



Confidential/Invitation

GREEN CITIES*GREEN INDUSTRIES THE BERLIN CONFERENCE

Berliner Rathaus (City Hall of Berlin)
12./13. September 2011

A project of the

ASIA-PACIFIC-WEEKS 2011
BERLIN-BRANDENBURG MEETS ITS PARTNERS
in Berlin, Germany

06.-17.09.2011

Under the auspices of H.E. the President of the Federal Republic of Germany
Christian Wulff

WWW.APW2011.DE
SINCE 1997 - EVERY TWO YEARS

Green Industries Germany 2011

برلن Brandenburg، اس کے ساتھیوں سے ملاقات

BERLIN-BRANDENBURG MEETS ITS PARTNERS

बर्लिन-Brandenburg उसके सहयोगियों से मिलता है

柏林 - 勃兰登堡州会见合作伙伴

Բեռլինում-Brandenburg հանդիպում է իր գործընկերներին
Berlin-Brandenburg tərəfdaşları görüşüb

برلین براندنبورگ تجتمع شرکائها



ბერლინის ბრანდენბურგის შეხვედა მის პარტნიორებს
Berlin-Brandenburg memenuhi mitranya

برلین براندنبورگ دیدار شرکای آن

Берлин-Бранденбург встречает своих партнеров

Berlin - Brandenburg တွေ့ဆုံရုံ

Berlin-Brandenburg ortakları karşılar

Berlin-Brandenburg gəp cəc doği təc



ASIA PACIFIC WEEKS BERLIN

Since 1997 every two years, Berlin becomes the European centre for international exchange, relations, business, organisations, associations, and individuals related to the Asia-Pacific Region. As former Chancellor Gerhard Schröder pointed out in 2003: "Berlin is Europe`s gate way to Asia and Asia`s gate way to Europe".

Berlin which is placed in the heart of the European continent and which is the future Seat of the Government of the in 1990 united Germany, is the hub of international dialogue and the window for German commitment in the world. No other place in Europe is as appropriate as Berlin for the exchange of ideas and visions because of its history full of changes.

The Asia-Pacific developing region shows greatest expansion in the economy and in trade flows. More and more people recognise the relocation of the chief stress of the economy in this region, which only a few decades ago had to fight with the inheritance of its past. During the last 50 years nations which have only recently become independent, have become flourishing newly industrialised and industrialised countries. These countries achieve importance nowadays not only because of their economic development but also because of their social mobility and dynamism. It can be foreseen that the developing countries in Asia Pacific will considerably influence and mould the development of the next century because of their important economic potential. Even the countries which avoided contact with the international public in the last centuries and wanted to find their own way into the future, now recognise that the future can only be successfully moulded when the „bamboo curtain“ has been raised. Opening up brings freedom and exchange. Both these characteristics are the premises for a positive future development.

The countries in this region stand out not only because of their success. The particular gift of the Asia-Pacific population to link tradition and the modern age, adjusting it to their own conditions, makes their capacity clear not only to give answers full of promise but also their capacity to translate them into action. In Asia it turned out that the long burden of the North-South conflict could be overcome for the benefit of all the peoples involved.

The Asia-Pacific-Weeks should bring the countries and regions in Asia, Australia and Europe closer together. Various kinds of activities involving economy, culture, social and politics will underline this intention.

Enterprises, organisations, the public, all the people who are interested are invited to take part in the Asia-Pacific-Weeks with their own activities or in association with others. In this period Berlin will be the meeting point and the place for strategic discussions, alliances, co-operations, meetings or simply entertainment and for getting to know each other.

The German and European interest in the Asia Pacific region is traditionally considerable. For this reason we are confident that the Asia-Pacific-Weeks could be the beginning of greater enterprise in the future.

AIMS OF THE ASIA-PACIFIC-WEEKS

Bringing together the available knowledge and experiences in culture, science and economy, which are available in Germany, it is possible to attract attention during the Asia-Pacific-Weeks to the significance of the developing regions.

