

**15TH
ASIA-PACIFIC CONFERENCE
OF GERMAN BUSINESS**



CONFERENCE REPORT



3-5 November 2016

Hong Kong



Federal Ministry
for Economic Affairs
and Energy

WORD OF THANKS

The 15th Asia-Pacific Conference of German Business (APK) has set a new standard. With a record-breaking number of attendees, high-ranking speakers from across the globe, in-depth discussions of pressing challenges, and many opportunities to build relationships on the side-lines of the panels, the APK has proven its relevance once more.

More than a thousand participants gathered from 3 to 5 November 2016 in Hong Kong at the invitation of the Asia-Pacific Committee of German Business (APA) and the German Federal Ministry of Economics and Technology. Under the umbrella of the German Industry and Commerce, Hong Kong (GIC), the two-year long preparations of Germany's flagship event in the region paid off, as reflected in the widely positive feedback I received during and after the conference. I would like to thank everyone who contributed to this success, either as member of the organizing team, by arranging and joining the Asia-Europe Young Leaders Forum, or by attending the APK and contributing to our discussions.

In a year marked by a widespread backlash against globalization, the open exchange between members of the business communities from Germany and the Asia-Pacific, proved to be more important than ever.

At the end of the conference, the participants' commitment to globalization, and the benefits it has brought not only to businesses but to society at large, was very reassuring. But it became also clear that – in a world of complexities – it is necessary to better explain what these benefits are, and to win back support for free trade.

The debate on the social acceptance of economic and industrial developments also came up in the APK panel on “Digitization and Industrie 4.0”. The so-called “fourth industrial revolution” and the recognition of our industries as successful innovators are only possible if this transformation is driven by employees and customers. In the context of Industrie 4.0, communication between economic and social actors is key as well. The strong media presence at the conference already helped spreading the positive messages the APK community agreed to give out.

This post-event report provides an overview of the key findings of the conference, as a summary for those who attended, and as a source of information for future participants who were not in Hong Kong. As a biannual event, there is always a next APK. So please join us again in Indonesia 2018.

Hubert Lienhard

Chairman, Asia-Pacific Committee of German Business





MESSAGE FROM THE CONFERENCE CHAIRMEN

” We need to bridge the divide between businesses and society. For this we need a public commitment from politicians and businesspeople. We need to convince critics through success. We need to talk about the increase in productivity and the quality of life through innovation and we need to address the fears through open communication. We want to support growth by reducing protectionism. We strive to conclude FTAs that create new business opportunities and jobs. We aim to find solutions to security risks on a global scale and to create a viable security architecture, and not give in to populism and nationalism.

Hubert Lienhard

Chairman, Asia-Pacific Committee of German Business
President & CEO, Voith Group

” The fifteenth APK is being attended by around one thousand participants. That’s an impressive figure and it shows just how important this region is to German business. We also have a record number of speakers and participants from the Asia-Pacific region here with us, representing government and business. Again, this shows that the APK is an important platform for our governments and businesses to deepen their dialogue.

Sigmar Gabriel

Vice-Chancellor and
German Federal Minister for Economic Affairs and Energy





MESSAGE FROM THE HOST CITY

” Through sharing of insightful and constructive views among distinguished speakers, I am sure you will come up with innovative ideas to tap the thriving business opportunities in the Asia-Pacific region. I would like to thank the German government and business community for choosing Hong Kong as the host city for the conference this year. This is a strong testimonial underscoring Hong Kong’s advantages as the premier business, investment and logistics hub in the Asia-Pacific region and an ideal bridgehead to the thriving regional market.

Greg So

Secretary for Commerce and Economic Development,
HKSAR Government

MESSAGE FROM THE HOST AHK

” The Asia-Pacific Conference has a long and impressive history as a trend-scout. It is an outstanding event that brings together key decision-makers from business and politics from East and West to address important issues for the future.

Eric Schweitzer

President, Association of German Chambers of
Commerce and Industry (DIHK e.V.)



fltr: Sigmar Gabriel, Hubert Lienhard, Greg So, Ulrich Grillo, Jürgen Fitschen



fltr: Greg So, Sigmar Gabriel, Jürgen Fitschen, Ranil Wickremesinghe, Atchaka Sibunruang, Mathias Cormann, Thomas Lembong

MINISTERS' DIALOGUE

With shrinking trade and sluggish growth, the world economy is still longing for a new normal after the 2008 financial crisis. Developing and developed countries alike have to respond to global trends such as protectionism, nationalism and digitization. The Ministers' dialogue emphasized coordinated international efforts to navigate through growing complexities.

„ When you look at the demographics alone, it is only fair that the Asia-Pacific will take a larger share of the world economy.

Sigmar Gabriel

Vice-Chancellor and German Federal Minister for Economic Affairs and Energy

FTAS MORE IMPORTANT THAN EVER

■ As negotiations at the WTO-level are not moving forward, bi- and plurilateral free trade agreements are not only more important than ever, they are also more comprehensive and more controversial in the public eye. The difficult struggle to sign CETA in the EU shows that politics and the business community need to do more to convince people of the benefits of free trade.

THE PROMISE OF OBOR

■ Apart from free trade, China's One Belt, One Road (OBOR) initiative has enormous potential to drive growth and increase long term stability by better connecting Eurasia through infrastructure development. Structural reforms are absolutely crucial for developing economies in the region. The fiscal stimulus OBOR brings is a welcome support for such reforms, especially since the expansive monetary policy in the West is getting less effective at pumping up world-wide demand.

„ Digitization means the death of distance, not the death of locality. Everybody wants to be in a hip, cool place.

Thomas Lembong

Chairman of Indonesia Investment Coordinating Board



THE FUTURE OF THE WORLD ECONOMY

As global growth is still not at a pre-crisis levels, the world economy faces many challenges such as the uncertainty in Europe about the terms and consequences of Brexit, slowing growth in most developing economies (with India being a notable exception), widespread reform fatigue, or growing protectionist tendencies. Amidst all these uncertainties, pinning down a clear path for the future of the world economy is all but easy.

” In extraordinary times extraordinary [monetary policy] measures are justified. We are not in extraordinary times anymore.

Andreas Dombret
Deutsche Bundesbank

” We need better global rules for trade and investment.

Mathias Cormann
Minister for Finance,
Australia

CHINA AT HEART

■ One trend the panel left no doubt about, however, was that the center of economic gravity is moving eastwards. The Asia-Pacific region will continue to be the main driver of global growth. At the heart of this long term global shift is China. Although the country's growth is relatively slow compared to previous years, it is still enormous in absolute terms. The way the Chinese leadership will manage the country's so far somewhat rocky transformation towards more sustainable and qualitative growth will have a huge impact on the region and beyond.

