



**14th ASIA-PACIFIC
CONFERENCE
of German Business**
20 - 22 November 2014
Ho Chi Minh City, Vietnam

Full program of events / As of: 20 November 2014

Thursday, 20th November

19.00 Welcome Reception

Marko Walde

Delegate of German Industry and Commerce in Vietnam

Vu Huy Hoang

Minister of Industry and Trade, Vietnam

Sigmar Gabriel

Federal Minister for Economic Affairs and Energy, Germany

Hubert Lienhard

Chairman of APA, President and CEO of Voith GmbH

Friday, 21st November

Master of Ceremony: Monika Jones, Economic Journalist

09.00 - 09.45 Welcome & Opening

Marko Walde

Delegate of German Industry and Commerce in Vietnam

Nguyen Tan Dung

Prime Minister, Vietnam

Sigmar Gabriel

Federal Minister for Economic Affairs and Energy, Germany

Hubert Lienhard

Chairman of APA, President and CEO of Voith GmbH

09.45 – 11.15 Dialogue with Asian Ministers

Sun Chanthol

Minister of Commerce, Cambodia

Sigmar Gabriel

Federal Minister for Economic Affairs and Energy, Germany

Vu Huy Hoang

Minister of Industry and Trade, Vietnam

Le Luong Minh

ASEAN Secretary-General, The ASEAN Secretariat

Dato' Seri Mustapa Mohamed

Minister of International Trade and Industry, Malaysia

Khemmani Pholsena

Minister of Industry and Commerce, Laos

Cesar V. Purisima

Secretary of the Department of Finance, Philippines

Gregory So Kam-leung

Secretary for Commerce and Economic Development, Hong Kong

Moderator: Josef Joffe, Editor-in-Chief, Die Zeit

11.15 – 11.45 Coffee Break

11.45 – 13.00 Economic Outlook Asia

- **Trends in Asian economies**
- **Challenges to economic growth**
- **Growth poles in Asia**

Panel Discussion

Stefan Kapferer

Deputy Secretary-General, OECD

Jürgen Fitschen

Co-Chairman of the Management Board, Deutsche Bank AG

Frederic Neumann

Co-Head of Asian Economics, Managing Director, HSBC Group

Moderator: Bettina Wassener, Economic Journalist

13.00 – 14.15 Networking Lunch

14.15 – 15.30 Parallel Sessions

“Industrie 4.0” – A vision for Smart Manufacturing

- **The German perspective on Industrie 4.0**
- **Customized production processes**
- **Ensuring safe data transfers**

Panel Discussion

Roland Busch

Member of the Board, Siemens AG

Ulrich Dietz

CEO, GFT Technologies AG

Li Zheng

Country Manager China, NXP Semiconductors

Moderator: Clas Neumann, Global Head of SAP Labs Network, SAP China

Raw Materials and Resources

- **Security of supply and availability of raw materials**
- **Fostering sustainability and substitution**
- **Strategies in global supply chains**

Ulrich Grillo

Chairman of the Executive Board, Grillo-Werke AG

Reg Howard-Smith

Chief Executive, Chamber of Minerals and Energy of WA Inc.

Jung-Sik Koh

CEO, KORES – Korea Resources Corporation

Moderator: Manuela Kasper-Claridge, Deutsche Welle

Free Trade Agreements and Asia-Pacific: “Winners and Losers?”

- **Regional FTA noodle bowl vs. multilateral trading system**
- **Addressing non-tariff barriers**
- **Impact of regional FTAs on companies**

Debate

Hans-Peter Keitel

Director of the Supervisory Board, Voith GmbH

Patrick Low

Former Chief Economist, WTO, Senior Fellow, Fung Global Institute

Hubertus Troska

Member of the Board of Management, Greater China, Daimler AG

Moderator: Tara Joseph, Reuters TV

15.30 – 16.00 Coffee Break

16.00 – 17.30 Parallel Sessions

Expectations of the Emerging Middle Classes in Asia

- **Evolving middle class in Asia**
- **Impacts on food safety and living conditions**
- **Environmental aspects of evolving middle class**

Introduction

Matthias Hartmann

CEO, GfK

Presentations

Supalerk Artrajakit

General Management, CP ALL

Nguyen Anh Phuong

CEO, ZALORA Vietnam Ltd.

