



13th ASIA-PACIFIC
CONFERENCE
of German Business
1-3 November 2012
Gurgaon, Delhi, India

APK REPORT

Partnership, Innovation and Sustainability

Towards Sustainable Growth





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The 13th Asia-Pacific Conference of German Business is a great success

More than 750 delegates from 25 countries attended the 13th Asia-Pacific Conference of German Business (APK) held in Gurgaon, Delhi from 1st to 3rd November 2012. The Conference was addressed by German and Indian Ministers, the former Prime Minister of Korea, as well as CEOs and Members of Boards of not only some of the largest German companies but also SMEs. The APK was held under the aegis of “Germany and India 2011-2012: Infinite Opportunities” and prior to the conference, the delegates visited the Indo-German Urban Mela held in Delhi at the same time.

Apart from aspects of the Asian, European and the world economy, the panel discussions of the APK covered topics related to sustainable, innovative and futuristic technologies and solutions, and a diplomatic perspective of security and stability in the Asia-Pacific region.

Asia is one of the most dynamic regions of the world with excellent growth perspectives for the German industry. Within the framework of the conference’s theme “Partnership, Innovation and Sustainability – Towards Sustainable Growth”, the conference was successful in identifying future business opportunities for German companies not only in the traditional engineering and manufacturing sector – which formed a sizeable 36% of the participants – but also in other areas with high growth potential like health care, infrastructure, logistics, financial and other branches of the services sector. Business with the ASEAN was rendered special focus and to facilitate German companies active in this region, a German-ASEAN Chamber Network (GACN) was founded in the presence of the Federal Minister of Economics and Technology, Dr. Philipp Rösler. Further, the Bertelsmann Foundation participated in the Conference and organized a ‘Young Leaders’ Forum’.

The main organizers of the Asia-Pacific Conference, which is organized bi-annually in different Asian countries, are the Asia-Pacific Committee of German Business (APA) as well as the Federal Ministry of Economics and Technology (BMW) of Germany. The Indo-German Chamber of Commerce managed the operational organization in Gurgaon and was the local host. The conference was chaired by Peter Löscher, Chairman of the APA and Dr. Philipp Rösler, Federal Minister of Economics and Technology, Germany. The next APK will be held in Vietnam.

The organizers of the 13th Asia-Pacific Conference of German Business would like to provide you with this report. It encompasses summaries, important findings and highlights of each panel and forum, and conveys a special thanks to all the sponsors and supports of the event.

Best regards,
Indo-German Chamber of Commerce





Key Messages by Conference Chairs

• Remarks by APA-Chairman Peter Löscher

Partnership with Asia

- A close and true partnership with Asia is the catalyst for innovation and competitiveness of German industry. And such a close and true partnership is also helping to address Asia's challenges with innovative and sustainable solutions. The APK 2012 was built on the momentum of Jürgen Hambrecht's new ideas for the Asia-Pacific Conferences. Future APKs will reflect our partnership with Asia through panels mixing stakeholders from Asia and Germany, from politics and business.

Asia remains growth pole

- We are confident that India will build on the high growth figures of the past years. German business is encouraging the Indian government to implement the envisaged reforms courageously and speedily. The German business community is grateful to IGCC and our Indian friends that they hosted this conference and that Minister Kamal Nath in particular attended the opening, despite the recent change in government.

New initiatives for vocational training needed

- One of the key themes of the conference was the quality of German products as a result of the quality of German workers and training. In Germany, the dual training did not become a major issue for policy-makers until entrepreneurs had already firmly anchored the training in their businesses. German business is therefore encouraging its Indian partners to develop and expand vocational training as part of their strategy to enhance productivity. German industry is willing to pass on its know-how in the field of vocational training.

Free trade and open markets

- During the 13th APK, our Asian partners in particular repeatedly called on the German government and business sector to keep the European market open for trade and investment – today too even in the more difficult economic times. The Asia-Pacific Committee of German Business (APA) counts on the support of the German government to combat the protectionist pressure on the European commission and governments of the EU Member States.

New Chairman APA-India

- Dr. Hubert Lienhard was felicitated as he stepped down as APA-India Chairman. The German business community thanked him for his tremendous achievements since taking over the position in 2003. APA-Chairman Löscher appreciated his India-motto "Germany needs India more than India needs Germany" and concluded that today both countries depend on each other. Clas Neumann, Head of Global Labs, SAP, will now head the APA-India team of spokespersons.