THE BUTTERFLY EFFECT

■ The high degree of interdependence in today's world economy means that developments in one place more often than not affect businesses around the world. This holds true for elections in the US, for changes in the EU, or for the progression of reforms in China alike.

” Governments and businesses all over the world will have to react to China's increasing influence.

Edward Tse
Gao Feng Advisory Company



fltr: Hiroo Ichikawa, John Dawson, Qingwen Wu, Hubertus Troska, Peter Tyroller, Phyllis Li

MOBILITY AND URBANISATION – CITIES OF THE FUTURE

The Asia-Pacific continues to hold incredible potential for innovative urbanisation and mobility concepts – after all, according to United Nations estimates, 66 percent of the world’s population will live in urban areas by 2050 (up from 54 percent right now).

” We still ask ourselves, how much money we should put into the further development of the combustion engine, and how much into new technologies.

Hubertus Troska

Daimler

WHAT CONSTITUTES A GOOD CITY?

■ And as cities change, so does our understanding of what constitutes a good city. One proposed way to measure how future-proof our global urban centers are is the Global Power City Index by the Mori Foundation, which ranks forty-two major cities across the globe based on factors such as the „magnetism for business-people, creative types as well as overall livability and accessibility“.

CARS STILL ROLLING

■ Mobility is seen as a key factor in a successful city. Hong Kong snatched the seventh spot in the ranking – considering the expansion of six metro lines and the completion of the Hong Kong-Zhuhai-Macau Bridge in 2017, the city will undoubtedly further rise in the ranking. But no matter how we define the cities of the future, cars will remain an integral part: even if car ownership might be in decline in some parts of the world, overall car density in markets like China is far from exhausted. In the end, the growth of our cities will be driven by forward-thinking mobility solutions.

” Today, nine out of ten electric cars in China are from a Chinese manufacturer.

Peter Tyroller

Bosch



flr: Masahiko Mori, Bryan Curtis

CORPORATE FINANCING IN A WORLD OF DIVERGING GROWTH PERFORMANCE

The panel discussed financing conditions in Europe and Asia in an environment where growth prospects across the global economy remain uneven. The influence of tighter banking regulation as an outcome of the financial crisis was seen as a factor that makes banks more risk-averse in general. But negative consequences for the financing business in Asia have not been reported so far.

” One of the main challenges with regards to banking regulation on corporate financing across the Asian region is that rules and the speed of implementing rules varies in the different regions. This sometimes creates difficulties within the competitive landscape.

Michael Reuther
Commerzbank

DIGITIZATION – THREAT OR OPPORTUNITY?

■ The possibility for German companies to finance investments out of Asia, e. g. by private placement, was mentioned, as were the opportunities for Asian companies to raise finance in Europe. Another aspect raised in the discussion was digitization and whether it constitutes a threat or an opportunity, especially for banks. It was highlighted that banks work hand in hand with fintechs, but this would also need the right regulatory framework for all participants.

MARKET ACCESS AND RECIPROCITY

■ Another concern was whether banks would be losing their role as providers of financing to be replaced by family offices and other investors, whether their intermediary role would be replaced by virtual marketplaces, when interest rates would go up again, and how corporate finance solutions would change over the next decade. The issue of market access in the various countries in Asia and reciprocity with Europe was addressed. Here, it was emphasized that despite the importance of the issue, the debate should not overshadow the many achievements so far.



BUSINESS LOCATION GERMANY – STRATEGIES FOR SUCCESSFUL MARKET ENTRY

*” Digitization is a must
to be ready for tomorrow –
and Germany is a leader.*

Matthias Machnig

State Secretary, German Federal
Ministry for Economic Affairs and
Energy

*” For a company committed
to advancing healthcare,
Germany offers access to
a variety of opportunities for
innovations and research, with
strong financial backing.*

Kazuya Obe

Sysmex

ATTRACTIVE BUSINESS LOCATION

■ In Germany, Asian and Chinese investments in particular have strongly increased in the past three years mainly due to the size and strength of the EU-market and the open business climate. Companies coming into Germany with FDI profit from the excellent workforce and the power of innovation that is prevalent in German business and research. Another factor is the government’s helpful attitude as demonstrated in the case of a company that built a factory in the eastern part of Germany which was granted direct access to the railway network. GTAI, the government’s investment agency, actively advises foreign companies expanding into Germany.

DIGITIZATION IS A MUST

■ Digitization was one of the major subjects at the APK 2016, and it certainly matters for the future of Germany as a business location. “Platform Industrie 4.0” is an initiative of 250 companies, with another 7,000 linked to it, working on norms and other matters to enable the implementation of Germany’s vision of smart manufacturing.

*” The only way to become a
top tier company is to enter the
top market, and that’s Germany.*

Jie Lin

Phicomm Europe GmbH



fltr: Tom Enders, Jeff Schumacher, Till Reuter, Clas Neumann

INDUSTRIE 4.0

The discussion in the arena was shaped by questions on trendsetting in IT, on cyber security, and on the changes that Industrie 4.0 has introduced to business models.

„ A good pilot today has 20.000 hours of flight experience. Wouldn't you want to fly in a machine that can draw on the experience of 20.000 pilots? "

Tom Enders
Airbus

„ We have to recruit the best people in Germany as well as in China, to maintain our advantage. We have to be well positioned for that. "

Till Reuter
KUKA

SOFTWARE MATCHED BY HARDWARE

- In future, the ongoing development of hardware will be as important as the development of software. On the one hand, new software that allows systems from whichever industry to feed data into clouds and that makes efficient analysis possible will change existing ecosystems. On the other hand, the development of matching hardware is crucial. Technology platforms and business models will constantly change with companies optimizing processes and value chains.

DATA SECURITY REMAINS CRITICAL

- More and more stimulus for this development will come from Asia. Companies will therefore shift their R&D departments to Asia, share insights with Asian partners and gain from new ideas and solutions. Jointly, they will develop technologies and markets. While innovating at the technological frontier, companies need to keep in mind that customers want and should retain control over data. Data security will remain a critical issue and companies need to improve their communication on innovation to prevent frictions with society.

