

5th Embassy Day Asia-Pacific

May 16, 2017 | Palais am Festungsgraben | Marmorsaal

10:30 AM - 12:00 PM

ASEAN Embassies

ASEAN@50: Moving to the Future

Brief introduction

H.E. Ambassador Melita Sta. Maria-Thomeczek

- Chairman, Berlin ASEAN Committee

Welcome remarks

Prof. Dr. Gert Bruche

- Chairman Asia-Pacific Forum Berlin

„SMART Cities“

Guest Speaker:

Prof. Dr. Ir. Sutanto Soehodho, M.Eng

- Deputy Governor for Industry, Trade and Transportation, Jakarta

„Doing Business in Free Trade Areas“

Guest Speaker:

SENEN M. PERLADA Director

- Export Marketing Bureau, Philippine Department of Trade and Industry Executive Director, Export Development Council

Subs. Reception

by the Embassies of Brunei, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam

02:30 PM - 04:30 PM

Botschaft der Volksrepublik China

China-Dialog: Innovation in China und Deutschland - Kooperation zum gegenseitigen Vorteil

Aufführung

Sichuan-Oper

Eröffnungsrede

S.E. Botschafter SHI Mingde

Begrüßung

Prof. Dr. Gert Bruche

- Vorstandsvorsitzender Asien-Pazifik-Forum Berlin

Rede

HAN Chunglin

- Assistierender Oberbürgermeister von Chengdu

Rede

David Weissert

- Abteilungsleiter Wirtschaftspolitik und Wirtschaftsordnung, Senatsverwaltung für Wirtschaft, Energie und Betriebe

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Diskussion

Panel 1: Innovationskooperation beider Länder angesichts der neuen Normalität der globalen Wirtschaft

WU Feng

- Vice General Manager of Chengdu Techcent Environment Industry Co., Ltd German Branch

ZHANG Pei

- Managing Director of ALBA Group

Rudolf Bogner

- Managing Director of Aqseptec Group GmbH

LI Peng

- General Manager of Industrial and Commercial Bank of China Frankfurt Branch

LI Mingzhe

- China Affairs Director of SCHIESS GmbH

Panel 2:

Deutsche Technologien auf chinesischen Märkten, "Freude" und "Schmerz" der Zusammenarbeit beiderseitiger mittelständischer und kleiner Unternehmen

ZHANG Bowen

- General Manager of Zenmindes Biotechnology Company

Jan Kubicek

- Chief Scientist of Finance of Cube Biotech GmbH

Roland Gamp

- Chief Financial Officer of Finance of Cube Biotech GmbH

HE Jie

- Vice-manager of Sichuan branch of Agricultural Bank of China, Chairman of The Helin Education Foundation Publication

Moderator:

ZHOU Lizhi

- Chief Economist of Chengdu Municipal Commission of Commerce

Anschl. Empfang:

Chengdu-Erlebnis

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10:30 AM - 12:00 PM

Embassy of India, Bertelsmann Stiftung, Senate Department for Economics, Energy and Public Enterprises

4th Round Table Berlin – Bangalore on Startup Ecosystems

Welcome remarks and moderation

Murali Nair

- Senior Project Manager, Program Germany and Asia, Bertelsmann Stiftung

Dr. Rainer Seider

- Head of Unit Foreign Trade, European Economic Policy, Development Cooperation, Senate Department for Economics, Energy and Public Enterprises

Guest Speakers:

Ludivine Noirel Vinchon

- CEO of Bridgeeastern, Singapore

Shrada Sharma

- Founder of Yourstory, Bangalore

Subs. Reception

01:30 PM - 03:00 PM

Botschaft der Sozialistischen Republik Vietnam

Diskussionsrunde „Business to Business von Vietnamesisch - Deutschen Unternehmen in der Zeit der Digitalisierung“

Begrüßung

Vertreter Verband vietnamesischer Unternehmen in Deutschland e.V.

Grußwort

Doan Xuan Hung

- S.E. Botschafter

Begrüßung

Prof. Dr. Andreas Zaby

- Präsident HWR, Vorstand Asien-Pazifik-Forum Berlin

Präsentation

Nguyen Huu Hung

- Vietnamesisch-Deutsche Brücke e.V.

Diskussion

Leitung: Nguyen Huu Trang

- Gesandter-Botschaftsrat, Handelsvertretung

Anschl. Empfang

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03:15 PM - 04:45 PM

Moving forward the Digital Business and Innovation Partnership with Germany

Welcome remarks

H.E. Ambassador Dhiravat Bhumichitr

Opening address:

"Thailand and ASEAN's potential in digital business from German business perspective"

Timo Prekop

- Executive Member of the Board, OAV - German Asia-Pacific Business Association

Panel discussion:

"Strengthening Thai - German Business Partnership for the Digital Transformation of Asia-Pacific"

Thailand's policy and strategy to promote digital economy, startups and digital business

Kasitorn Pooparadai

- PhD
- Senior Division Director
- Policy Research Division
- Digital Economy Promotion Agency (DEPA)
- Vice - Chairpersons of the DEPA Strategies Working Group
- Investment incentives and business facilitation for digital business

Yordkamon Suthirapojn

- Deputy Director
- Thailand Board of Investment (BOI)

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01:30 PM - 03:00 PM

Embassy of Pakistan

Digitalizing Pakistan: Opportunities and Challenges

[Video on ICT - Pakistan](#)

[Opening remarks and moderation](#)

Dr. Dr. Talat Mahmood

- Executive Committee Asia-Pacific Forum Berlin

[Inaugural speech](#)

Jauhar Saleem

- H.E. Ambassador

Challenges of Building a Digital Pakistan

Jehangir Mushtaq

- Commercial Counsellor, Embassy of Pakistan Berlin

The Startups and Ecosystem in Pakistan

Adnan Ahmad

- CEO and Co-Founder eeGames Studio Pvt. Ltd.

[Subs. Reception](#)

03:15 PM - 05:00 PM

Embassy of the Republic of Korea; Ministry of Trade Industry and Energy of the Republic of Korea Korea Trade-Investment Promotion Agency

Korea Startup Ecosystem

[Welcome remarks](#)

Tong-op Kim

Minister, Embassy of the Republic of Korea

[Welcome remarks](#)

Prof. Dr. Gert Bruche

Chairman Asia-Pacific Forum Berlin

[Get to know Korea: Ecosystem Seoul](#)

Sumin Moeller

Consultant, KOTRA Hamburg

[Get to gether: Cooperation Projects with Korea](#)

Jannis Busch

- Bayer Grants4Apps

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Who we are looking for

Ella Sunyoung Park

- KB Financial Group

Dong Seung Kim

- Advanced Cyber Entertainment GmbH

Korean Startups in Germany - Experience Reports

Anne Grovu

- Director Human Resources and General Affairs, Nexon Europe GmbH

German Startups in Korea - Experience Reports

Arslan Kiran

- Head of International Expansion, Bigpoint

Ludolf Ebner Chung

- Serial Entrepreneur in Internet & Mobile, Naldo

Korean Startup Meetup Berlin: Pitching

MCATALOG

JOARA

Subs. Reception

06:00 PM

Marmorsaal

Subsequently to the Embassy Day, Bertelsmann Stiftung will present:

“The China Story – a case of fake history?”

with **Frank Dikötter**

- professor of history at the University of Hong Kong and bestselling author

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