



4th Embassy Day Asia-Pacific			
Host	Title	Time	Room (2nd floor)
Embassy of the Republic of Singapore	The Start-Up Ecosystem in Singapore	9:00 - 11:00	Auditorium 1
Embassy of Malaysia, Malaysian Investment Development Authority (MIDA)	Starting Business in Malaysia	12:00 - 13:30	
Embassy of the Socialist Republic of Vietnam	Vietnam Tourist and Cultural Promotion	14:30 - 16:00	
Embassy of the Republic of the Union of Myanmar	Myanmar: Emerging Business and Investment Opportunities	9:00 - 10:00	Auditorium 2
Embassy of Sri Lanka	Sri Lanka's Vision for 2030 - Expectations and opportunities	10:15 - 11:15	
Embassy of Japan	Far-flung Pioneers. Japanese startups in Germany / German startups in Japan	12:00 - 13:30	
Embassy of the Islamic Republic of Pakistan	Business and Investment Opportunities in Pakistan - Experiences of German Companies	14:30 - 16:30	
Embassy of the Republic of Korea, Ministry of Trade, Industry and Energy (MOTIE) of the Republic of Korea, Korea Trade-Investment Promotion Agency (KOTRA)	Korean-German Start-up Investment Forum	9:00 - 14:00	Auditorium Maximum
Embassy of the People's Republic of China	Wachstum und Entwicklung durch Innovation	14:00 - 16:00	
Embassy of Indonesia	Exhibitors' stand	all day	Wandelgang
Embassy of Mongolia	Exhibitors' stand	all day	
As part of our Partner Program Business, the all-day BWA Business Forum China on E-Commerce ("Online-Handel in China - neuer Vertriebskanal für deutsche Anbieter?") will take place at <i>Garden View</i> (1st floor).			

**WLAN** Login: apwberlin2016 | Password: AEID2016

## Embassy Day – May 24, 2016

<b>When: 9:00 – 11:00</b>	<b>Where: Auditorium 1</b>
<b>The Startup Ecosystem in Singapore</b>	
<p>The Embassy presents trends, developments and opportunities in Singapore's startup and venture scene; and the support structures provided by the government to startups.</p> <p>Mr. Zach Tan established and heads up Infocomm Investments' first international presence in Europe in London. Infocomm Investments is a \$200 million venture arm of IDA Singapore that looks at sectors in the internet, digital media and enterprise software space.</p> <p>Dr. Pauline Tay manages the Innovation and Enterprise Division at the National Research Foundation (NRF) of the Prime Minister's Office of Singapore, formulating and implementing strategies to catalyse innovation and technology commercialisation.</p>	<p><b>Organizer:</b> Embassy of the Republic of Singapore</p>
<b>When: 9:00 – 10:00</b>	<b>Where: Auditorium 2</b>
<b>Myanmar: Emerging Business and Investment Opportunities</b>	
<p>The IMF World Economic Outlook 2016 has predicted a growth rate of 8.6 % for Myanmar, the fastest-growing macro-economy of the world. The country's recipe for rapid economic development is based on a comprehensive set of ambitious reforms (e.g. Special Economic Zone Law, Foreign Investment Law and SME Development Law) that aim at unleashing growth in a sustainable and socially inclusive way. The Embassy presents recent developments and arising opportunities in key economic sectors as well as the business-enabling environment for new ventures and ideas.</p>	<p><b>Organizer:</b> Embassy of the Republic of the Union of Myanmar</p>
<b>When: 9:00 – 14:00</b>	<b>Where: Auditorium Maximum</b>
<b>Korean-German Startup Investment Forum</b>	
<p>The forum begins with plenary sessions that deliver an overview on start-ups in Korea – their activities, their unique features, their innovation, and their competitiveness, but also how much investment goes into startups and who is investing. If you are interested in putting money into these dynamic and promising young companies, we will provide you with the opportunity to personally get in touch with the representatives of the Korean startups in 1:1 business meetings after the plenary session.</p>	<p><b>Organizers:</b> Embassy of the Republic of Korea, Ministry of Trade, Industry and Energy (MOTIE) of the Republic of Korea, Korea Trade-Investment Promotion Agency (KOTRA)</p>
<b>When: 10:15 – 11:15</b>	<b>Where: Auditorium 2</b>
<b>Sri Lanka's Vision for 2030 - Expectations and Opportunities</b>	
<p>H.E. Karunatilaka Amunugama, Ambassaddor of Sri Lanka, will present Sri Lanka's Vision for 2030 - Expectations and Opportunities.</p>	<p><b>Organizer:</b> Embassy of Sri Lanka</p>