Industrie 4.0 will only live up to its promise if education systems are upgraded to prepare people for the digital century. Providing talent for Industrie 4.0 remains a key challenge. At the same time we will see cultural changes within companies and the breaking up of hierarchies. Entrepreneurs should remain curious and open to change.



fltr: Alexander Roth, Frank Riemensperger, Louis Li, Egidio Zarrella

FROM E-COMMERCE TO M-COMMERCE – ADJUSTING TO TOMORROW’S CUSTOMERS

Consumers in Germany and the Asia-Pacific region do not only behave differently, but their behaviours are also changing quickly. With a steadily increasing number of mobile devices and growing acceptance of mobile shopping, the Asia-Pacific market is rapidly moving from e-commerce to mobile commerce.

MILLIONS IN A WEEK

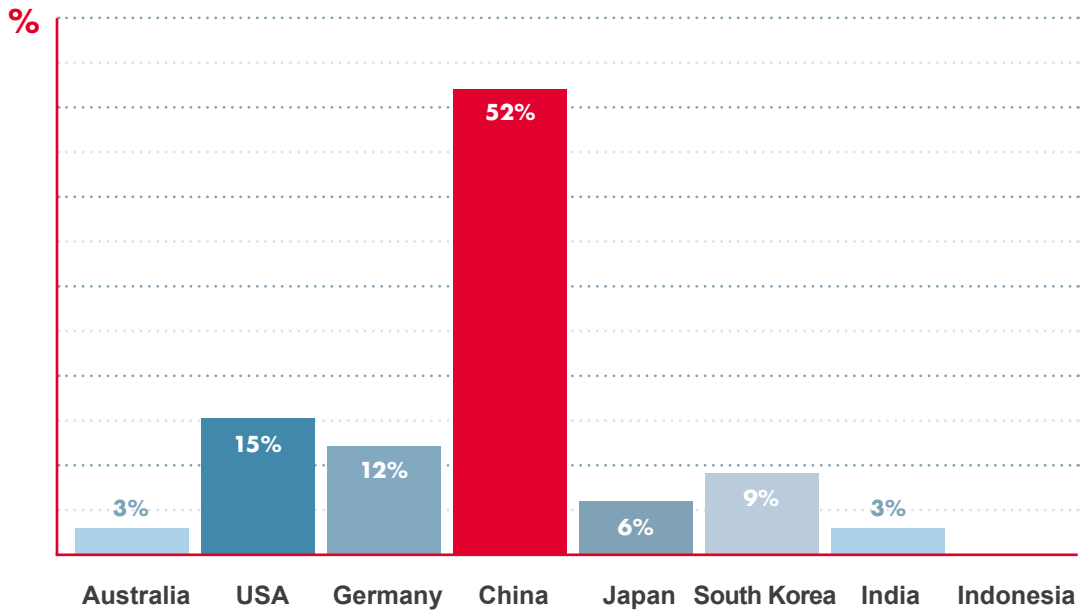
- Digitization, mobility and connectivity are currently the major trends and drivers of innovation. Highly innovative companies can reach out to millions of new users within a matter of weeks to quickly build a customer base. Although companies may find entry into this fast-changing market difficult, opportunities do exist in niche markets.

OFFLINE AND ONLINE CUSTOMERS

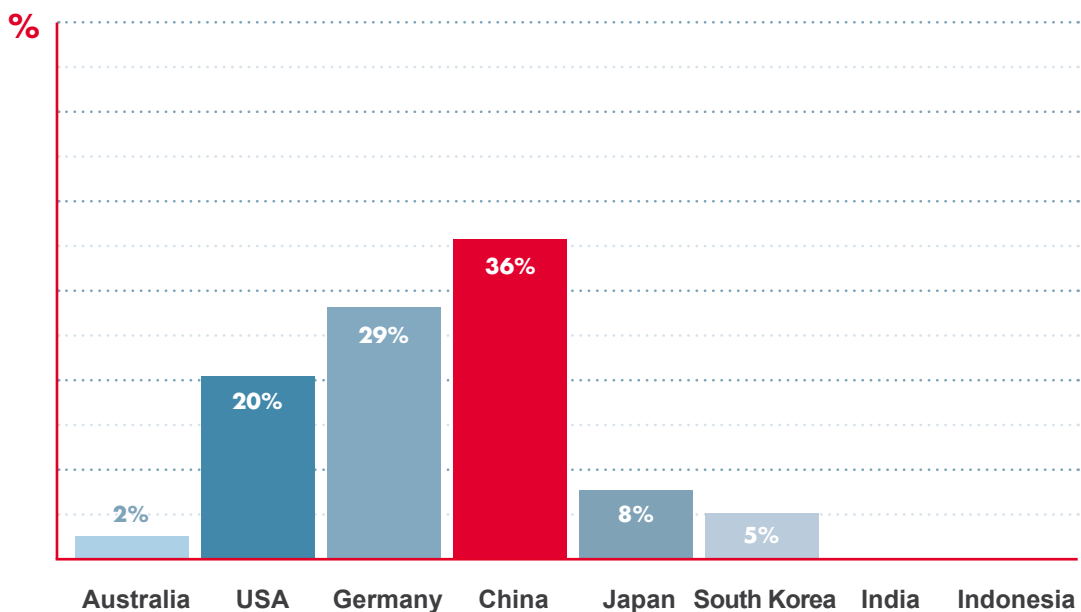
- Adjusting to tomorrow’s customers will be among the biggest challenges companies potentially face. Traditional stores have to manage offline to online markets and compete with new business models. Live pollings and global research results showed differences in consumer behaviours when it comes to the usage of notebooks/computers versus mobile devices and tendencies in which consumers compare prices in traditional stores or even complete the purchase by buying online while in the store.

APK-LIVE POLLING RESULTS

IN WHICH OF THESE COUNTRIES DO YOU FIND THE HIGHEST NUMBER OF CONSUMERS BUYING PRODUCTS THROUGH AN APP ON THEIR SMARTPHONE, WHILE THEY ARE IN A TRADITIONAL STORE?



IN WHICH OF THESE COUNTRIES DO YOU FIND THE HIGHEST NUMBER OF CONSUMERS COMPARING PRICES VIA THEIR SMARTPHONE, WHILE THEY ARE IN A TRADITIONAL STORE?

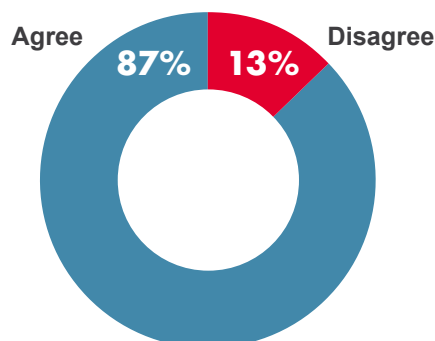




GREENING ASIA – BUSINESSES AND TECHNOLOGIES FOR A BETTER ENVIRONMENT

Asia is facing huge environmental challenges which can be turned into business opportunities where companies can offer the right technologies. According to the results of the poll conducted during the panel, the role of government was seen as pivotal as it can set the right regulatory framework.

