



OAV LAUNCHES "AMBASSADORS IN DIALOGUE" INITIATIVE

The German Asia-Pacific Business Association (OAV) and the embassies of 24 Asia-Pacific countries in Berlin have been key partners in actively building the bridge between Germany and Asia, through planning events and business missions, gaining access to government organisations and companies alike, gathering market intelligence, and addressing specific company inquiries.

With the support of H.E. Laurence Bay Siow Hon, Leader of the Group of Asia-Pacific Ambassadors in Germany, the idea of organising regular visits to Germany's 16 federal states was born at the end of 2019. Through compa-

ny visits and engagements with local officials, Ambassadors in Dialogue aims to provide participating Ambassadors with opportunities to obtain first-hand insights and explore cooperation opportunities and strategies for the various markets in Asia. In addition, the Ambassadors will have the chance to learn about the local culture and history of the regions.

Due to the lock-down in spring, the inaugural Ambassadors in Dialogue visit took place in autumn. On September 17th and 18th, with the support of the Rhineland-Palatinate Ministry of Economic Affairs, Transport, Agriculture and Viniculture, OAV Chairman

▲ Minister-President of Rhineland Palatinate Malu Dreyer (2. f. l.) met with the Ambassadors of Asia-Pacific countries

Hans-Georg Frey led 12 Ambassadors to the south-western state of Rhineland-Palatinate. The intensive two-day programme included an evening reception with Minister-President of Rhineland Palatinate Mrs Malu Dreyer.

For each stop on the itinerary, a specific hygiene concept was meticulously prepared to ensure compliance with local COVID-19 regulations. In addition, a lot of activities took place outdoors, making it easier to ensure social distancing.



▲ Starting with a visit to the headquarters of Boehringer Ingelheim, the delegation met Chairman & CEO Hubertus von Baumbach, Country Managing Director Dr. Sabine Nikolaus, and representatives of different divisions.



▲ At Schott AG, things got hot! After a presentation on the company's history and fascinating high-performance glass products like vials for vaccines and flexible glass used in the latest foldable smartphones, participants put on protective gear to get a rare glimpse of the production floor. Dr. Frank Heinrich, the CEO of Schott AG, emphasized: "Personal exchanges like OAV's Ambassadors in Dialogue have a very high value for us. They provide us with an opportunity to showcase our many capabilities and to intensify our contacts with Ambassadors. In the past, these direct connections have proved to be very helpful."



▲ A visit to Germany's largest wine growing region: Jochen Dreissigacker, managing director and owner of Weingut Dreissigacker, is a great example of the new generation of German winemakers that combine traditional techniques and hand-down knowledge with modern technologies to produce award-winning wines that appeal to connoisseurs around the globe.



OAV INTENDS TO ORGANIZE UP TO TWO "AMBASSADORS IN DIALOGUE" MISSIONS PER YEAR.

Together with the Landesentwicklungsgesellschaft Thüringen mbH, a two-day visit to Thuringia including a reception with Minister-President Bodo Ramelow is being planned for 2021. Interested partners like IHKS, Trade Promotion Organisations or Ministries that would like to host an Ambassadors in Dialogue in their region are encouraged to contact Ms. Rani Cahyadi at: cahyadi@oav.de