

# Embassy Day Asia-Pacific 2015

May 19, 2015 at the Federal Foreign Office, Berlin



## Welcome...

... to the 3<sup>rd</sup> Embassy Day Asia-Pacific! We invite you to a unique opportunity of networking with the embassies from the Asia-Pacific region on a personal and intensive basis. Various diplomatic missions host business seminars – on one day, under one roof. The Embassy Day is an annual event and as part of the **Asia-Pacific Weeks Berlin 2015 – Smart Cities**, the main topic focusses on innovative solutions for urban challenges.

## Program

08:00-09:00	<b>Registration</b>	<i>Europafoyer</i>
09:00-09:30	<b>Opening of the 3rd Embassy Day Asia-Pacific</b>	<i>Europasaal</i>
09:30-12:30	<b>Beijing: Smart City – Innovatives Leben</b>	<i>Europasaal</i>
13:00-19:00	<b>Korean-German Electromobility Forum</b>	<i>Europasaal</i>
10:00-12:30	<b>Viet Nam: A Destination for German Businesses</b>	<i>Willy-Brandt-Saal</i>
13:00-14:45	<b>Mongolia Business Day</b>	<i>Willy-Brandt-Saal</i>
15:00-16:30	<b>Japan: Green City Tokyo</b>	<i>Willy-Brandt-Saal</i>
10:00-18:00	<b>Philippinen: Modernisierung der Wasserinfrastruktur</b> BMW-Markterschließungsprogramm 2015	<i>Adenauer-Saal</i>
09:30-13:00	<b>Thailand Business Day 2015</b>	<i>Stresemann-Saal</i>
13:00-15:30	<b>Malaysia: An Emerging High Technology Hub in Asia-Pacific</b>	<i>Stresemann-Saal</i>
09:30-12:30	<b>Pakistan Business Day</b>	<i>Rathenau-Saal</i>
13:00-15:30	<b>Sri Lanka Business Day</b>	<i>Rathenau-Saal</i>
All day	<b>Exhibition booth by the Embassy of Indonesia</b>	<i>Foyer</i>

## Special Events

17:00-18:00	<b>Guided Exhibition Tour: Koki Tanaka – “Artist of the Year” 2015</b> Deutsche Bank KunstHalle	<i>Meeting point: cloakroom, 16:40</i>
18:00-20:00	<b>Mapping Southeast Asia: Contemporary Art and Public Space</b> Panel discussion of the KfW Stiftung	<i>Europasaal</i>

**Date** Tuesday, May 19th 2015  
**Venue** Auswärtiges Amt  
Werderscher Markt 1, 10117 Berlin  
**Registration** The event is free of charge.  
**Registration is required:**  
[www.apwberlin.de/registration](http://www.apwberlin.de/registration)  
**Language** Individual events in German or English  
**Contact** Asien-Pazifik-Forum Berlin e.V.  
annette.heimann@apfberlin.de  
Tel.: +49 (0)30 24336466

**Organizer**



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## Seminar Program

*As of May 13, 2015. Information on the individual events is given in the particular language.*

### 09:00-09:30 **Opening of the 3rd Embassy Day Asia-Pacific**

*Europasaal*

**Introduction by Dr. Rainer Seider**, *Chairman of the Executive Committee, Asia-Pacific Forum Berlin*  
**Welcome remarks by Holger G. Ziegeler**, *Head of Division, External Economic Promotion in Countries and Regions, Federal Foreign Office*

### 09:30-12:30 **Beijing: Smart City – Innovatives Leben**

*Europasaal*

Botschaft der Volksrepublik China

09:30-10:00 *Registrierung*

10:00-10:10 **Künstlerische Aufführung**

10:10-10:40 **Grußworte**

S.E. Herr Shi Mingde, Botschafter der Volksrepublik China

Herr Dr. Georg Nüßlein, Stellv. Vorsitzender der CDU/CSU-Fraktion

Herr Zhang Yanbin, Abteilungsleiter des Presseamts beim chinesischen Staatsrat

Dr. Lothar de Maiziere, Ministerpräsident a.D., Vorsitzender INFRANEU-Hauptverband

Frau Silke Besser, Geschäftsführerin, DCW e.V.