**MEANINGFUL ENERGY
EFFICIENCY AT A MACRO-
ECONOMIC LEVEL
REQUIRES GOVERNMENT
INTERVENTION –
THE MARKET ALONE
CANNOT ACCOMPLISH
THIS TRANSITION.
AGREE OR DISAGREE?**



THE BENEFITS OF PRODUCER RESPONSIBILITY

While regulations are an essential step, enforcement remains an ongoing challenge throughout Asia. The introduction in Hong Kong of “producer responsibility” for generated waste and recycling could help shift the balance from the current 100 percent of waste disposal to landfills to 0 percent – as is the case in Germany where this environmental policy has been in place for two decades already.

THE GOLDEN TRIANGLE FOR CHANGE

Large companies in particular often take the lead in greening both factories and supply chains. One key concept that emerged from the dialogue was that technology cannot solve everything. It is the “Golden Triangle” of Government, Industry and Society that must work together in order to effect change.

BREAKFAST SESSIONS



The AHK Breakfast Sessions on selected countries and current issues in the region have become an integral part of the APK over the past few years. The participants of the sessions were briefed on political and economic trends, seasoned with insights and hands-on advice by the Executive Directors of the German Chambers Abroad (Deutsche Auslandshandelskammern). Apart from sessions on Greater China, ASEAN and FTA, equally popular briefings on Japan & Korea, Dual Vocational Training and Education, Oceania and South Asia were offered.





BREAKFAST SESSIONS





fttr: Dato' Sri Mustapa bin Mohamed, Hubert Lienhard, Sigmar Gabriel, Karl Brauner, Helen Wong, Hon. Todd McClay, Klaus Josef Lutz

TRADE POLICY IN THE 21ST CENTURY: HOW TO PROMOTE TRADE

Since 2004, the German government has shifted the focus of its trade policy strategy towards bilateral trade agreements. Nevertheless, a WTO agreement has always been regarded as a better solution but too difficult to achieve. CETA, however, proved that even bilateral agreements are hard and tiresome to get. At the same time there is a tremendous increase of regional agreements within Asia that divert trade flows. Investments are shifting from Europe to more advantageous regions.

” It is complicated to follow all the bilateral and regional trade agreements. Real improvements will come when we find a way to harmonize regulations as in comprehensive trade agreements.

Karl Brauner
 WTO

COMMUNICATION AS KEY TO SUCCESS

Comprehensive trade agreements are the tools for creating level playing fields as they harmonize regulation. However, the fear exists that small nations are taken over by large nations and that this comes along with a loss of sovereignty. The decisive factor is to explain to the citizens that free and fair trade benefits all and that small countries are not left behind.

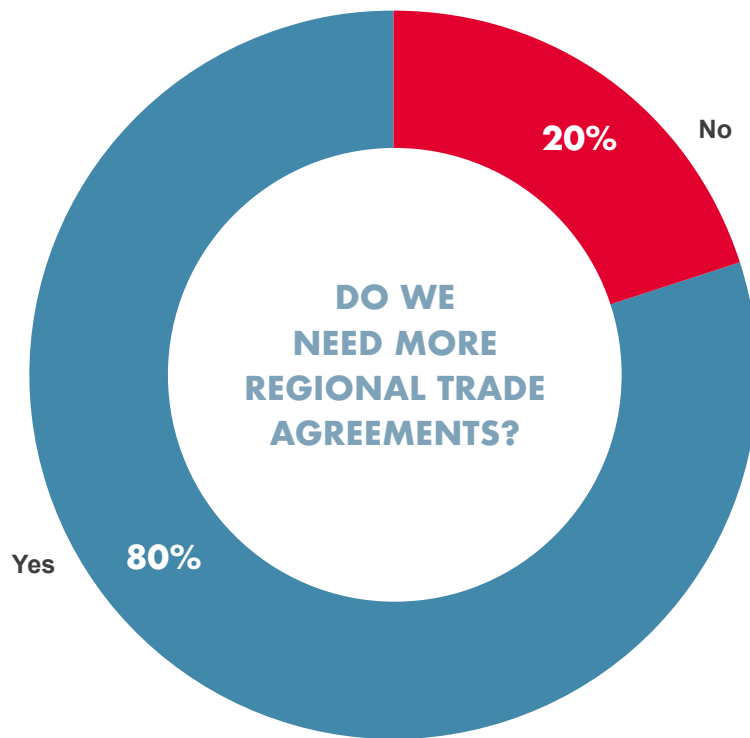
WTO IS A MEMBER DRIVEN ORGANISATION

Negotiations within WTO reflect the bilateral disputes of all bilateral and regional relations. The WTO is able to provide the rules for globalization but it can only act if its members comply with its rules. In the end, trade policy provides the way for countries to work together to give free and fair trade its rules.

” The government’s job is to invest in people to enable them to take the opportunities of free trade.

Todd McClay
 Minister of Trade, New Zealand

APK-LIVE POLLING RESULTS





fltr: Lincoln Leong, Martin Herrenknecht

INFRASTRUCTURE IN ASIA

Rapidly increasing urbanization leads to growing infrastructure demand. While market size and conditions are diverse, there is a rising number of infrastructure projects in the Asia Pacific region – many of which are marked by high ambitions. Asia has in fact become the driver of growth and innovation for infrastructure businesses.

” Infrastructure is a first step for economic development. We have seen this in many places in the world, and we will see this also among the OBOR countries.

Roland Busch

Siemens

” Asia needs \$8 trillion infrastructure investments in 2010-2020, or \$730 billion annually.

Juzhong Zhuang

ADB

THE OPPORTUNITIES OF OBOR

The One Belt, One Road Initiative (OBOR) will likely exemplify that powerful infrastructure is the backbone of, and precondition for, economic development, followed by an increase in international trade and investment. A lot of questions still need to be answered, but concrete projects can already be identified, effectively connecting Asia and Europe. ADB also supports Regional Cooperation initiatives which partly overlap with OBOR.

THE IMPORTANCE OF THE PRIVATE SECTOR

When it comes to financing and scaling up infrastructure investment, the private sector becomes more and more important. But in order to encourage private sector involvement, frameworks still need to be discussed with Asian governments, addressing issues such as allocation and pricing of risks in particular.