14th APK

- The 14th Asia-Pacific Conference of German Business will be held in Vietnam in approximately two years' time.



• Concluding Remarks by Federal Minister Dr. Philipp Rösler

Germany and German companies remain attractive partners

- A partnership between German and Asian companies offers tremendous potential for both sides. Despite the European debt crisis, the German economy has continued to prove robust and remains an anchor for stability in Europe. The Asia-Pacific Conference of German Business has attracted large companies as well as the German Mittelstand. Both are top performers which offer sustainable and innovative solutions.

Markets must remain open

- Free trade agreements should help to open up markets. The EU is well placed with an already operative Free Trade Agreement with Korea and an impressive number of ongoing negotiations. With Singapore, we will soon cross the finishing line. Malaysia is on track. Vietnam and further ASEAN members are warming up to start negotiations. Since Myanmar is no longer an obstacle, it should eventually be possible to conclude a free trade agreement with ASEAN as a whole. For the time being, however, we are aiming at bilateral treaties.

Regulatory framework and protection of intellectual property must be reliable

- Innovation is the driving force for growth. It is the basis on which we secure the competitiveness of our industry. Intellectual property rights must therefore be protected. Although there are still many shortcomings, we remain confident that Asian companies will themselves become advocates of IPR protection as they move up the value chain.

Demographics – well trained workforce

- Demographic change in Germany has led to the initiative “Make it in Germany”. For example, we are offering Indian specialists career opportunities in Germany. We also recognize India’s need for vocational training and are willing to cooperate.

With its more than 750 participants, the APK remains an impressive platform for German business representatives to exchange information and experience on the opportunities of the Asia-Pacific region. The added value of the event lies not only in the formal programme, but also in the informal exchanges. We are looking forward to continuing the process in Vietnam.



Opening Panel I: “Asia, Europe and the World Economy – International Markets and the Euro”



(l-r) T. N. Ninan, Jürgen Fitschen; Peter Löscher; Dr. Vu Huy Hoang; Dr. Philipp Rösler and Narayana Murthy

Euro stability not endangered

- The Eurozone crisis has clearly had an impact in the Asia-Pacific region but panelists agreed that measures installed and decisions taken will help regain confidence, and there will at no time be a breakdown of the currency. In the view of its Asian partners, the Eurozone is perceived as an important partner in Asia and strong enough to handle the crisis. Creating a favorable environment in the EU for an innovative industry as the backbone of the economy and implementing reforms in fields such as labour are considered essential.

Open markets remain vital

- International instruments and agreements such as the WTO or FTAs remain important. Countries like India have started to open up but the process remains difficult and the risk of falling back into protectionism is present in many countries worldwide. In Asia, corporate lending decreased substantially in the past years and might be countered effectively by liberalizing financial markets.

Structural reforms necessary in Asia and Europe

- Some panelists argued that the currency challenge in the EU and the burden of high public debt will act as a catalyst towards structural reforms. ASEAN has already seen a stable growth in the past five years. Still, Asia can contribute substantially to fostering global growth even further through implementing structural reforms in areas such as administration and education, improving infrastructure and creating a more productive and fair trade environment in the markets. Establishing a high standard system of vocational training with a strong basis in individual corporate vocational training centres was seen as essential for high quality growth in the economy. Germany stands as a role model for a successful vocational dual training system.



Opening Panel II: “Global Shift of Powers – Consequences for Asian and European Industry”



(l-r) Prof. Dr.-Ing. E. h. Berthold Leibinger; Mini Menon; Han Duck-Soo; Kamal Nath; Dr. Martin Bruder Müller and R. V. Kanoria

The roots of power shift

- The current global shift of powers is not rooted in the global financial crisis of 2007/2008 but in the globalization which started decades ago. As a result, the outward orientation of Asia has brought its nations closer together – a region which now accounts for 25% of global GDP. From the German business’ perspective, today’s focus on Asia is a great achievement as, up to 1990, the region played only a minor role both as a market and investment location. Not the rules of the game are changing but the game itself is changing.