Frau Zhao Wenzhi, Stellv. Vorsitzende der Politischen Konsultativkonferenz des Chinesischen Volks der Stadt Beijing

10:40-10:50 **Videopräsentation der Stadt Beijing**

10:50-12:15 **Vorträge**

**Smart Beijing vor dem Hintergrund der Urbanisierung neuer Art**

Herr Shen Jinjian, Leiter des Forschungsbüros der Kommission für Stadtplanung, Beijing  
**tbd**

Herr Prof. Bernd Bötzel, Vorstand, Du Diederichs

**Integriertes Verkehrssystem Beijing**

Herr Chen Jinchuang, Referatsleiter der Verkehrskommission, Beijing

**tbd**

Herr Fritz Breithenthaler, Vorstandsvorsitzende, Carloft GmbH

**Schutz und Entwicklung der historischen Straßen in Dongcheng, Beijing**

Herr Liu Jingdi, Leiter des Büros für den Schutz von historischen Kulturgütern

**tbd**

Prof. Peter Ruge, Mitglied DNGB

**Fortpflegung der olympischen Werte**

Herr Wu Weilin, Vizedirektor, Gesellschaft für Olympische Spiele und Stadtentwicklung Beijing

**tbd**

Herr Matthias Müller-Using, Vertreter des Unternehmens Suprastadio

12:15-13:00 *Empfang*

## 13:00-19:00 Korean-German Electromobility Forum

*Europasaal*

Korean Evaluation Institute of Industrial Technology KEIT and Berlin Agency for Electromobility eMO in cooperation with the Embassy of the Republic of Korea

**Moderator:** Mr. Thomas Meißner, Deputy Director of Berlin Agency for Electromobility eMO

13:00-13:30 *Registration*

13:30-13:50 **Music Performance of National High School of Traditional of Art Korea**

13:50-14:00 *Short break*

14:00-14:20 **Welcome remarks**

Mr. Jong Yung Jung, Commercial Attachee, Embassy of the Republic of Korea  
Maximilian Hurnaus, Counsellor, International Innovation, Federal Foreign Office  
Young Hak Kim, Vice President, KEIT

14:20-15:00 **Economic Environments and Policies in Korea**

Mr. Young Soo Park, Korea Trade-Investment Promotion Agency (KOTRA)

**Business Promotion and Investment Environment in Berlin**

Mr. Marc Rohr, Project Manager Transport | Mobility | Logistics, Berlin Partner for Business and Technology GmbH

15:00-15:45 **Electromobility in Germany and especially in the Berlin Capital Region**

Gernot Lobenberg, Director, eMO

**Korea's Experience of Electrification in Automotive Industrie**

Mr. Lee Hang-Gu, KEIT

**Electromobility in Germany and Especially in the Berlin Capital Region**

Mr. Thomas Meißner, Deputy Director, eMO

15:45-16:15 *Coffee break*

16:15-17:45 **Best Practice and Experiences in Electromobility**

**Introduction of Delegation Participants from Korea**

Mr. Seo Yong-weon, KEIT

**Connected e-Mobility Services**

Dr. Martin Schlick, Innovation Cluster Connected Mobility, Bosch Software Innovations

**Status on the Distribution and the Operation of EV in JEJU Island**

Kim Jaehong, JEJU Technopark

**From Advanced Materials to Automotive Cells - Battery Research at ZSW**

Prof. Dr. Werner Tillmetz, Head of the Electrochemical Energy Technologies Division, Centre for Solar Energy and Hydrogen Research Baden-Württemberg ZSW

**BMS, Battery Pack**

Han-Joo, You, Deputy General Manager, MisumSystech Co.

