

Monday April 23 | 06:00 PM - 07:30 PM | Auditorium Maximum

Organzier: **Senate Department for Economics,
Energy and Public Enterprises**

Opening

The Asia-Pacific Week Berlin 2018 will be opened by Berlin Mayor and Senator for Economics Ramona Pop. An excellent and innovative cultural program of Asian and Berlin artists, the Asia-Pacific Music Dialogue, will contribute to the special experience of this evening event.

SPEAKERS:

Ramona Pop

Mayor of Berlin and Senator for Economics, Energy and Public Enterprises

Cedrik Neike

Member of the Managing Board Siemens AG, Asia and Australia, Energy Management Division

Clas Neumann

Head of Fast Growth Market Strategy Group at SAP

Dr. Pun-Arj Chairatana

Director National Innovation Agency Thailand (NIA)

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for Economics, Energy
and Public Enterprises



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Monday April 23 | 09:00 AM - 01:00 PM | Auditorium Maximum

Dialogue on Smart Cities: Can Human-Centred Innovation design Digital Futures?

Smart Cities – as promises they are synonymous to the development of high-performance, efficient, sustainable, and liveable cities. Critics see them more as uniform habitats, whose daily life is defined by sensors, algorithms, and technology companies. Around the world, planners, researchers, politicians, entrepreneurs, companies, and civil society lively debate different ideas on cities and their innumerable facets and odds, but also potential challenges and risks. Although there is no universal definition of a Smart City, attempts to explain it are often predominated by digital environments and built urban spaces – with all their everyday places and routines. Those discussions are characterised by diverse perceptions of technological developments. The conference tries to reveal these different perspectives and facilitate the dialogue on urban challenges between Indian and German scientists, practitioners and further experts from architecture and sustainable urban development.

Organzier: **Indo-German Smart Initiative**

Monday April 23 | 01:30 PM - 03:00 PM | Auditorium Maximum

eCommerce in China – Direktverbindung im globalen Handel

Organzier: **Embassy of the People’s Republic of China**

Partner: **City of Ma’anshan, Province Anhui, Handelsamt der Provinz Hubei, Wirtschaftsförderung Brandenburg GmbH**

Supported by: **code-trading GmbH**

Monday April 23 | 10:00 AM - 11:30 AM | Auditorium 1

Organzier: **Viet Nam Embassy**

Start-ups in the Industrialization 4.0 Context: German Experiences and Lessons for Vietnam

Vietnam is currently undergoing an important development phase and has a young social structure. In its socio-economic development strategy, the Vietnamese government has given priority to promoting young Vietnamese entrepreneurs to business start-ups. The year 2016 was referred to as “The Nationwide Startup Year” in Vietnam. One thing the country is aware of is that the startup in Vietnam is parallel to the processes of the fourth industrial revolution (I4). I4 brings many challenges, but also provides valuable opportunities for startups. Therefore, it is necessary for the young Vietnamese to familiarize themselves with I4 and to accept the chances of I4 in time so that the startup in Vietnam can achieve success and develop sustainably. Vietnam estimates Germany’s experience in Startup and I4 as very high and is confident that new opportunities for cooperation will emerge for companies from both countries in the future.

The language at this event will be German.

Monday April 23 | 12:00 PM - 01:00 PM | Auditorium 1

Organzier: **AHK ASEAN in Berlin, Embassy of the Philippines**

Digital Ecosystem in Southeast Asia

The Association of Southeast Asian Nations (ASEAN) has become a vibrant economic region in Southeast Asia. With its rapid economic growth, growing consumer demand, diverse markets and many economic integration initiatives, ASEAN has increasingly become attractive for German businesses.

Through the widespread adaption of Industry 4.0 practices, the world’s most dynamic region Southeast Asia, has the potential to leapfrog ahead of other developing regions, by not only embracing but also contributing to the new technologies which transform how people work, live and communicate. A true digital revolution will transform ASEAN by 2025.

This session gives insights about current activities, recent commitments and trends in the ASEAN-region in the field of digital transformation.