<b>When: 12:00 – 13:30</b>		<b>Where: Auditorium 1</b>	
<b>Starting Business in Malaysia</b>			
<b>Welcoming remarks</b> H.E. Dato' Zulkifli Adnan, Ambassador of Malaysia <b>Starting Business in Malaysia - Benefits and Incentives</b> Mr. S. Siva, Director, Malaysian Investment Development Authority (MIDA) <b>Starting Business in Malaysia - The Perspective of a German Company</b> Dr. Ulrich Meyer, Vice President (Operations Worldwide), Atotech Deutsch GmbH		<b>Organizers:</b> Embassy of Malaysia, Malaysian Investment Development Authority (MIDA)	

<b>When: 12:00 – 13:30</b>		<b>Where: Auditorium 2</b>	
<b>Far-flung Pioneers: Japanese Startups in Germany/ German Startups in Japan</b>			
<b>Opening remarks</b> Prof. Gert Bruche, Chairman of the Executive Committee, Asia-Pacific Forum Berlin e.V. <b>Economic Similarities between Japan and Germany</b> Mayuko Nakamura, Researcher/Advisor, Economic Division, Embassy of Japan <b>Economic Cooperation between Japan and Germany</b> Yotetsu Hayashi, Counsellor, Head of Economic Division, Embassy of Japan <b>Japan is Changing for the Better: A Chance for Investors</b> Hitoshi Masuda, Director General of JETRO Berlin & Chairman of the Japan Chamber of Commerce and Industry in Berlin <b>Guest Panel: The Attractiveness of Berlin's Startups from the Japanese Perspective, Japanese Startups Moving to Berlin/ German Startups moving to Tokyo</b> Sophie Willborn, Co-founder and CEO, Headwave Youngji Han, Managing Director, Quandoo Boris Friedrich Milkowski, Head of Berlin office, Goodpatch Mike Lavigne, Co-founder and CPO, Clue (tbc) Jan Miczaika, COO, Wooga (tbc) Moderator: Makoto Takeda, bistream (Executive Manger of Recruit Holdings) <b>Closing remarks</b> Hitoshi Masuda (see above)		<b>Organizer:</b> Embassy of Japan	

<b>When: 14:30 – 16:00</b>		<b>Where: Auditorium Maximum</b>	
<b>Wachstum und Entwicklung durch Innovation</b>			
<p><i>Aufführung traditioneller Musik aus China</i></p> <p><b>Eröffnungsrede</b></p> <p>WANG Weidong, Gesandter-Botschaftsrat, Wirtschafts- und Handelsabteilung der Botschaft der VR China in Deutschland</p> <p><b>Innovation Chinesischer Unternehmen</b></p> <p>Torsten Küpper, Vice President, Director Corporate &amp; Public Affairs Huawei Technologies Dtl. GmbH</p> <p>LEI Xianzhang, Director General, European Representative Office, State Grid Corporation of China (SGCC)</p> <p>CAI Zhengxin, Präsident, Chinesische Handelskammer in Deutschland e.V.</p>		<p><b>Organizer:</b></p> <p>Embassy of the People's Republic of China</p>	

<b>When: 14:30 – 16:00</b>		<b>Where: Auditorium 1</b>	
<b>Vietnam Tourist and Cultural Promotion</b>			
<p>Viet Nam is proud of its picturesque landscapes, friendly people, and fascinating cuisine. And among the essences of its cuisine is the famous Phở. Originated in the early 20th century in Northern Viet Nam, Phở was originally sold by street vendors, who shouldered mobile kitchens on carrying poles. From the pole hung two wooden cabinets, one housing a cauldron over a wood fire, the other storing noodle, spices, cookware, etc. to prepare a bowl of Phở.</p>		<p><b>Organizer:</b></p> <p>Embassy of the Socialist Republic of Vietnam</p>	

<b>When: 14:30 – 16:30</b>		<b>Where: Auditorium 2</b>	
<b>Business and Investment Opportunities in Pakistan – Experiences of German Companies</b>			
<p><b>Opening remarks</b></p> <p>Dr. Dr. Talat Mahmood, Member of the Executive Committee, Asia-Pacific Forum Berlin e.V.</p> <p><b>Welcome speech</b></p> <p>H.E. Ambassador Jauhar Saleem</p> <p><b>Digital Age and Smart Governance in Pakistan: The Rise of Tech Startups and their Success Stories - Opportunities for Collaboration with Academia and Investment Opportunities</b></p> <p>Ali Inam, Executive Director of the Technology for the People Initiative (TPI)</p> <p><b>China-Pakistan Economic Corridor (CPEC): Trade &amp; Investment Opportunities for third Countries</b></p> <p>Dr. Siegfried O. Wolf, Senior Researcher (member) at the South Asia Institute (SAI), Heidelberg University, and Director of Research at South Asia Democratic Forum (SADF), a Brussels based think tank</p>		<p><b>Organizer:</b></p> <p>Embassy of the Islamic Republic of Pakistan</p>	