**Intercharge – an Open Market Model for Customer-Friendly Charging**

Mr. Thomas Daiber, Managing Director, Hsubject GmbH

**Smart City Infrastructure Architecture – a Business Case for Public EV Charging**

Dr. Henning Heppner, Managing Director, ebee GmbH

17:45-17:55 **Closing remarks**

17:55-19:00 *Networking and Matchmaking with Korean Snack*

# Embassy Day Asia-Pacific 2015

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## 10:00-12:30 Viet Nam: A Destination for German Businesses

Willy-Brandt-Saal

Embassy of the Socialist Republic of Vietnam

10:00-10:10 **Opening remarks**

H.E. Dr. Nguyen Thi Anh, Ambassador of Viet Nam

10:10-10:25 **An Overview of the Vietnamese Economy**

Mr. Tran Tuan Anh, Deputy Minister of Industry and Commerce

10:25-10:35 **Video Presentation: Investment Environment in Viet Nam**

10:35-10:50 **Investment Opportunities in Viet Nam**

N.N., Ministry of Planning and Investment

10:50-11:20 **An Overview of 40 Years of Viet Nam-Germany Relations**

Prof. Dr. Wilfried Lulei, German-Vietnamese Association DVG

11:20-12:00 **Q&A**

12:00-12:30 *Light refreshments*

## 13:00-14:30 Mongolian Business Day

Willy-Brandt-Saal

Embassy of Mongolia

13:00-13:05 **Welcoming remarks**

H.E. Mr. Ts. Bolor, Ambassador of Mongolia

13:05-13:20 **Introduction on Construction and Urban Development**

Mrs. G. Baigalmaa, Vice Minister, Ministry of Construction and Urban Development

13:20-13:35 **Project Mairdar City**

Prof. Dipl.-Ing. Stefan Schmitz, Managing Partner, stefan schmitz bda Architekten und Stadtplaner

13:35-13:50 **Urban Partner for Development**

Mrs. B. Oyunbayar, Executive Director, Mongolian Cities Association

13:50-14:10 **Q&A**

14:10-14:15 **Closing remarks**

Mrs. G. Baigalmaa, Vice Minister, Ministry of Construction and Urban Development

14:15-14:30 *Lunch and Business Networking*

## 15:00-16:30 Japan: Green City Tokyo

Willy-Brandt-Saal

Embassy of Japan, JETRO, APFB

**Moderator:** Mr. Martin Venzky-Stalling, Senior Advisor, Science and Technology Park Chiang Mai University

15:00-15:05 **Welcome note**

Mr. Takayuki MIYASHITA, Minister, Embassy of Japan

15:05-15:30 **Keynote Speech: Tokyo's Climate Change Initiative**

Kenji Suzuki, Senior Director, Bureau of Environment, Tokyo Metropolitan Government

15:30-15:45 **On the Road to SMART Mobility**

Mr. Andy Fuchs, Director, Toyota Motor Europe - Berlin Office

15:45-16:00 **Market Access and Investment Opportunities in Japan**

Marina Riessland, Project Manager, JETRO Berlin

16:00-16:15 **Company Overview and Experience in a Solar Project in Tokyo**

Mr. Stefan Spork, Managing Director, Mounting Systems GmbH

16:15-16:30 **Q&A**

17:00-18:00 **Guided exhibition tour at Deutsche Bank KunstHalle: Koki Tanaka - "Artist of the Year" 2015**

Subsequent to the seminar we invite our guests to an exclusive guided tour of the exhibition of Koki Tanaka, a young Japanese artist who has been rewarded as "Artist of the year 2015" by Deutsche Bank KunstHalle. The venue (Unter den Linden 13-15) is in walking distance of the Federal Foreign Office.