Innovation in the light of power shift

- The key to handling the shift of powers, which reflects the shift of realities, lies in enhancing competitiveness through innovation. The diversity of Asia’s new emergence is reflected, for example, in how governments handle innovation: While many emerging economies, such as China and the majority of ASEAN countries, have

succeeded in providing a high degree of government support in innovation, there is a lack of adequate R&D policies in other emerging countries such as India. Policies fostering innovation are needed so that each economy remains competitive. As countries are competing for corporate R&D resources, governments are well advised to grant tax incentives on R&D investments in a non-discriminatory manner. Governments should show greater commitment to the harmonization of international norms and standards.

Open markets for more cooperation

- Although some see a tendency towards protectionism, Asian and European countries are also aware that rule-based open markets facilitate cooperation among businesses. In terms of free trade agreements (FTA), there is no one-size-fits-all approach. It is important to adjust the FTAs to the respective requirements so that all parties benefit.



Forum: "Security and Stability in Asia-Pacific – The Diplomatic Perspective"



(l-r) Michael Steiner; Dr. Volker Stanzel; Angelika Viets; Prof. Dr.-Ing. Hans-Peter Keitel; Dr. Michael Schaefer and Dr. Markus Ederer

Change of global balance of powers and perception

- Global political and economic interdependencies have further increased in recent years. Political crisis and instability in Asia (e.g. territorial conflicts such as in the South China Sea or the Taiwan Strait) have a direct impact on business as reflected by the recent political tensions between China and Japan and trade restrictions in rare earths. European governments and businesses cannot afford to treat these issues as only having a regional impact.
- Japan, still the most important political partner to the EU within Asia, perceives itself as a stabilizing factor and does not seek escalation e.g. in the conflict with China over the Diaoyu/Senkaku islands. It places great emphasis on its alliance with the US.
- The relatively new global players India and China play important roles for security and stability in the Asia-Pacific region but at the same time face tremendous challenges in terms of internal political, social and economic imbalances. They depend on external stability to secure

their top-priority economic growth and development. However, while India is realizing its need to overcome the legacy of old conflicts (e.g. Pakistan), China is torn between becoming a self-confident global political player contributing to a more stable global political environment and still feeling weak in the international context and focusing mainly on its national interests.

- ASEAN countries now see a rebalancing of US policy towards them since the second half of the Obama administration. Conflicts also exist here and a framework for security issues in the region is needed, comparable to what OSCE has achieved for Europe.

Partnership Asia-Europe

- A strong partnership and close political cooperation between Asia and Europe are vital for both regions. An example is China's support in stabilizing the euro. The EU should be more active in international policy. It needs to go "from payer to player." A more active role for Europe could help resolve regional conflicts. This can only happen by first and foremost building trust and mutual respect with our Asian partners



Forum: "Energy Efficiency and Clean Technologies"



(l-r) Dr. Martin Wansleben; Dr. Hubert Lienhard; Arunjai Mittal; Dr. Rajendra K. Pachauri; Jürgen Wild and Dr. Dahai Yu

A brand name is a promise

- Energy efficient products made by German companies find a good potential target group in Asia's rising middle class. There is an ever-increasing awareness for the need to consume natural resources in a more responsible way. German green products and technologies can be successful here, despite the higher price that customers have to pay. However, end-users as well as companies are naturally cost conscious and pay close attention to the monetary benefits and measurable cost savings their green purchases will bring during the life span of the goods. German companies in the field of energy efficiency can and should make good use of the competitive advantage they enjoy, due to the high regard for the "Made in Germany" label they enjoy in this part of the world. Such competitive advantage helps them to develop their business in new markets.

Rules are made to be followed

- Where markets fail, the success of energy efficient products and solutions depend on the countries' laws and regulations. Almost all jurisdictions in the region have enacted such rules, but they often lack enforcement

and institutional backing. Furthermore, stakeholder engagement and education are essential to achieve the intended results of these laws. German companies tend to apply the same high environmental standards to their investments globally, irrespective of the prevailing local regulations in the target countries.

All business is local or lost

- The markets in Asia are very heterogeneous in terms of size, economic development and governance. There is a direct positive correlation between the per capita income and acute awareness of environmental protection. To cater to the customers' different needs with tailor-made solutions, local production and technology transfer is inevitable. It is important to adapt products and technologies to the local customers' preferences. The products need to be engineered to the local conditions, which is why at least some research and development should be done locally. Failing to do so will stimulate competitors, local and overseas, to develop their own solutions and as a result the markets in Asia could be lost for energy efficient innovations made in Germany.