Given the diversity of the region there is no “one size fits all” approach for companies to be successful in infrastructure in Asia. In addition to quality and price, local adaptations and interaction with local communities are key elements.



fltr: Hans Michael Jebsen, Celina Chew, Christoph Winterer

CSR – VALUE-DRIVEN BUSINESS STRATEGIES

Companies have initiated various CSR programs. What they all have in common is that they are measurable life changers. Companies engage in activities helping disabled, poor and uneducated people but also protecting the environment. After all, CSR means taking care of all the companies' stakeholders. At the same time, these programs make perfect business sense, too.

” *CSR is part of what we do and who we are.*

Celina Chew
Bayer

” *You have to practice what you preach.*

Hans-Michael Jebsen
Jebsen Group

EVERY COUNTRY IS DIFFERENT BUT CSR ISSUES ARE THE SAME EVERYWHERE

CSR standards in multinational corporations are global but have to be adjusted to local conditions because each country is different. The CSR issues, however, are the same everywhere but are evaluated differently. Businesses then have to decide what the most impactful area could be that helps the local society and makes business sense, too. In general, Asia has an old tradition of doing good, companies can learn here how it is done.

THE ROLE OF CUSTOMERS

Companies are aware that customers expect them to be ethical. And those customers are willing to pay more for improved quality and security because they are becoming more conscious of the importance of CSR. Therefore, living their customers' values will help companies succeed.



fltr: Tara Joseph, Martin Brudermüller

ASIA-PACIFIC – TOMORROW'S DRIVER OF GLOBAL INNOVATION

20 years ago China was a customer, ten years ago a partner, today it is a partner and competitor. An increasing share of disruptive innovation will come from Asia, in particular from China, where in the last decade tremendous progress has been made with regard to the number of patent registrations.

CLOSING THE GAP

Furthermore, the number of publications of Chinese research and citations in international scientific media has gone up significantly. Laboratories such as the Dalian Institute are closing the gap of sophistication in research capability rapidly, or have leveled already. In particular for small companies that cannot afford failure because of limited resources, the question is no longer if, but to what degree they outsource research and development, co-innovation or co-creation.

ADAPTING TO REACH THE TOP

For this reason, companies are increasingly looking to the Asia-Pacific region. In this process, protection of intellectual property rights is definitely an issue, but it is a known fact that innovation is happening where the environment is open and diverse and countries that want to reach the top and stay there need to adapt their ecosystems eventually.

” The passport is irrelevant, value chains are global and companies go where they can find the best partners.

Martin Brudermüller
BASF



fltr: Victor K. Fung, Naushad Forbes, Ulrich Grillo

NATIONAL ECONOMIC POLICIES: BOON OR BANE?

Since the financial crisis in 2008, countries have sought to make greater use of national economic policies to get their economies back on track, establish strong foundations of growth and steer towards a deliberate developmental direction. Recent trends of de-globalisation, rising nationalism and protectionism further aggravated the situation.

” We need to have this spirit of global trade. Do you think megabytes of data stop at national borders?

Joe Kaeser
Siemens

PROSPERITY POLICIES

Make in India, Japan’s Abenomics, or China 2025 are prominent examples of such policies, all aiming at creating prosperity within the respective countries’ national borders. Supply-side driven policies like in China and Japan struggle with implementation. In the EU the Juncker-Plan attempts to stimulate investments while national European governments need to look at policies that keep their countries innovative. While the effectiveness of such policies will become more clear in the longer term only, governments need to deal with the immediate results today, e.g. of workers being displaced by robots.

