

# Embassy Day Asia-Pacific 2014

September 10, 2014 at the House of World Cultures, Berlin



## Welcome...

The Embassy Day Asia-Pacific in Berlin offers the unique opportunity of networking with various Berlin embassies and representative offices from the Asia-Pacific region on a personal and intensive basis. Diplomatic missions arrange business seminars as well as cultural events – on one day, under one roof. Having been initiated in 2013, the Embassy Day is an annual conference in the context of the Asia-Pacific Weeks Berlin (APW) and its interim years. This way the Embassy Day allows for a new continuity. The focal point of the APW, Smart Cities, is also the main topic of the Embassy Day. Future-oriented urban development and sustainable technologies for the challenges of Asian megacities are presented and discussed by experts. A rapidly growing population, scarcity of resources and climate change are just some of the aspects which require intelligent solutions for the organization and infrastructure of modern cities. The Embassy Day is coordinated by the Asia-Pacific-Forum Berlin

in cooperation with the Senate Department for Economics, Technology and Research. The following embassies and representative offices will participate in the Embassy Day 2014:

- Embassy of the People's Republic of Bangladesh
- Embassy of the People's Republic of China
- Embassy of the Republic of India
- Embassy of the Republic of Indonesia
- Embassy of the Republic of Korea
- Embassy of Mongolia
- Embassy of the Islamic Republic of Pakistan
- Royal Thai Embassy
- Embassy of the Socialist Republic of Vietnam
- Hong Kong Economic and Trade Office
- Taipei Representative Office

## Program information

Time	Topic	Room
08.00 - 09.00	Registration	
09.00 - 10.00	Opening Ceremony	K 1
10.00 - 12.00	India's ICT Capabilities for Modern Urban Infrastructure	K 1
10.00 - 12.00	Bangladesh Business Day	K 2
10.00 - 12.30	Indonesia Business Day	Theater Hall
10.00 - 12.30	Thailand Business Day	K3
10.30 - 12.00	Low Carbon Cities in China	Café Global
13.00 - 14.00	Hong Kong's Evolving Harbour	Foyer
13.30 - 16.40	Market Status of Korea Electro-Mobility 2014	K 1
14.00 - 16.00	Smart Cities in Taiwan	Café Global
14.00 - 18.00	Pakistan Business Day	K 3

**Date** Wednesday, September 10 2014  
all day  
Admission from 8am on

**Venue** House of World Cultures  
John-Foster-Dulles-Allee 10  
10557 Berlin (Tiergarten)

**Transport Connections** Overground railway (S-Bahn): Main Station (lines S3, S5, S7, S9, S75)  
Underground railway (U-Bahn): Bundestag (line U5)  
Bus: 100 and M85  
'Call a Bike'-station directly at the venue

**Contact** Annette Heimann  
Asien-Pazifik-Forum Berlin e.V.  
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**Registration** The event is free of charge. Registration is necessary:  
apwberlin.de/en/botschaftstag-asien-pazifik-2014/  
**Language** Individual events in German or English

**Organizer**



**Cooperation Partners**



**With kind support of**



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## Seminar program

As of Sep. 08, 2014. Information on the individual events is given in the particular language.

### OPENING (in German)

- 09.10 **Introduction by Dr. Rainer Seider**, *Chairman of the Executive Committee, Asia-Pacific Forum Berlin*
- 09.15 **MinDirig Peter Prügel**, *Regional Director for Asia and Pacific, Federal Foreign Office*
- 09.20 **H. E. Dr. Ing. H. Fauzi Bowo**, *Ambassador of the Republic of Indonesia; Chairman of the Berlin ASEAN Committee*
- 09.35 **Dr. Stefan Franzke**, *Managing Director, Berlin Partner for Business and Technology GmbH*