Forum: "Urban Mobility"



(l-r) Dr. Roland Busch; Dr. Jürgen M. Geißinger; Dr. Amrita Cheema; Franz Fehrenbach and Dr. Ulrich Hackenberg

Development of urban mobility is evolutionary

- Strategies to cope with increased urban mobility must take into account social, environmental and economic aspects. For a sustainable development of urban mobility, it is important to improve the current situation and have a vision for the future. Just jumping to "next-generation infrastructures" will not yield the required results. However, one major prerequisite is sound and long-term financing.

E-mobility as a future solution

- E-mobility as a future solution requires an all-encompassing infrastructure. Today's e-mobility already offers manifold options, as different cities need different solutions. E-scooters and e-bikes, for example, contribute to best practice in some Asian megacities. These,

however, are no universally valid answer as the drivers of e-mobility differ in Asia and Europe (pollution vs. CO₂ reduction). Although it is currently a premium niche market, money will pay off if invested wisely.

Urban mobility in 2030

- The potential of present e-mobility solutions should not be overestimated, especially due to limited battery range. A breakthrough in battery technology could therefore mean a breakthrough in e-mobility. Purchasing behaviour will continue to change also fostered by environmental regulations and a wider choice of products. In addition, future mobility has to link different modes of transport by integrating long-distance and local transportation systems.



Forum: "Science and Innovation"



(l-r) Manfred Hoffmann; Prof. Hiroshi Nagano; Jim Hagemann Snabe; Prof. Dr. Wolfgang Plischke; Dr.-Ing. Georg F. L. Wießmeier and Prof. Roland Berger

The global R&D landscape is changing

- Asian emerging markets are advancing from production sites and becoming important innovation hubs. Enormous efforts are being made to strengthen R&D capabilities. To improve knowledge and to understand the markets and people in the respective Asian countries better is vital. German companies need an open mindset to understand a country's culture and consumer behavior patterns and learn local needs. Respect for the region and to learn about the differences is important. Increasing presence of committed innovation managers from the HQ in the Asian countries is helpful ("nurturing of bridge builders").

Rethinking innovation strategies

- The localization of innovation is the next wave of German business activities in Asia-Pacific's emerging markets. Basic principles should be identified in order to guide frugal product innovation. Reverse innovation: Successful frugal products created in an emerging country will also be distributed in advanced market niches. This also applies to business innovation, e.g. mobile devices in the banking industry.

Winning and retaining talents

- Specific career opportunities for local employees are inevitable. We see a tremendous effort in all Asian countries to scale the educational system to the growing needs of the economies. In addition, India and China have a highly educated workforce abroad, which will be returning to their home countries and strengthening the national R&D sector. To retain Asian talents and lower the turnaround of employees, companies have to provide opportunities to develop and offer full career paths and incentives, as well as to implement local management positions to Asian employees. Great emphasis should be placed on building networks with the local academia and customers ("open innovation"). Sustainable, long-term presence of innovation units and R&D cooperation with the best research institutions and universities in Asia will strengthen German industry. Pragmatic approaches are needed in creating partnerships with customers and generating win-win relationships. Cross-industry cooperation and learning about other branches is important for innovation.



Forum: "Sourcing and Logistics: Quality Management and Supply Chain Security"



(l-r) Dr. Volker Treier; Dr. Axel Stepken; Saiful Islam; Otto Lamotte; Viktor Elbling and Tino Zeiske

Asia is the most important region for sourcing

- Asia remains globally the most important sourcing region for German companies and is even increasing its importance. Despite rising factor costs and a decreasing growth of GDP, China offers basically all kind of products and goods for sourcing. Other countries, like India, have unused potential. More than 40% of food products in India perish before reaching the consumer. With an on-going expansion and upgrading of the infrastructure in the Asia-Pacific region goods will reach its final destination faster than in previous years. German companies start to focus as well on emerging countries like Bangladesh, where the factor costs are comparable low, but quality has improved over the years.

Quality is a factor that counts

- Following recent discussions in the public on low quality goods from Asia-Pacific, German companies are convinced that quality is, besides the costs, the most important component for decisions on where to source. Asian companies have to be aware of the importance of

the quality and that there should be no difference in the quality of the goods, selling it to German, other European companies, or the domestic market. Quality inspections from German companies during the manufacturing process or as raw materials can ensure that the quality remains on a consistent level. In practice, confidence and trust in the supplier remains an important factor for companies in choosing their supplier as well as the ability of securing a consistent delivery.