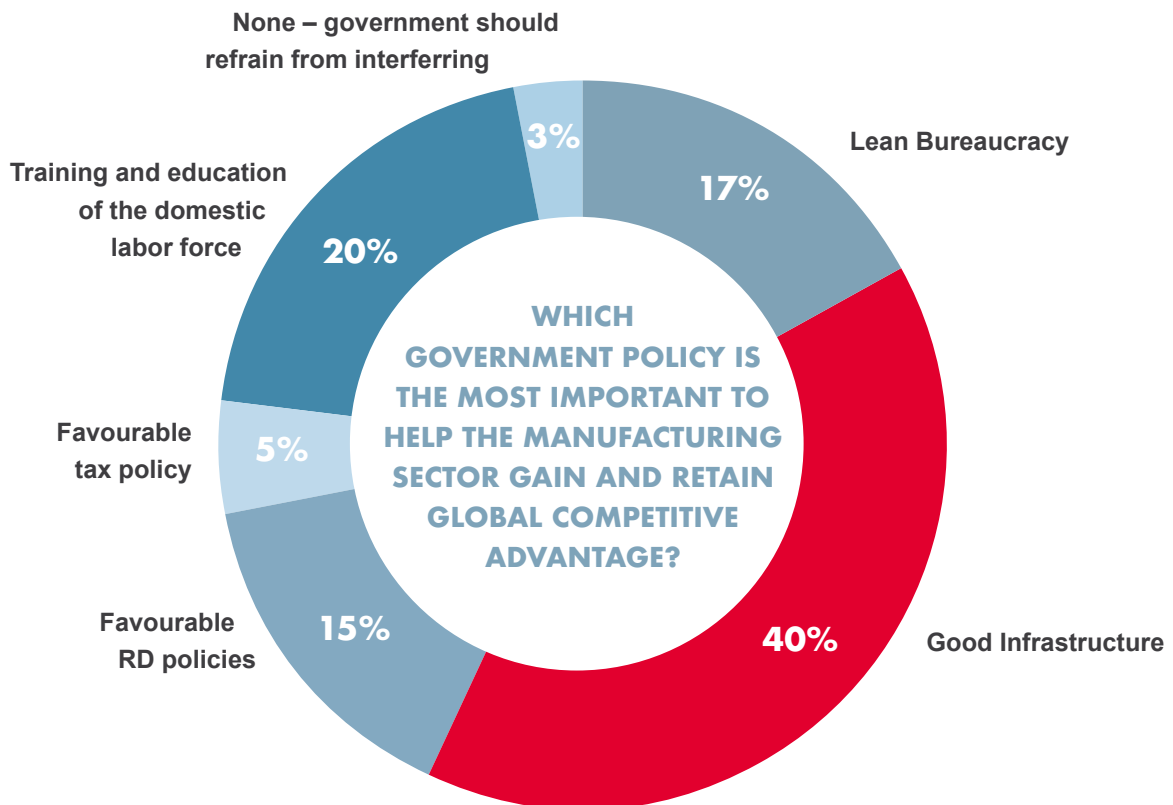
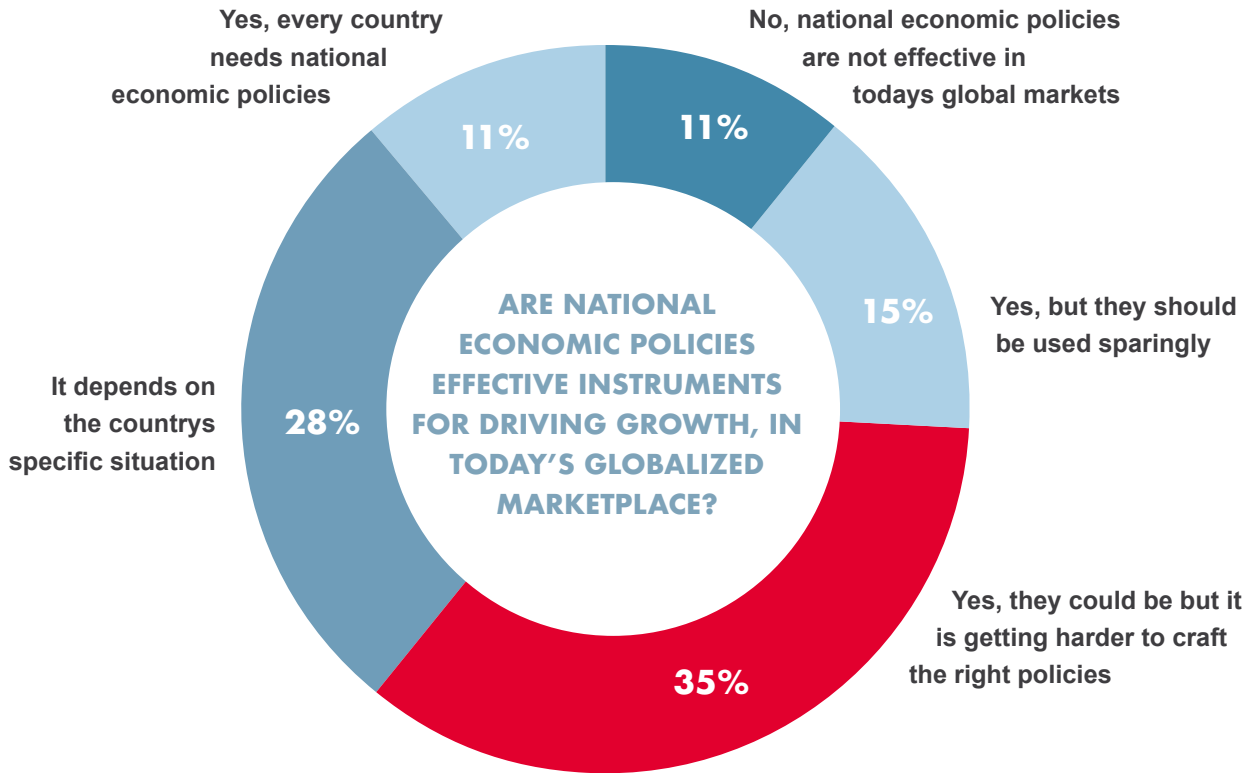
COMMUNICATION IS KEY

The world is irreversibly interconnected through the internet, where national borders become increasingly less relevant. Social cohesion, education and better communication should be high on the agenda of administrators and policy makers, as well as investments in infrastructure.



fltr: Terry Gou, Joe Kaeser, Nobuko Kobayashi

APK-LIVE POLLING RESULTS





fltr: Lay Hwee Yeo, Kevin Rudd

POLITICAL STABILITY AND SECURITY IN ASIA-PACIFIC

Representatives of the two main traditions of international relations theory, realism and liberalism, had their say on the security panel. In a time of change, companies should strategically position themselves for future security challenges and know the options.

” Military conflicts are not to be expected because all countries know that peace is needed for growth and prosperity.

Hideshi Tokuchi

Former Vice-Minister of Defense for International Affairs, Japan

” Xi Jinping’s priority is 75 percent domestic, that is keeping the party in power.