**10:00-18:00 Philippinen: Modernisierung der Wasserinfrastruktur**  
BMW-Markterschließungsprogramm 2015

*Adenauer-Saal*

AHK Philippinen in Kooperation mit der Botschaft der Philippinen

**Moderator:** Charlotte Bandelow

**Eröffnung**

10:00-10:05 **Eröffnung und Einführung**

AHK Philippinen, Executive Director Peter Kompalla

10:05-10:15 **Begrüßungsworte**

Botschafterin Melita Sta. Maria-Thomeczek

10:15-11:25 **Begrüßungsworte durch das Bundesministerium für Wirtschaft und Energie und Vorstellung des BMW-Markterschließungsprogramm für KMUs**

Martin Krautkrämer, Wirtschaftsbeziehungen mit asiatisch-pazifischen Ländern, BMW

10:25-10:45 **Marktübersicht Philippinen**

AHK Philippinen, Executive Director Peter Kompalla

**Aktuelles aus der Branche, Trends und Potenziale**

10:45-11:05 **Water Sector Overview of the Philippines**

Gabriel R. Bautista, Second Secretary and Consul, Embassy of the Philippines

11:05-11:25 **Marktübersicht – Absatzchancen für deutsche Unternehmen auf den Philippinen**

Rodora Gamboa, Maynilad Water Service (tbc)

11:25-11:45 **Steigende Herausforderungen im Wassersektor: Nachhaltige & qualitative Lösungen**

TÜV Rheinland (tbc)

11:45-12:00 **Q&A**

12:00-13:00 *Mittagessen und Networking*

**Rahmenbedingungen – Finanzierung, Recht und Logistik**

13:00-13:20 **Exportförderung für deutsche Unternehmen**

German Water Partnership e.V.

13:20-13:40 **Rechtliche und steuerliche Bedingungen für den Markteintritt in die Philippinen**

Julie Pantförder, Manager, Advisory Services, Ernst & Young (SGV) (AHK Philippinen)

13:40-14:00 **Die Exportkreditgarantien zur Unterstützung von KMU bei der Markterschließung auf den Philippinen**

Marco Paul, Head of Department Market & Commercial, Euler Hermes Aktiengesellschaft

14:00-14:20 **Logistik, Zoll und Einfuhrbestimmungen**

- Philipp Schlohsnagel, Regional Sales Manager, Royal Cargo Combined Logistics, Inc.,  
(AHK Philippinen)
- 14:20-14:40 **Praxisbericht: Technologieexport in die Philippinen**  
Martin Zillmann, Head of Project Site Execution Hub Philippines, Siemens Inc.  
Philippines (AHK Philippinen)
- 14:40-15:00 **Q&A**
- 15:00-15:30 *Kaffeepause*  
**Praxisberichte zum Markteinstieg**
- 15:30-15:50 **Markteintritt und nachhaltiger Erfolg: Erfahrungsberichte Markteintritt Philippinen:  
Wie finden Sie die richtigen Partner?**  
Peter Kompalla, Executive Director, AHK Philippinen
- 15:50-16:10 **Interkulturelle Aspekte**  
Charlotte Bandelow, Leitung DE International, AHK Philippinen,
- 16:10-16:30 **Erfahrungsbericht: Herausforderungen & Chancen auf den Philippinen**  
Mactan Rock Industries, CEO Engineer Camelo Tompar
- 16:30-18:00 *Networking: Gespräche mit den Referenten*

## 09:30-13:00 Thailand Business Day 2015

*Stresemann-Saal*

Royal Thai Embassy and Thailand Board of Investment (BOI)  
in cooperation with OAV German Asia-Pacific Business Association