SPEAKERS:

Catherine Rose Torres

First Secretary, Consul @ Economic Officer of the Philippine Embassy

Opening Remarks

Dr. Tim Philippi

CEO, AHK Singapore

„Singapore’s digital transformation and vibrant start-up scene“

Marko Walde

CEO, AHK Vietnam

„Digital infrastructure growth in Vietnam“

Peter Kompalla

CEO, AHK Philippines

„How Philippine businesses progress in the digital transformation race“

Eva Puchala

Representative AHK ASEAN

„Business development in the ASEAN-region: projects and business missions 2018“

Monday April 23 | 01:30 PM - 03:00 PM | Auditorium 1

Organzier: **Embassy of Indonesia**

Jakarta: The next Technology Hub

Jakarta has always served as the center for business with most of the large traditional businesses locating their headquarters in the city. It also serves as the political center for Indonesia with the president and its administration based in Jakarta. With the government's focus on initiatives such as the 1000 startups movement being launched, Jakarta will be the first city to reap the benefits from such programs. The city serves as the local base for global tech companies such as Facebook, Google, Uber and Microsoft for operations in Indonesia. There is no doubt that Jakarta is a compelling location for technology-enabled businesses as it is the capital of Southeast Asia's largest economy and fourth most populous nation in the world, but can Jakarta become the next technology hub?

SPEAKERS :

Mr. Setiaji

*Head of Jakarta Smart City Management Unit of Communications
Information and Public Relations Division Jakarta Capital City Government*

Mr. Patota Putra Tambunan

EV Hive South East Asia

Mr. Husni Fuad

OK OCE Tech

Monday April 23 | 03:30 PM - 05:00 PM | Auditorium 1

Organzier: **Embassy of Australia
SAP**

Digital Cities: Smarter Planning and Smarter Services for Happier Citizens

From connected cars and smart lighting to public safety and citizen experience – the world's cities are going digital.

And in this revolutionary process cities are reaching an inflection point. They are moving beyond siloed and technology focused projects to drive transformation across their entire ecosystems and deliver better outcomes for their citizens. By leveraging new technologies and data to innovate their ecosystem, processes and business models, cities are finding new ways to improve planning, enhance services and make their operations more responsive and efficient.

Monday April 23 | 10:00 AM - 12:00 PM | Auditorium 2

Organzier: **Embassy of Bangladesh**

Digital Bangladesh, Ready for Tomorrow

Digital Bangladesh is a wonderful vision that is dreamt by the government for the development of Bangladesh. The motto of ‘Digital Bangladesh’ is to establish technology-based governance, e-commerce, e-agriculture, e-production, e-education etc. Bangladesh by ensuring an ICT based society where information will be available in internet. Here all the possible tasks of government or semi-government will be performed using digital technology. It will make people think globally and connect them with the whole world economically, socially, politically, academically and even culturally. So, we are taking various steps to improve our accessibility to digital world to sustain our development in future.

Speaker: Mr. Md. Mamun-Al-Rashid, Additional Secretary of the ICT Division, Ministry of Post, Telecommunication and Information Technology, Government of the People’s Republic of Bangladesh.

Monday April 23 | 12:00 PM - 01:00 PM | Auditorium 2

Organzier: **Embassy of Myanmar**

Investment and Entrepreneurship in Myanmar’s Digital Economy

Myanmar has undergone a globally unprecedented process of digital leapfrogging over the past four years: Starting off with a considerably underdeveloped ICT infrastructure still in 2013, the liberalization of the telecommunication sector has allowed rapid growth of Myanmar’s digital economy. Hereby, Myanmar has skipped development stages of landline phones, basic mobile phones and PC directly towards mobile devices. Myanmar is now preparing to keep abreast with the age of digitalization by drafting the Digital Economy Master Plan to identify opportunities for investment and entrepreneurship in eCommerce. Sectors including banking, tourism, agriculture, and small and medium-sized enterprises are offering opportunities for “digital entrepreneurship” and eCommerce. In addition, the Union Ministry of Commerce and the United Nations Conference on Trade and Development (UNCTAD) have jointly prepared a diagnostic study on the eCommerce readiness of Myanmar with actions for improvement that the Government of Myanmar is committed to implement.

The presentation will allow insights into Myanmar’s dynamic digital economy and the recent economic development in the country.

Monday April 23 | 01:30 PM - 03:00 PM | Auditorium 2

Organzier: **Embassy of Pakistan**

Insights into Digital Transformation of Pakistan

Monday April 23 | 03:30 PM - 05:00 PM | Auditorium 2

Organzier: **Royal Thai Embassy**

Connecting German and Southeast Asian Start-Ups – Invitation to join the grand event ‘Start-Ups Thailand 2018’

AMONG THE SPEAKERS ARE:

Dr. Dhiravat Bhumichitr
Ambassador

Mr. Pun-Arj Chairatana
Director of the National Innovation Agency