



14th ASIA-PACIFIC
CONFERENCE
of German Business
20 - 22 November 2014
Ho Chi Minh City, Vietnam

Program Overview



Understanding Trends and Perspectives

Vietnam will be the host country of the 14th Asia-Pacific Conference of German Business (APK). Held every two years since 1986, the conference has established itself as the key forum for decision-makers in business and politics in the Asia-Pacific region and Germany.

This year's conference theme is "Understanding Trends and Perspectives".

The economies in the Asia-Pacific region combined are playing an ever more important role in global trade, as is their share in world population and GDP.

Over the decades, the APK has established itself as a catalyst and indispensable platform for partnership-based dialogue between Germany and Asia. The 14th edition of the APK will focus on industries and trends of the future, where cooperation between businesses in Germany and Asia-Pacific can thrive. During the two-day conference, some 750 participants will have ample opportunity to speak, listen, network and contemplate concepts and solutions for a sustainable future.

The conference will be co-chaired by APA Chairman Hubert Lienhard, President & CEO of Voith, and the Honourable Sigmar Gabriel, German Federal Minister for Economic Affairs and Energy. Co-organiser and local host of the APK is the Delegation of German Industry and Commerce in Vietnam (AHK).

Messages from the Chairmen



Sigmar Gabriel
German Federal
Minister for Economic
Affairs and Energy

"The Asia-Pacific Conference offers a unique platform for German business and reflects the exceptional economic and political ties to its partners in the region. More than ever before, German companies are ready and willing to engage as partners. Be it the ASEAN Economic Community, ambitious infrastructure projects in Asia or the ongoing FTA negotiations between the EU and some Asian countries - there is plenty of scope to deepen and broaden our long-standing relations. We will all benefit from more co-operation on research, more trade and more investment."



Dr. Hubert Lienhard
Chairman APA and
President & CEO,
Voith GmbH

"Asia-Pacific and Germany are connected by business ties steadily gaining strengths. The region is and will stay a key market for German business. To further improve the partnership between our countries we need regular exchange. Under the headline "Understanding Trends and Perspectives in Asia and the World Economy" the conference shall give us the opportunity to listen to each other, learn from each other and establish or deepen cooperation. I am looking forward to discuss common challenges and chances with decision-makers from Asia-Pacific and Germany."

Conference Program

Thursday, 20th November

Welcome Reception

AHK President, Vietnam Minister of Industry and Trade, German Federal Minister for Economic Affairs and Energy and APA Chairman

Friday, 21st November

Country Theme Breakfast (German Speaking)

- Update on the Economic and Political Situation in Greater China
- India's new Government and its Economic Programme
- Myanmar - Market Without Frontiers?
- Economic Trends and Industry Opportunities in Germany (English Speaking)

Welcome & Opening

Hubert Lienhard | Chairman APA and President & CEO Voith GmbH
Sigmar Gabriel | German Federal Minister For Economic Affairs and Energy

Plenary Session

- Dialogue with Asian Ministers
- Economic Outlook Asia

3 Parallel Sessions

- Panel Discussion: How to finance a growing company in Asia?
- Expectations of the Emerging Middle Classes in Asia
- Debate: Free Trade Agreements and Asia-Pacific: “Winners and Losers”?

Conference Program

3 Parallel Sessions

- “Industry 4.0”
- How to Develop and Retain Talent
- Innovation and IPR

Saturday, 22nd November

Country Theme Breakfast (German Speaking)

- Growth Sectors in Greater China - Business Opportunities and Challenges
- Roadmap ASEAN 2015 - Business Opportunities for German Medium-sized Companies
- Potential for German-Japanese Cooperation on Asian Markets
- Germany, the hub for your business in Europe (English Speaking)

2 Parallel Sessions

- Competing R&D Locations
- Raw Materials and Resources

2 Parallel Sessions

- Panel Discussion: Health Care in Asia
- Openness for FDI

Plenary Session

- Political Stability and Security in Asia-Pacific
- Statements ‘Asia 2030’

Closing Plenary

Closing Reception

Further information

*For further information on program and registration
please visit our website:*



www.asiapacificconference.com

Ms Antje Resech

Email: resch.antje@vietnam.ahk.de

Tel: (+84) 8 3823 9775 Fax: (+84) 8 3823 9773

Asia-Pacific Conference of German Business
c/o German Industry and Commerce
Somerset Chancellor Court
5th Floor, 21-23 Nguyen Thi Minh Khai,
District 1, Ho Chi Minh City, Vietnam