- Moderator:** Mr. Timo Prekop, Executive Member of the Board, OAV
- 09:30-10:00 *Registration*
- 10:00-10:10 **Introduction**  
H.E. Mrs. Nongnuth Phetcharatana, Ambassador of Thailand
- 10:10-10:40 **Green Cities – Green Industries – Thailand’s Smart Cities Approach**  
Mr. Eberhard Trempel, Rechtsanwalt, Chairman, Thailand Forum Germany  
**Metropolitan Cooperation & Magdeburg Protocol on Business and Green Economy  
Promotion**  
Mr. Rainer Nitsche, Vice Mayor and Head of Department for Business Development,  
Tourism and Regional Cooperation, State Capital Magdeburg
- 10:40-11:05 **Unlocking Middle-Income Market Potentials: A Success Story of 7-Eleven  
Convenience Stores in Thailand**  
Mr. Piyawat Titasattavorakul, Vice Chairman, CP ALL, Thailand
- 11:05-11:25 **Thailand: Moving Forward**  
Ms. Duangjai Asawachintachit, Deputy Secretary General, BOI
- 11:25-11:50 **Smart MICE City in Thailand**  
Ms. Nichapa Yoswee, Director of MICE Capabilities, Thailand Convention Exhibition  
Bureau
- 11:50-12:00 **Closing Statement**  
H.E. Dr. Michael Fuchs, Member of the Parliament
- 12:00-13:00 *Lunch reception*

**13:00-15:30 Malaysia: An Emerging High Technology Hub in Asia-Pacific** *Stresemann-Saal*

Embassy of Malaysia and Malaysian Investment Development Authority (MIDA)

- 13:00-13:10 **Opening Remarks**  
H.E. Mr. Dato' Zulkifli bin Adnan, Ambassador-designate of Malaysia
- 13:10-13:35 **Doing Business in Malaysia**  
Mrs. Zarina Saad, Director Munich, MIDA
- 13:35-13:40 **Video Presentation: Invest in Malaysia**
- 13:40-14:00 **Cyberjaya's Aspiration as the Global Tech Hub**  
Mr. Faris Yahaya, Managing Director, Cyberview
- 14:00-14:25 **Malaysia as a Destination for German Companies – Case Studies and Experiences**  
Mr. Volker Friedrich, Managing Director, GBP International
- 14:25-14:35 **Closing Remarks**  
Mr. Rainer Gehnen, Member of the Executive Committee, DAPG
- 14:35-15:00 **Q&A**
- 15:00-15:30 *Light refreshments*

**09:30-12:30 Pakistan Business Day** *Rathenau-Saal*

Pakistan's Trade & Investment Scenario: Prospects & Opportunities

Embassy of Pakistan

- 09:30-09:35 **Opening Remarks & Moderation**  
Dr. Dr. Talat Mahmood, Vice-Chairman APFB
- 09:35-09:55 **GATE Pakistan & Pak-German Exclusive Economic Zone**  
Dr. Pantelis C. Poetis, President GATE Pakistan, CEO Power Group
- 09:55-10:20 **GSP-Plus and Compliance Mechanism**  
Dr. Sohail Safdar, Economic Minister, Pakistan Mission to EU, Brussels
- 10:20-10:40 **Business Experience in Pakistan**  
Mr. Sebastian Frisch, ALBA Group
- 10:40-11:00 **Business Experience in Pakistan**  
Mr. Armin Gesse, C. Melchers GmbH & Co. KG
- 11:00-11:30 **Key Note Address**  
H.E. Syed Hasan Javed, Ambassador of Pakistan
- 11:30-12:00 **Q&A**
- 12:00-12:30 *Lunch reception*

**13:00-15:30 Sri Lanka Business Day** *Rathenau-Saal*

Transforming Sri Lanka into the 21st century – Environment and People Friendly Cities

Embassy of Sri Lanka

- 13:00-13:10 **Opening remarks**  
Dr. Rainer Seider, Chairman of the Executive Committee APFB
- 13:10-13:20 **Video Presentation on Sri Lanka's Urban City Development**
- 13:20-14:15 **Key note speech**  
H. E. Karunatilaka Amunugama, Ambassador of Sri Lanka

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14:15-14:30 **Q&A**

14:30-14:50 **Sharing German Experience in the Process of Transformation**

Mr. Thomas Kriwart, Sri Lanka Honorary Consul in Bremen & Lower Saxony  
& Chief Executive Officer Mercmarine Group of Companies, Sri Lanka

14:50-15:00 **Q&A**

15:00-15:30 *Light Refreshment*