Relevance of Social and Quality Standards is increasing

- The establishment of Social and Quality Standards in the Asia-Pacific region has been successfully on-going in the past years and has become relevant for German and Asian companies. A rising number of companies in Asia do implement standards in fields like labour safety, environment and other areas in order to contribute to a better society. German companies actively support this process with its Corporate Social Responsibility projects.



Forum: "Raw Materials: Availability, Recycling and Substitution"



(l-r) Prof. Dr. Hans-Joachim Kümpel; Ulrich Grillo; Dr. Stefan Mair and Dr. Axel Schweitzer

Resource realities have changed

- Global growth is heavily linked to the use of raw materials and energy. With many emerging countries experiencing high growth rates, the global demand for raw materials has not only risen, but also changed in composition. Today more different resources are used in industry than in the past. The regional concentration of some raw materials essential for production in high technologies has increased. So did the concentration of those companies bringing these raw materials into the commodity markets. The results are constraints in the commodity trading system.

Measures to secure availability of resources

- Private and public sector both have to take measures in order to secure long-term availability of raw material. Politics can set the framework by initiating research programs or concluding partnership agreements. The latter could provide preferential access to raw materials in exchange for technological know-how for German companies. In order to secure the availability of raw

material, supply companies have to take such steps as re-starting mining activities, improving recycling technologies and thus making Germany one of the leaders in the secondary raw materials market. Increased R&D to substitute scarcity of raw materials and reducing their quantity in production is vital.

Potential for cooperation

- The demand for raw materials has also risen in the Asia-Pacific region. China, for example, had long been a raw material exporter but has now turned into a net importer. Thus, many exploration projects are carried out which could offer cooperation opportunities. Germany with its high environmental standards for mining could be an excellent partner for mining projects in Asian countries, as the mining of rare earths can in particular have a disastrous impact on the environment. Business relations could be enhanced even further if not only German companies with German customers were subsidized, but also those with Asian customers as they comprise the majority.



Forum: "Water and Industries"



(l-r) Rhett Butler; Dieter Ernst; Taqsem Khan; Dr. Axel Heitmann and Dr.-Ing. E. h. Hans G. Huber

Innovative solutions for increasing water challenges

- Ensuring water supplies and wastewater disposal is a central challenge in the Asia-Pacific region. Rapid population growth, urbanization and climate change are all regarded as the main causes of the growing scarcity of clean water. Economic growth and the increasing industrial demand for water across all sectors are intensifying these trends. The German water sector consists of innovative, technically strong medium-sized companies that cover the entire value-added chain. Above all, a high level of expertise can be found in water treatment, water transport and filter systems. As a precondition to tackle the water challenge in Asia, awareness among all stakeholders must be created that water is a precious resource, which must be treated in a sustainable fashion.

Sustainable implementation of water supply solutions

- Besides efforts to save water in everyday life the linkage between water, food security and energy must be considered. German industry provides energy efficient solutions to reduce not only operating costs in the long term, but also water losses and energy consumption in

order to protect other resources as well. Furthermore, wastewater should be seen as a resource itself which can be used as fertilizer and energy provider. On the other hand, industries have to develop a water strategy for their own operation by implementing integrated and environmental-friendly concepts to save water and to not pollute water in the first place.

Adaptation to regional demands

- Products and services need to be adapted to the markets in Asia, which differ markedly from European models in terms of climatic conditions, the lack of central sewage systems and treatment plants. As one option, decentralized and modular systems can be implemented quickly to ensure the supply with clean water in rural areas as well as urban areas. The awareness of local needs, and the technical and financial capacities of the consumer in the region play an important role. Cost-recovery based water tariffs are crucial to attract foreign direct investment and must be achieved by governments and local utilities with mutual cooperation. In addition, capacity building efforts and linking business strategies with universities, institutions and communities must be intensified.



Forum: "Financing"



(l-r) Dr. Norbert Kloppenburg; Stuart Milne; Dr. Markus Kerber; Stefan Messer; Dr. Karl-Ernst Brauner and Marck Wengrzik

Localization of financing follows localization of production

- Many SMEs work with a strategy of mixed financing mechanisms for their business in Asia, both on-shore and off-shore financing are options and flexibility is essential. On the downside, German and European banks have pulled out of the region during the crisis in 2008/2009 due to lack of pools of liquidity. German and European companies in manufacturing industry, especially SMEs, would generally favour a more active support of their business in the region through European banks. To overcome existing bottlenecks, support for these companies through government institutions and mechanism such as KfW remains important.

