germany and Asia-Pacific (e.g. cyber security, infrastructure framework).





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### From E-Commerce to Mobile-Commerce – Adjusting to tomorrow’s customers

Panel Discussion

Consumer behaviour differs between the Asia-Pacific region and Germany, in both regions it is rapidly changing. With a steadily increasing number of mobile devices and a growing appreciation for the immediacy of mobile shopping, mobile commerce emerges as the major new trend. In Asia and Europe, producers have to adjust to this trend which offers new opportunities. At the same time, they are affected by new regulations, certification and product accreditation requirements as well as technical requirements of their clients.

### Infrastructure in Asia

Introspeech with Panel

The demand for new infrastructure capacity in Asia is huge. Strategic infrastructure projects have the potential to improve the interconnectivity of Asian economies. The Pearl River Delta as well as China’s New Silk Road Initiative are two such examples. New actors in development finance, like the New Development Bank and the Asian Infrastructure Investment Bank, can contribute in a valuable way to the aims of financing these development projects. For this to be efficient, they have to position themselves, share the workload and strategically invest in the big infrastructure projects.

### CSR – Value-Driven Strategies

Panel Discussion

Corporate Social Responsibility has evolved from a buzzword to standard business practice. With consumers paying increasingly interest to manufacturing and sourcing processes of products, companies have aligned their operations with these social values. But to what extent do consumption decisions really influence corporate CSR strategies in Asia and Europe? Caught between these voluntary standards and official regulations, there is also an ongoing discussion about the effectiveness of binding standards and finding a balance with entrepreneurial freedom. What is the key to successful CSR strategies?

### Asia – Tomorrow’s Driver of Global Innovation

Hot Seat Debate

Asia’s share of global research and development is expected to climb to 40 percent this year. The region is replacing the North American economies as the global R&D driver. Especially China is fueling many of these changes. What are other drivers of R&D in Asia and where does their innovative power stem from? What are barriers to even more success? The rise of innovation in Asia is not a win-lose game. It will support prosperity and growth in the region, while providing opportunities for advanced economies to participate in both.

### Trade Policy in the 21st Century: How to Promote Trade?

Introspeech with Panel

Bilateral and plurilateral trade agreements are of growing importance in recent years; what does the spaghetti bowl of increasing bilateral trade agreements mean in the end for the multilateral trading system and for companies? On the one hand, social, environmental and consumer rights standards have become more and more important in the public debate on trade policy; on the other hand, there is widespread reluctance to integrate such provisions in trade agreements in particular in developing countries; what is the leverage to shape globalisation by bilateral trade agreements.

### Environmental Technologies

Talk Show Debate

In the past, economic growth has often been to the disadvantage of environmental sustainability. Especially in a dynamic and still rapidly growing region like the Asia-Pacific, it is crucial to design growth in a more sustainable way in the future. For this, ways have to be found to serve the increasing demand for resources, while preserving resources at the same time.

### Dealing with World Economic Systems – The Global Value Chain

Panel Discussion

With the “New Normal” in China, “Abenomics” in Japan and “Make in India”, economic policy reforms are on the agenda of many Asian governments. Nevertheless, in a time during which economies integrate ever more internationally, the question remains how much economic policy, policy makers can design at a national level. What do companies request from government looking at national economic policy? How do governments react to changes on or incentives of economic policy reforms? What does reforms make successful?

### Political Stability and Security in Asia-Pacific

Panel Discussion

China’s rise as a global power is the core issue in contemporary debates on political stability and security in Asia-Pacific. Under Xi Jinping, China has taken on a more active role in the world and has become more assertive towards its neighbours. At the same time, political control mechanisms inside the People’s Republic have been tightened. As economic growth slows and market volatility rises, new challenges for the countries in Asia-Pacific arise. This session will discuss possible paths for Asia’s security and stability. How will China’s political stability reflect on security constellations in the region and on the country’s own view of foreign affairs?





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### PROGRAMME (PRELIMINARY – SUBJECT TO CHANGE)

#### 3<sup>rd</sup> NOVEMBER 2016

18:30 - Late Welcome Reception

#### 4<sup>th</sup> NOVEMBER 2016

08:00 - 09:15 **Breakfast Sessions\***  
 Greater China  
 India  
 Free Trade Agreements

09:30 - 10:15 **Conference Opening**  
 Welcome & Opening

10:15 - 11:00 **Keynote with Q&A**  
 The Future of the World Economy

11:00 - 11:30 Coffee Break

11:30 - 12:45 **Panel Discussion**  
 Ministers' Dialogue

12:45 - 14:15 Networking Lunch

14:15 - 15:30 **Fishbowl Discussion**  
 Mobility and Urbanisation  
 – Cities of the Future

**Panel Discussion**  
 Corporate Financing in a World of  
 Diverging Growth Performance

**Introspeech with Panel**  
 Business Location Germany  
 – Strategies for Successful Market Entry

15:30 - 16:00 Coffee Break

16:00 - 17:15 **Fishbowl Discussion**  
 Industrie 4.0

**Panel Discussion**  
 From E-Commerce to Mobile-Commerce  
 – Adjusting to Tomorrow's Customers

19:00 - Late Dinner Reception

#### 5<sup>th</sup> NOVEMBER 2016

08:00 - 09:15 **Breakfast Sessions\***  
 ASEAN  
 Oceania  
 Northern Asia  
 Dual Vocational Education and Training

09:30 - 10:45 **Introspeech with Panel**  
 Trade Policy in the 21st Century:  
 How to Promote Trade?

**Panel Discussion**  
 CSR and Compliance

**Introspeech with Panel**  
 Infrastructure in Asia

10:45 - 11:15 Coffee Break

11:15 - 12:30 **Hot Seat Debate**  
 Asia – Tomorrow's Driver of Global Innovation

**Talk Show Debate**  
 Environmental Technologies

12:30 - 14:00 Networking Lunch

14:00 - 15:30 **Panel Discussion**  
 Dealing with World Economic Systems  
 – The Global Value Chain

15:30 - 16:00 Coffee Break

16:00 - 17:30 **Panel Discussion**  
 Political Stability and Security in Asia-Pacific

17:30 - 18:00 **Conference Closing**  
 Closing Plenary

\* in German Language  
 Last Update: February 2016

