

## Speakers

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Chairman of the Asia-Pacific Committee of German Business (APA)



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German Federal Minister for Economic Affairs and Energy

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President and CEO at Siemens



**Prof. Dieter Kempf**  
President of the Federation of German Industries (BDI)



**Dr. Eric Schweitzer**  
President of the Association of German Chambers of Commerce and Industry (DIHK)



**Prof. Dr.-Ing. Axel Stepken**  
Chairman of the Board of Management, TÜV SÜD AG



**Prijono Sugiarto**  
CEO of Astra International



**Dr. Dieter Zetsche**  
Chairman of the Board of Management of Daimler AG



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## About APK

Registration for the 16th Asia-Pacific Conference of German Business – the largest networking event for German business in Asia – is now open. Be part of APK 2018 in Jakarta and join the debate with up to 1,000 participants.

Since the first APK in 1986, the conference has evolved into Germany's signature business event in Asia and is bringing together top business and government leaders primarily from Germany and the Asia-Pacific region. Today it is jointly organized by Asia-Pacific Committee of German Business (APA), the German Federal Ministry for Economic Affairs and Energy (BMWi), and the bilateral German Chambers of Commerce Abroad (AHK). It is co-chaired by the APA Chairman and the German Federal Minister for Economic Affairs and Energy.



“ *The variety of perspectives at the APKs – from security experts to economists, from Australians to Indians, from CEOs to ministers, from academics to practitioners on the ground – is what makes this conference so special and what really inspires me to think differently on German-Asian relations. APK is an ideal opportunity to learn about future trends.* ”

**Dr. Hubert Lienhard**  
Chairman of the Asia-Pacific Committee of German Business

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We look forward to welcoming you in Jakarta!

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# 16<sup>TH</sup> ASIA-PACIFIC CONFERENCE OF GERMAN BUSINESS



01 - 03 November 2018  
Ritz-Carlton, Pacific Place  
Jakarta, Indonesia



www.apk2018.com

**Program**

**Thursday, Nov 1, 2018**

**19:00 – 22:00** Welcome Reception

**Friday, Nov 2, 2018**

**07:30 – 08:30** AHK Breakfast Sessions

**09:00 – 10:15** Welcome, Opening & Keynote

**10:15 – 11:30** **Ministers' Dialogue: The EU and Asia in the World Economy**

This session provides a platform for dialogue between the trade and industry ministers of the Asia-Pacific region. Where will future growth take place and which trends will shape the future?

**13:00 – 14:30** **Connecting Asia & Europe: Belt and Road & Beyond**

In its first five years, the impact of the Belt & Road Initiative (BRI) was unclear and was underestimated by the West – in contrast to Asia, where it has triggered a modernization drive and prompted other players to come up with their own initiatives. It is now high time to arrive at a better understanding of the underlying strategies and objectives, and to identify business opportunities, taking both the short term and the long-term challenges on board. Is there a meaningful role for companies based outside the countries driving these initiatives?

**Parallel Sessions**

**14:45 – 16:00** **Infrastructure Financing in Asia**

As many as 5 billion people will call the Asia-Pacific region their home by 2050. Intensifying urbanization requires various countries to invest in better streets, tracks, harbors, and airports. How can we improve collaboration between German banks and companies with Asian countries, banks, and companies for infrastructure development?

**Industry 4.0**

Industry 4.0 and the Industrial Internet of Things have become the trends in industrial production optimization over the past years. Smart solutions using artificial intelligence and machine learning allow for new production and design processes. At the same time, companies are faced with new challenges: Which requirements do digitization put on education and training? How can processes be standardized in order to enhance international cooperation?

**Innovating in Asia**

With tech-savvy populations and ready-to-take-risks businesses that embrace the opportunities of digitalization, Asia-Pacific has been constantly rising in the innovation ratings. The speed with which innovation is taking place in the region highlights the opportunities to cooperate across countries and sectors. But how to participate, who to partner with, and how to transfer innovation into other markets? This session looks at trends as well as cooperation models to learn from.

**Parallel Sessions**

**16:30 – 17:45** **Smart and Sustainable Urbanization**

With the 16th APK taking place in one of the region's megapolises, the panel looks at cities as significant incubators for innovation, economic development, and social progress. Governments need to work together with companies to create ecosystems that allow for both thriving businesses and livable cities, with an efficient and clean use of resources. This panel stimulates a discussion on energy and circular economy in the context of smart solutions for prosperous cities.

**Business Practices in a Digital World**

As the backbone of the industry, B2B companies provide retailers, carpenters, or restaurants the products they need for their businesses. This panel takes a behind-the-scenes look at the major changes, drawbacks, and benefits within the B2B sector in the course of digitalization and circles around the questions: How do B2B companies turn into agile businesses to be able to navigate this digital world and what kind of business culture is needed to implement digital transformation?

**19:00 – 22:00** **Evening Reception**

**Saturday, Nov 3, 2018**

**07:30 – 08:30** **AHK Breakfast Sessions**

**09:00 – 09:30** **Cyber vs. Security**

The digital revolution increases the vulnerability to cyber risks. Applications collect sensitive information in areas such as finance, healthcare, or mobility. Experts estimate that only about 20% of these data are public. The speed and sophistication of cyber-attacks rises, especially targeting the remaining 80%. Securing non-public customer and business data becomes a top-priority for businesses and requires smart encryption and data security strategies.

**Parallel Sessions**

**09:45 – 11:00** **Asia's Consumer of the Future**

The Asia-Pacific region is home to more than half the world's population. Rising income, growing middle classes, and an increasing trend of individualisation lead to new markets for consumer goods. On top of this comes a high internet penetration rate and a general openness to e-commerce among the comparatively young population. Does this make the average Asian consumer the "Consumer of the future"?

**Mobility of the Future**

Over the course of history, more and more people and goods moved ever faster across growing distances. However, the more everyone and everything moves, the greater are the challenges in terms of logistics and sustainability. Given the global trend towards urbanization, how can millions of people and goods be moved within confined spaces efficiently and sustainably?

**Artificial Intelligence: Trends in Asia and Europe**

Artificial Intelligence (AI) is edging its way into our lives at multiple levels and is bringing new opportunities while also raising questions. The panel focuses on two sectors where AI is being implemented and already a reality: manufacturing and healthcare. The rise of AI and big data analytics is set to revolutionize the way businesses manage their production lines and customer services. As healthcare embraces digital technologies, the potential of big data will change the way we deliver healthcare and shape future research and development.

**11:30 – 12:45** **An Oxford-style Debate on Trade Policy**

"Fair trade" has become a new buzzword in recent times. The allure of fair trade is obvious because who would dare to speak out against fairness? Yet again, fair trade is always a matter of perspective and often requires market interventions. These interventions may seem fair to one party but unfair to another. The motion "Stop Free Trade: The World Needs Fair Trade!" must therefore be put up for debate.

**14:00 – 15:30** **Political Stability and Security in Asia-Pacific**

Asia-Pacific has become the key driver of global defense spending – increasing its global share from 20% in 2010 to 33% by 2020. This arms race is a reflection of growing geopolitical tensions in the region, for example on the Korean peninsula, in the East and South China Sea, or in the China-India-Pakistan triangle. At the heart of the shifting regional security dynamic lies the question, how China will interpret its role as the new dominant regional power.

**15:30 – 16:00** **Closing Plenary**

Program is subject to change.

For more information on the APK 2018 program, please visit our website at [www.apk2018.com/program](http://www.apk2018.com/program).