Fair competition must be secured

- Creating a level-playing field in national schemes of trade promotion remains a challenge. The fact that emerging countries in Asia are not members of

the OECD and often do not follow commonly agreed rules or regulating terms, create a difficult competitive environment for German companies. At the same time, companies from the manufacturing industry shift to increasing local content in their production worldwide. Government regulation on local content rules are perceived as not helpful in this context.

Opening of financial markets continues

- The opening of the financial market in Asia and steps towards a full convertibility of the Yuan in China are key issues for the coming years. Panelists agreed that there is a clear and visible strategy in China towards full convertibility of the Yuan. However, views on the timeframe to create this convertibility differed widely.



Forum: "Ageing Society and Health Care"



(l-r) Jan Rinnert; Dr. York Y. N. Chow; Dr. Friederike Bosse; Dr. Tsutomu Une; Dr. P. N. Renjen; Andreas Frahm

Adaptation of products, adaptation of strategies

- Health care markets are growing all over Asia, driven by multiple factors on the demand as well as the supply side. Countries in the Asia-Pacific region are in different stages of health care development and employ different strategies to improve their systems. With higher life expectancies and an increase in lifestyle diseases as well as the need to adapt to the demands of the fast-growing middle classes, the task is challenging for all. To reign in surging health care costs, products and solutions need to be cost-efficient and tailored to the local requirements. One of the most basic yet efficient approaches is better education and prevention.

Regulation is needed – to a certain extent

- Products and solutions for the health care market need to be monitored and approved. Since counterfeit drugs and products can cause extreme harm, reliable institutions that ensure trust in products are necessary. Therefore, regulatory barriers are in general required and serve a valid purpose. Nevertheless, governments need to ensure that these barriers stay at a reasonable level and do not become prohibitively high, thus excluding people from the best possible treatment. Protection of

intellectual property rights is equally important for the ability and willingness to provide innovative solutions. Both innovative and generic products are necessary for high-quality yet affordable treatment.

Competition for human resources and quality of life

- With higher life expectancy, the numbers of elderly people will grow considerably throughout the Asia-Pacific region. For ageing countries like Japan and Korea, and soon China as well, this is already an obvious problem. However, even "young" countries like India face this challenge. Human resources for taking care of the elderly already are and will be even more in high demand in the future; especially in regions where traditional family ties have become loose and governments have to take over responsibility for providing care. Affordable care with a strong emphasis on quality of life does not only pose challenges though - solutions that lower costs while improving the life of the elderly, like monitoring devices that enable people to stay in their home for as long as possible, will become increasingly common. The demographic change provides growing opportunities for innovative solutions.



APK Young Leaders' Forum



The APK Young Leaders' Forum 2012, initiated by the Asia-Pacific Committee of German Business in APK 2010 in Singapore, and this time conducted by Bertelsmann Foundation, was held as an accompanying event to this year's Asia Pacific Conference. This year's group was formed of 32 young professionals likewise from Asia and Europe (mostly Germany) from the industry, politics and non-profit organizations.

The topic tackled by the group was: "Creating a Common Future – Demographic Change, Economic Growth and Social Inclusion". Given the problems mentioned, the group discussed with experienced professionals and senior leaders possible solutions as well as the next steps, and came to the following conclusions:

- It is of utmost importance that all stakeholders (such as economy, politics, non-profit organizations etc.) help to create awareness for the problems that unavoidably will occur in the mid-term to long-term; especially Europeans presently are more concerned with the current problems, such as the Euro debt crisis and therefore solutions for the above mentioned issues might come too late.
- The Young Leaders, therefore, have committed themselves to be the ambassadors for these issues and talk about their new insights within their own organizations, institutions, companies and countries; furthermore they have asked the APK participants to do the same in their areas of responsibility and sphere of influence.
- Solution statements have been created around the topics of Education, Migration, Sustainable Urbanization and Micro-politics vs. Big picture approaches.



Federal Ministry
of Economics
and Technology



Asia-Pacific Committee
of German Business

Press Release

Gurgaon/Berlin, 3 November 2012

'Our objective: Jointly shaping sustainable growth'

Innovation, sustainability as well as urbanization and competitiveness were the core topics of the 13th Asia-Pacific Conference of German Business which took place from 1st to 3rd November 2012 in Gurgaon, New Delhi, India.