Moderator: Michael Lawrence, Chief Executive, Asia House

How to Develop and Retain Talent

- **Meeting the shortfall of skilled workers**
- **Academic education vs. professional training**
- **Corporate strategies in HR**

Impulse

Peter Tyroller

Member of the Board of Management, Robert Bosch GmbH

Panel Discussion

Jan Rinnert

Chairman of the Board of Management, Heraeus Holding GmbH

Franz-Josef Schuermann

Country Head Germany, Infosys Ltd.

Peter Tyroller

Member of the Board of Management, Robert Bosch GmbH

Moderator: Nicola Connolly, General Director, Adecco Vietnam

Innovation and IPR

- **Policies and framework to promote innovation**
- **Protection of IP in Asia**

- **Trends in IP-policy**

Presentation I:

Thomas Pattloch
Partner, TaylorWessing

Presentation II:

Ashwin Julka,
Managing Partner, Remfry & Sagar

Moderator: Nina Trentmann, Die Welt

19.00 Dinner Reception

Saturday, 22nd November

09.00 – 9.20 Keynote

Sigmar Gabriel
Federal Minister for Economic Affairs and Energy, Germany

9.20 – 10.30 Openness for FDI

- **Openness for FDI in Asia and Germany**
- **Unrestricted openness vs. protection of strategic interests**
- **Instruments to attract FDI**

Martin Brudermüller
Deputy Chairman of the Board, BASF SE

Truong Gia Binh
Chairman and Founding Member, The FPT Corporation

Gordon Riske
CEO, Kion Group AG

Moderator: Sabine Stricker-Kellerer, Senior China Counsel, Freshfields Bruckhaus Deringer LLP

10.30 – 11.00 Coffee Break

11.00 – 12.15 How to Finance a Growing Company in Asia?

- **Financial stability: improvements and challenges**
- **Role of bank lending and capital markets**
- **Choice of currencies**

Panel Discussion

Jürgen Fitschen

Co-Chairman of the Management Board, Deutsche Bank AG

Martin Heubeck

Member of the Executive Board, Phoenix Contact GmbH & Co. KG.

Chartsiri Sophonpanich

President and Member of the Board of Executive Directors, Bangkok Bank Public Co. Ltd.

Moderator: Alison Tudor-Ackroyd, Managing Editor, FinanceAsia

12.15 – 13.30 Networking Lunch

13.30 – 14.45 Health Care in Asia

- **Building adequate health care systems in Asia**
- **Requirements of a growing middle class**
- **Health care needs in ageing societies vs. young societies**

Panel Discussion

Hubertus von Baumbach

Member of the Board of Managing Directors, Boehringer Ingelheim

Kazuya Obe

Member of the Managing Board, Sysmex Corporation

Uwe Michel

Executive Vice President, Head of Asia Division, Allianz SE

Moderator: Martina Merten, Health Care Journalist

14.45 – 15.15 Coffee Break

15.15 – 16.45 Political Stability and Security in Asia-Pacific

- **Analysis of the most important current conflicts**
- **Regional and an international perspective**
- **Strengthen regional security structures**

Keynote

Stephan Steinlein

State Secretary of the Federal Foreign Office, Germany

Panel Discussion

Amitav Acharya

School of International Service American University, Washington

David Shambaugh

Director China Policy Program, George Washington University

Stephan Steinlein

State Secretary of the Federal Foreign Office, Germany

Moderator: Wolfgang Ischinger, Chairman, Munich Security Conference

16.45 – 17.30 Statements “Asia 2030”

Daw Khine Khine Nwe

Secretary General of Myanmar Garment Manufacturers Association & Member of Myanmar Investment

Hubert Lienhard

Chairman of APA, President and CEO of Voith GmbH

Representatives Young Leaders Forum

17.30 – 18.00 Closing Plenary

Brigitte Zypries

Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy

Bui Quang Vinh

Minister of Planning and Investment, Vietnam

Gregory So Kam-leung

Secretary for Commerce and Economic Development, Hong Kong

Hubert Lienhard

Chairman of APA, President and CEO of Voith GmbH

19.00 Dinner Reception

PARALLEL WORKING BREAKFASTS

Friday, 21st November: 7.30 – 08.45

Current Economic and Political Developments in Greater China (German speaking)