### EXPERTISE OF INDIAN IT COMPANIES IN URBAN INFRASTRUCTURE

- 10.00 **Welcome Address by P. S. Rajpurohit**, *First Secretary (Political), Embassy of India, Berlin*
- 10.05 **Green IT – Sustainable, Ecological and Smart Thinking in Urban Context**  
Franz-Josef Schürmann, *Country Head of Infosys Germany*
- 10.25 **Urban Infrastructure & Mobility**  
Jayant Kohale, *Area Vice President & Country Manager, Germany, L&T Technology Services*
- 10.45 **ICT as enabler for smart cities – reshaping the urban environment**  
Ulrich Meister, *Board Member & Senior Vice President, Continental Europe, Wipro Technologies*
- 11.05 **Smart Cities create Smart Citizens – TCS Perspectives**  
Srinivasa Raghavan Venkatachari, *Head for Intelligent City Practice within CTO R&D Organization*
- 11.25 **Q&A Session**
- 11.55 **Vote of Thanks by Abhishek Dubey**, *Third Secretary, Embassy of India, Berlin*

### BANGLADESH BUSINESS DAY

- 10:00 **Welcome Address by Dr. Doris Hillger**, *Regional Manager South Asia, OAV*
- 10:10 **Keynote: Business and Investment Opportunities in Bangladesh**  
Mr. M Abdur Rauf, *Commercial Counsellor, Embassy of Bangladesh*
- 10:40 **Finance and Banking in Bangladesh**  
Mr. Alexander Rost, *Regional Head, Indian Subcontinent, Commerzbank AG*
- 11:00 **Logistics in Bangladesh: Business Experience**  
Mr. Dirk Kramer, *Route Manager Indian Subcontinent, DACHSER GmbH & Co. KG*
- 11:20 **Q&A and Discussion**  
Moderation: Dr. Doris Hillger, *Regional Manager South Asia, OAV*
- 11:40 **Closing remarks by H.E. Muhammad Ali Sorcar**, *Ambassador of Bangladesh*
- 12:00 **Networking and Bangladeshi Finger Food**

### INDONESIA BUSINESS DAY

- Moderator:** Dr. Siswo Pramono, *Deputy Chief of Mission, Indonesian Embassy in Berlin*
- 10.00 **Indonesia: Macro-economic Performance**  
Rizal Djaafara, *Director, Bank Indonesia Representation Office, London*
- 10.20 **Invest in Remarkable Indonesia**  
J.S. Meyer Siburian, *Director, Indonesia Investment Promotion Center, London*
- 10.40 **German Perspective on Indonesia's Economic Potential**  
Jan Rönnfeld (tbc), *Managing Director, German-Indonesian Chamber of Industry and Commerce (EKONID)*
- 11.00 **Discussion**
- 12.30 **Closing and refreshment**

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## THAILAND BUSINESS DAY

**10.00 Registration**

**10.30 Introduction**

H.E. Mrs. Nongnuth Phetcharatana, *Ambassador of Thailand to Germany*

**10.40 Thailand and ASEAN Economic Community (AEC) 2015: A perspective of interconnected logistics and supply chain management**

Associate Professor Dr. Ruth Banomyong, *Department of International Business and Transport Management, Faculty of Commerce and Accountancy, Thammasat University, Thailand*

**11.25 Panel Discussion**

Michael Steusloff-Beyer, *Project Manager, BUZZWOO! Asia*

Arndt Focken, *Strategic Planning and Steering/ Network Market Development, BMW Group*

Tim-Derek Schultze, *Chairman of the Board, SolarWaterWorld AG*

**12.00 Closing Statement**

**Thailand and ASEAN: Perspectives of Business opportunities with Germany**

H. E. Dr. Michael Fuchs, *Member of Parliament*

**12.30 Lunch reception with cultural program**

**Moderator:** Dr. Andreas Stoffers, *Network Partner of German Asia-Pacific Business Association (OAV) and Managing Director of ASEAN Business Partners GmbH*

## LOW CARBON CITIES IN CHINA

**10.30 Traditionelle Musik Chinas**

**10.45 Grußwort von Botschafter Shi Mingde**

**Grußwort von Hans-Joachim Fuchtel MdB**

*Parlamentarischer Staatssekretär beim Bundesminister für wirtschaftliche Zusammenarbeit und Entwicklung*