In times with less dynamic growth rates in the emerging markets and a difficult economic situation in Europe, it has become particularly clear how important co-operation as partners is to solve global issues of the future.

Expanding research and development activities of German businesses in Asia was underlined as a key element of the close partnership in the various debates.

'The Asia-Pacific Conference has shown that German enterprises like to work with Asian partners in technologically advanced innovative fields as well. Yet, for this, transparent and fair framework conditions are needed,' the Federal Minister for Economics and Technology, Dr Philipp Rösler, said. 'This applies to big companies and the German 'Mittelstand' alike, with the latter being particularly flexible, and thus, highly performing and competitive.'

Federal Minister Rösler and the APA-Chairman and Chief Executive Officer of Siemens AG, Peter Löscher, agreed that despite a fragile environment, the markets in Europe must be kept open for trade with Asia and for investments.

'The difficult global economic environment even encourages German industry to further intensify co-operation with Asia at this particular point in time. This will boost competitiveness and sales opportunities of our economic zones,' Peter Löscher said.

The 750 APK-participants from 25 countries of the Asia-Pacific region and from Germany were able to explore the 14 pavilions at the Urban Mela, which are providing sustainable solutions by German industry and the 'German Mittelstand' to cope with the challenges of urbanization.

The Indo-German Urban Mela is a novel, mobile and interactive showcase of Germany presenting German know-how and technology under the topic 'StadtRäume - CitySpaces' in five Indian cities since April 2012. In Pune, the Indo-German Urban Mela as well as the Year of Germany in India both will come to an end in January 2013.

The 14th Asia-Pacific Conference of German Business will take place in Vietnam in about two years' time.

Federal Ministry of Economics and Technology
Head of Press Office
Tanja Kraus
Scharnhorststr. 34-37
10115 Berlin
Tel.: +49 030-2014 - 6121
www.bmwi.de
pressestelle@bmwi.bund.de

Asia-Pacific-Committee of German Business
Managing Director
Friedolin Strack
Tel.: +49 (0)30 - 2028 1593
f.strack@bdi.eu



Prof. Dr. h. c. Roland Berger

Honorary Chairman and Founder, Roland Berger Strategy Consultants GmbH

Dr. Friederike Bosse

Secretary General, Japanese-German Center Berlin (JDZB)

Dr. Karl-Ernst Brauner

Director General, External Economic Policy, German Federal Ministry of Economics and Technology (BMWi)

Dr. Martin Bruder Müller

Vice Chairman of the Board of Executive Directors, BASF SE

Dr. Roland Busch

Board Member and CEO Infrastructure & Cities Sector, Siemens AG

Rhett Butler

Chairman, SkyJuice Foundation

Dr. Amrita Cheema

Anchor & Journalist, Deutsche Welle

Dr. York Y. N. Chow

Former Secretary for Food and Health, Government of the Hong Kong SAR

Dr. Markus Ederer

EU Ambassador to China

Viktor Elbing

Head of the Directorate-General for Economic Affairs and Sustainable Development, German Federal Foreign Office, Berlin

Dieter Ernst

International Affairs, WILO SE

Franz Fehrenbach

Chairman of the Supervisory Board, Robert Bosch GmbH

Jürgen Fitschen

Chairman, German Asia-Pacific Business Association (OAV) and Co-Chairman of the Management Board and the Group Executive Committee, Deutsche Bank AG

Andreas Frahm

Chief Sales Officer and Member of the Executive Board, Drägerwerk AG & Co. KGaA

Dr. Jürgen M. Geißinger

CEO, Schaeffler AG

Ulrich Grillo

CEO, Grillo-Werke AG

Dr. Ulrich Hackenberg

Member of the Board of Management of Volkswagen Brand

Han Duck-Soo

Chairman & CEO, KITA

Dr. Axel Heitmann

CEO, LANXESS AG

Dr. Vu Huy Hoang

Minister of Industry and Trade, Vietnam

Manfred Hoffmann

Executive Director, German Chamber of Commerce and Industry, Japan

Dr.-Ing. E. h. Hans G. Huber

Chairman of the Board, Huber SE

Saiful Islam

Managing Director, Picard Bangladesh and Chairman, Western Marine Shipyard Ltd.