Kevin Rudd

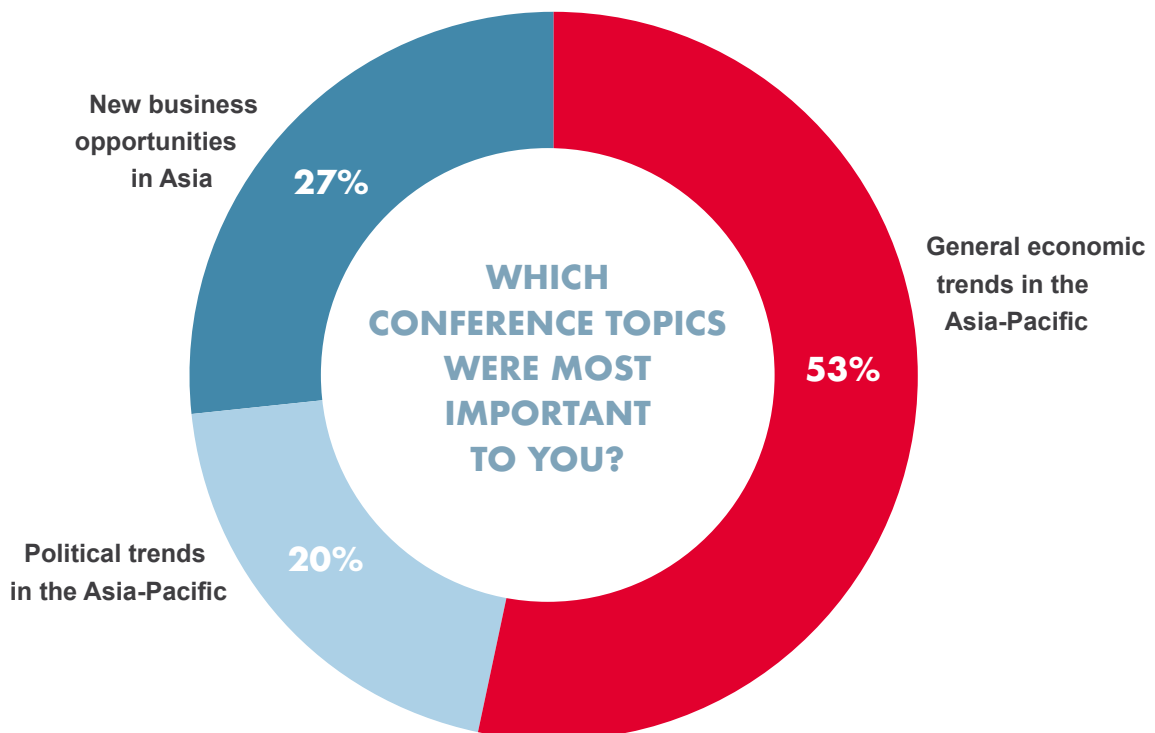
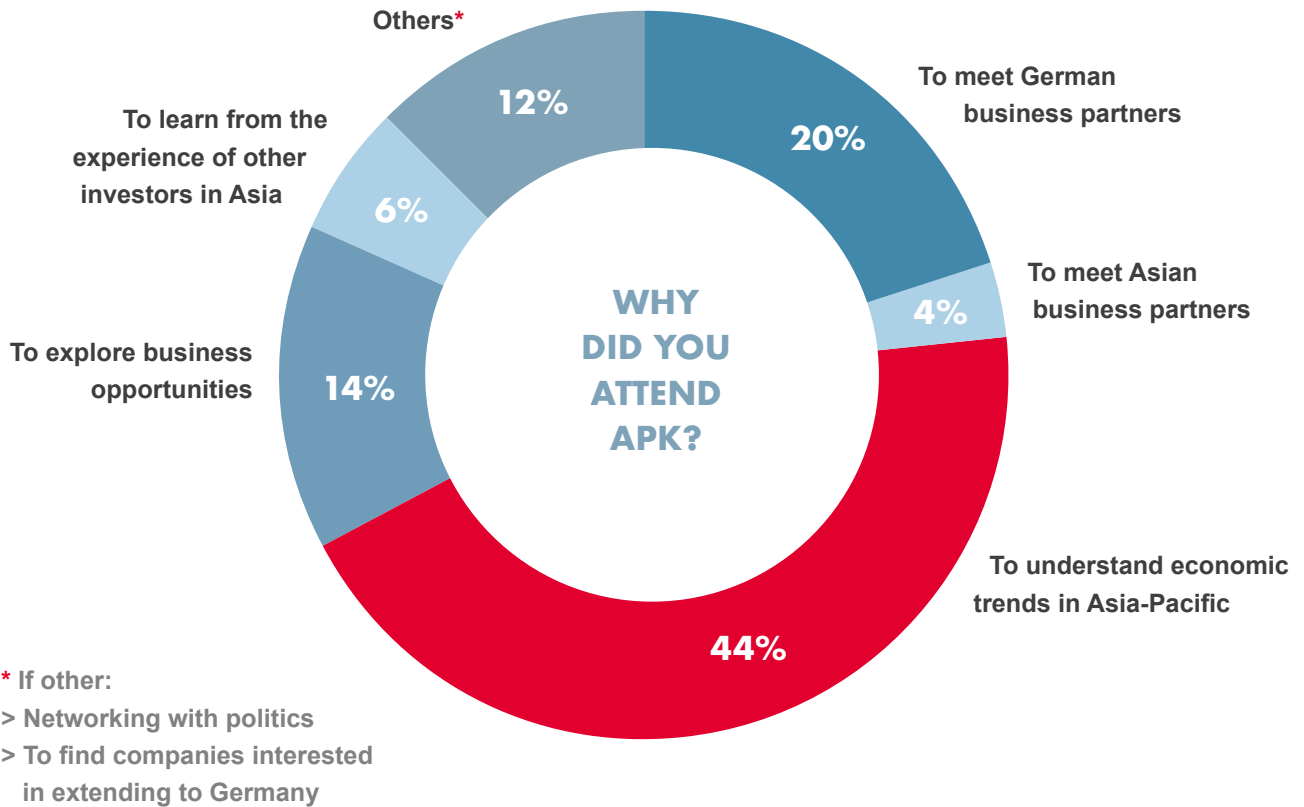
Former Prime Minister of Australia