**11.00 Statement von Dr. Eva Sternfeld**

*Center for Cultural Studies on Science and Technology in China*

**Statement von Professor Raoul Bunschoten**

*TU Berlin*

**11.40 Podiumsdiskussion**

Botschafter Shi Mingde

Dr. Eva Sternfeld

Professor Raoul Bunschoten

**Moderation:** Sun Yujin, *Deutschland-Korrespondentin der Xinhua-Agentur*

**12.00 Empfang mit traditioneller Musik Chinas**

## HONG KONG'S EVOLVING HARBOUR – Reception cum Exhibition

**13:00 MC, Mr Kilian Becker, to welcome audience and invite DBL to address the audience**

**13:02 Welcome remarks and guided tour through the exhibition by DBL, Ms Betty Ho**

**13:15 Drinks and Finger Food (Flying Service)**

## MARKET STATUS OF KOREA ELECTRO-MOBILITY IN 2014

**13.30 Registration**

**14.00 Short Welcoming Speech**

Mr. Shin Sung-Chul, *Minister of Korean Embassy, Embassy of the Republic of Korea*

**Moderator:** Dr. Iris Vrabec, *Managing Director, Dr. Vrabec Asia Consulting*

**14.05 Short Welcoming Speech**

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Ms. Birgit Hofmann, *Head of Division for Environmental Innovation & E-Mobility*  
*Federal Ministry for Economic Affairs and Energy (BMWi)*

## 14.10 What You Should Know About Korea & Your Avenue to Opportunity: Attractiveness of Korean Market

Mr. Park Yong-Soo, *Head of Investment Promotion*  
*Korea Trade Investment Promotion Agency Frankfurt (KOTRA)*

## 14.40 The Policy and Market Development of Electro-Mobility in Korea and Q&A

Mr. Dr. Lee Hang-Koo, *Senior Researcher Automotive Industry, Korea Institute for Industrial Economics and Trade (KIET)*

## 15.10 The Technological Development of Electro-Mobility in Korea and Q&A

Mr. Dr. Son Young-Wook, *Green Car Project Director*  
*Korea Evaluation Institute of Industrial Technology (KEIT)/Ministry of Trade, Industry and Energy (MOTIE)*

## 15.40 The Experiences and Lessons of Joint Venture between Korea and Germany and Q&A

Mr. Stephen J. Kim, *CEO, SK Continental E-motion Germany GmbH*

## 16.10 The Experiences and Lessons of Doing Business with Koreans and Q&A

N.N.

## 16.40 Networking with Korean Snacks

### SMART CITIES IN TAIWAN

#### 14.00 Begrüßung

Agnes Hwa-Yue Chen  
Dr. Michael Fuchs, *Stellvertretender Vorsitzender der CDU/CSU-Bundestagsfraktion;*  
*Vorsitzender im Taiwan-Ausschuss der Deutschen Wirtschaft*

#### 14.10 Smart Taipeh – Eine Stadt im Wandel

Jörg Sürmann, *Geschäftsführer, DMY Berlin*

#### 14.40 E-Karte im digitalisierten Leben: Ein Beispiel von der intelligenten Stadt Hsinchu City

Shin-Lian Lee, *M.A., Fachgebiet Medienwissenschaft, Technische Universität Berlin*

#### 15.10 Film: Delivering Happiness - Taipei Metro

#### 15.20 Smart City „Taoyuan“ – Ein Fallbeispiel aus Taiwan, wie eine Stadt sich „smart“ in die Zukunft bewegt

Yi-Chun Hwang, *Diplom-Landschaftsarchitektin*

#### 15.50 Imbiss mit taiwanischen Köstlichkeiten

### PAKISTAN BUSINESS DAY: One Year after the Democratic Transition - Economic and Energy Performance and Evaluation

#### 14:00 Registration

#### 14:30 Welcome Address and Moderation

Dr. Dr. Talat Mahmood, *Vice President of the Executive Committee, Asia-Pacific- Forum Berlin*

#### 14:35 Inaugural Address

HE Syed Hasan Javed, *Pakistan`s Ambassador to Germany*

#### 15:00 German Pakistan Economic Development Cooperation in the Energy Sector- Opportunities and Challenges

Dr. Stefan Oswald, *Head of Division Pakistan/Afghanistan (BMZ)*

#### 15:30 Investment and Trade Opportunities

Rizwan Tariq, *Commercial Consular, Embassy of Pakistan*

#### 16:00 How to Increase Business between Pakistan and Germany by Promoting Pakistan

Dr. Uwe Greier, *General Manager, Pakistan Promotion Office*

#### 16:30 Q & A Session

#### 16:45 Documentary Films: Indus, The River of Cultures and Mohenjo Daro

#### 18:30 Reception Dinner