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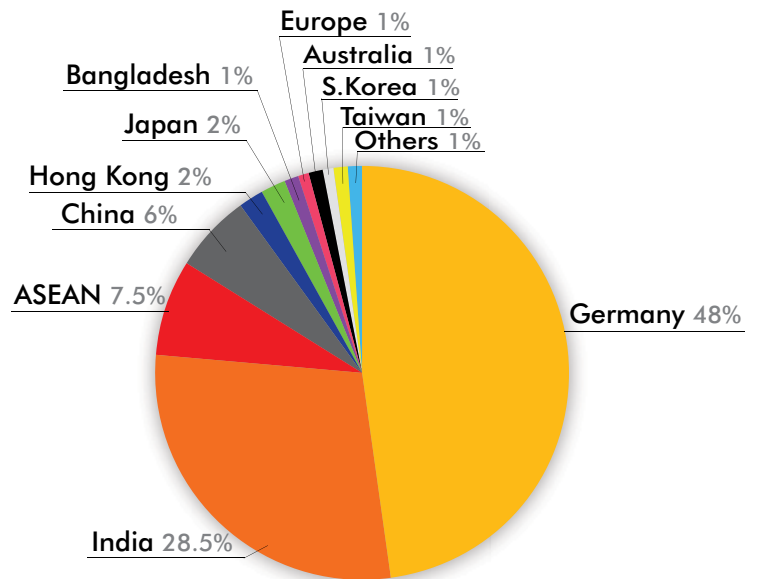
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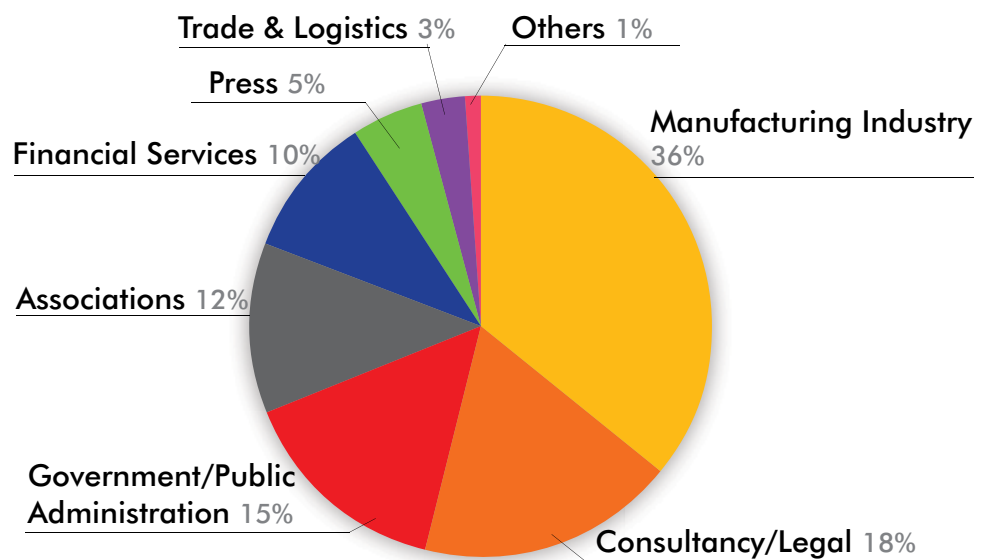


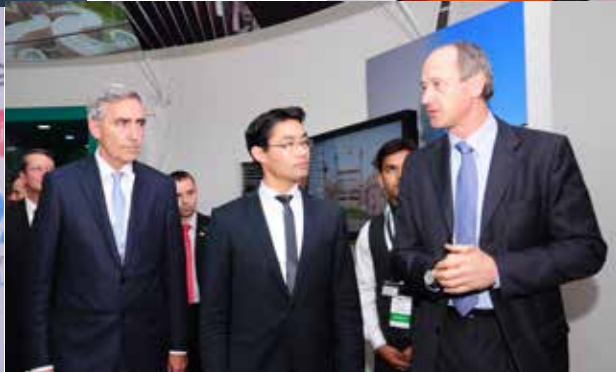
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Mumbai Head Office

Maker Tower "E", 1st Floor, Cuffe Parade, Mumbai 400 005

Tel: +91-22-66652121 Fax: +91-22-66652120

Email: apk2012@indo-german.com

APK Website: www.apk2012.in



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