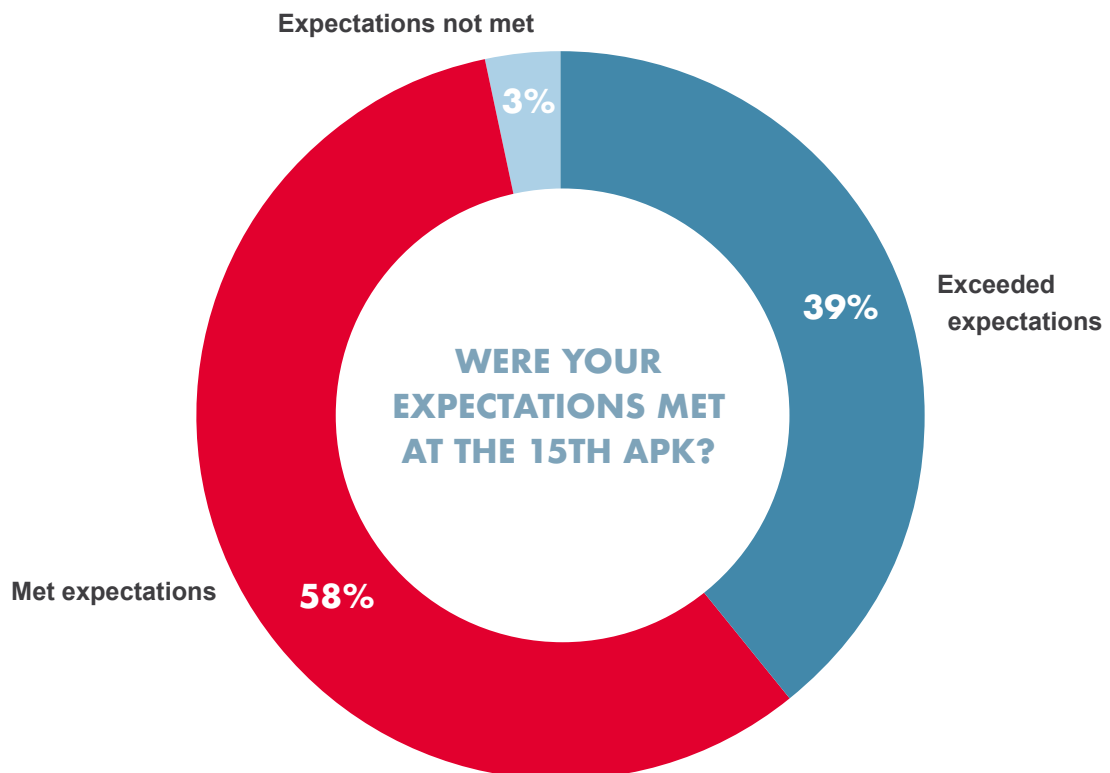
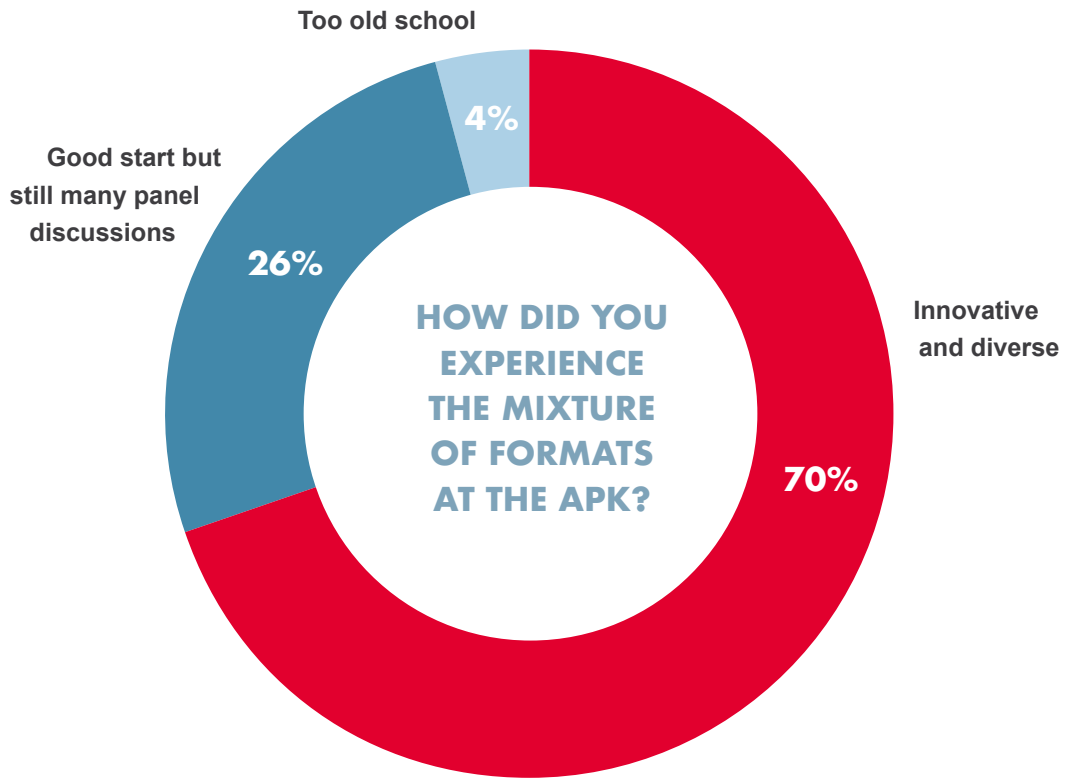
REALISM WILL PREVAIL

The strategic presence of the U.S. in the Asia-Pacific has long brought stability and economic growth to the region. However, this growth also strengthened Asian nations in terms of their military capabilities. New challenges are the result, particularly given the various territorial dilemmas in the region. If the United States chooses to follow a policy of containment towards China or North Korea once the latter’s missiles can reach the U.S. coast, the potential for war increases. A security architecture that restores a balance of power is needed to prevent armed conflict.

LIBERALISM WILL PREVAIL

The economic logic of the players in the region will prove to be stronger as no country will risk a war to the detriment of growth. For example, China is aware that the South China Sea needs to remain open as one of the world’s most important trade routes. Therefore, stability will be ensured by more inclusive security partnerships that would include China. These partnerships would not merely be talking shops but institutionalized entities.





Thank you for an outstanding conference – a great platform for networking and new insights.
(SME)

APK is definitely one of the better conferences in the region considering that they attract high-profile speakers and participants.
(Large Industrial Company)

Great choice of panellists, insightful discussions.
(Member of German Federal Foreign Service)

One of the best conferences I have ever joined.
(Large Industrial Company)

PARTICIPANTS' VOICES

Extremely well organized, diverse speakers and topics made this the best APK ever!
(Chamber of Commerce)

I very much enjoyed the innovative set-up of the various panels. It's refreshingly original and respect to the APK team for thinking out of the box. It worked!
(Conference Moderator)

It is a good platform to have both German and Asian business leaders share their experiences.
(Large Industrial Company)

Inspiring and a benchmark for future conferences.
(Journalist)



APK

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15TH ASIA-PACIFIC CONFERENCE OF GERMAN BUSINESS



Hong Kong Convention and Exhibition Centre
3-5 November 2016




Asia-Pacific Committee of German Business



Federal Ministry for Economic Affairs and Energy





APK

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CHAIRS AND SPEAKERS

CO-CHAIRS OF THE APK

Sigmar Gabriel

Vice-Chancellor and
German Federal Minister for Economic
Affairs and Energy

Hubert Lienhard

Chairman, Asia-Pacific Committee of
German Business
President & CEO, Voith Group

SPEAKERS

Jeff Bi

CEO, Greatview Aseptic
Packaging Co. Ltd.

Martin Bruder Müller

Vice Chairman of the Board of
Executive Directors and Chief
Technology Officer (CTO), BASF SE

Benno Bunse

Chairman and CEO, Germany
Trade & Invest

Roland Busch

Member of the Managing Board,
Siemens AG

Celina Chew

President, Bayer Greater China
Group & Chairman, Bayer (China) Ltd.

Leung Chun-ying

Chief Executive of Hong Kong

Mathias Cormann

Minister for Finance, Australia

Andreas Dombret

Executive Board, Deutsche Bundesbank

Markus Ederer

State Secretary, German Federal
Foreign Office

Tom Enders

CEO, Airbus Group

Naushad Forbes

President, Confederation of
Indian Industry (CII)
Co-Chairman, Forbes Marshall Ltd.

Sanjeev Gandhi

Member of the Board of
Executive Directors, BASF SE

Terry Gou

Chairman and CEO, Foxconn
Technology Group

Ulrich Grillo

President, Federation of German
Industries – BDI
Chairman of the Executive Board,
Grillo-Werke AG

Matthias Hartmann

Member of the Management Board,
GfK SE

Martin Herrenknecht

Chairman of the Board of Management,
Herrenknecht AG

Haruhiko Hirate

Corporate Officer, Takeda
Pharmaceuticals Co., Ltd.

Ken Hu

Rotating CEO, Huawei
Technologies Co., Ltd.

Richard W. X. Hu

Head of Department of Politics and Public
Administration, University of Hong Kong

Hiroo Ichikawa

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