- Updates from China, Hong Kong and Taiwan
- Reform Agenda in China
- Effects on German Business

Ekkehard Goetting

Delegate of German Industry and Commerce in Hong Kong

Nikolaus Graf Lambsdorff

German Consul General to Hong Kong

Frank Rückert

Minister Counselor, German Embassy in Beijing

Titus von dem Bongart

Partner I Tax / Head of GBN Greater China, ASEAN and Korea, Ernst & Young (China) Advisory Ltd., Shanghai

Roland Wein

Delegate of German Industry and Commerce in Taipei

Moderator: Alexandra Voss, Delegate of German Industry and Commerce in Beijing

**India after 6 months with the Modi Government
(German speaking)**

- **Economic program**
- **Economic performance**
- **Economic outlook**

Michael Steiner

German Ambassador to India

Clas Neumann

Senior Vice President SAP Labs, India Spokesman of APA

Moderator: Bernhard Steinrücke, Director General Indo-German Chamber of Commerce

Myanmar – Market Without Frontiers? A First Hand Insight from Experts on the Ground

- **Myanmar's development agenda and contribution of foreign businesses**
- **Status and perspectives in German-Myanmar relationship**
- **Experiences in private sector co-operation**

Daw Khine Khine New

Secretary General of Myanmar Garment Manufacturers Association & Member of Myanmar Investment

Jens Knoke

General Manager Henkel Myanmar

Christian Ludwig Weber-Lortsch

German Ambassador to Myanmar

Moderator: Monika Stärk, Delegate of German Industry and Commerce in Myanmar

Germany – The Perfect Hub for your Business in Europe and Beyond

- **Economic trends and business opportunities in Germany**
- **An update on the various business opportunities in Germany will be given**

Jürgen Friedrich

CEO, Germany Trade & Invest

Robert Hermann

Managing Director Investor Consulting, Germany Trade & Invest

Markus Hempel

China Representative, Germany Trade & Invest

Saturday, 22nd November: 7.30 – 08.45

Growth Sectors in Greater China – Business Opportunities and Challenges (German speaking)

- **Industrial upgrade and automation**
- **The automotive industry and its suppliers**
- **Services on the move**

Hans Joachim Isler

Managing Director, H.D. Isler & Co. Ltd.

Stephan Lürssen

Managing Director, BITZER Refrigeration Technology (China) Co. Ltd.

Susanne Rademacher

Partner/Chief Representative Beijing, Beiten Burkhardt Rechtsanwalts-gesellschaft mbH

Stefan Rosenbohm

General Manager, Shenzhen Giesecke & Devrient Currency Automation Systems Co. Ltd.

Bettina Schön

General Manager, Freudenberg Management (Shanghai) Co., Ltd.

Moderator: Oliver Regner, Delegate of German Industry and Commerce Guangzhou

Roadmap ASEAN 2015 – Business Opportunities for German Medium Sized Companies (German speaking)

- **How to ride the ASEAN elephant**
- **Latest sectorial updates in future fields**

- **Impact of the upcoming ASEAN Economic Community (AEC 2015)**

Nadine Fund

Executive Director, German-Philippine Chamber of Commerce and Industry

Tim Philippi

Executive Director, Singapurian-German Chamber of Industry and Commerce (AHK)

Jan Rönnfeld

Executive Director, German-Indonesian Chamber of Commerce and Industry (AHK)

Monika Stärk

Delegate of German of German Industry and Commerce in Myanmar

Alexander Stedtfeld

Executive Director, Malaysian-German Chamber of Commerce and Industry (AHK)

Georg Witschel

German Ambassador to Indonesia

Moderator: Jörg Buck, Executive Director, German-Thai Chamber of Commerce

Business with Japanese Clients Outside Japan: Opportunities in Emerging Markets (German speaking)

- **Increasing globalization of Japanese companies**
- **Japan looking for partners in unknown markets**
- **Cooperation as backbone for bilateral business**

Peter Kämmerer

Representative Director and President, DKSH Japan K.K.

Martin Schulz

Senior Economist, Fujitsu Research Institute, Economic Research Center

Hans Carl von Werthern

German Ambassador to Japan

Moderator: Manfred Hoffmann, General Director, AHK Japan