The Aims of the Asia-Pacific-Weeks in Berlin are particularly:

- the creation of a lasting centre of dialogue and exchange between the East and the West, especially between the European countries and the developing Asia-Pacific regions,
- the building and the strengthening of existing relations between businesses, organisations, scientific institutions and individuals,
- the development and realisation of new initiatives, regarding the efforts to change the world after the end of the cold war,
- the spreading of information about the countries of this region, their economical, political, social, cultural and geographical peculiarities,
- the awakening of reciprocal curiosity,
- the improvement of cultural understanding, the encouragement of tolerance in order to contribute to cultural dialogue and exchange,
- the fostering of development of economic co-operation through commerce and investments on all sides,
- the presentation of the various firm`s and institution`s activities,
- the intensification of intercultural and scientific collaboration between universities, and colleges as well as between students and also the exchange of trainee students.

The Asia-Pacific-Weeks are addressed to a specialised public as well as to politicians, industrialists, individuals, business people and organisations.

The countries of the Asia Pacific regions - for example Pakistan, India, China, Thailand, Myanmar, Chorea, Japan, the Philippines, Australia, Mongolia, Vietnam and Indonesia will be presented during the talks, firm-presentations, the various countries` economic-days, open door days, workshops, exhibitions, concerts, festivals, theatre-, film and opera performances. The whole region should find and maintain the attention of the public and of all the people and organizations involved.

OPENING EVENT AND TIMESCHEDULE

The Governing Mayor of Berlin invites his colleagues and delegations from the Asia and Australia/New Zealand to Berlin. The Opening Ceremony of the Asia Pacific Weeks will 6th of September 2011 in Berlin`s "Schauspielhaus". The Department for Foreign Affairs and the international German Chambers for Industry and Commerce have instructed their representatives to draw attention to the Asia - Pacific Weeks in order to encourage delegations to visit Berlin in this period.

The representatives of the head associations of the German and European economy in the Asia-Pacific-Committee of the German economy have confirmed not only their collaboration in the Board of Trustees of the Asia - Pacific Weeks but also their collaboration in the carrying out thereof.

The resident Federal Republic Ambassadors, General Consuls and Consuls have promised their active support during the Asia Pacific weeks and despite the very short preparation time they have already started with the organization of events.

GENERAL INFORMATION AND CONTACTS

Current information about the Asia-Pacific-Weeks can be found on **Internet** at the following addresses: www.apforum.com. Conference informations and much more about the Green Cities – Green Industries Conference are ready for you at: www.germanglobaltrade.de. The co-ordination of the economic-days and the single events regarding this topic will take place with the fully authorised representatives of the governing mayor. For further questions: berlin@germanglobaltrade.de.

GREEN INDUSTRIES – THE BERLIN CONFERENCE



Berliner Rathaus – Berlin City Hall

German Global Trade Forum Berlin network will hold an international green industry conference within the framework of the Asia Pacific Weeks 2011 from 12 to 13th. September 2011 in Berlin, which present European solutions in the Green Industry Sectors for the world and will serve as a platform of cooperation between domestic and overseas companies in developing a modern green economy.

The conference, including work shops, meetings and forums, will display the latest achievements in the green industry and green economy on a global scale, and will showcase the developments and achievements of Europe's green industry. Berlin, a modern example on green industry solutions and the Asia Pacific Weeks under the auspices of the President of Germany are an ideal opportunity to visit Germany and Europe to start new co-operations or continue an already existing dialog in Asia. The organizers network and the conference would also help guide European enterprises to cooperate with Asian partners towards clean energy industry, energy-savings and emission reductions, low carbon technology, a circular economy and other priority areas of the green economy.

SCHEDULE: THE GREEN CITIES CONFERENCE - VENUE

Monday, 12th. September 2011

I. Grand Opening Ceremony

08.30 **Registration**

09.30 **Opening & Welcome Speeches**

Welcome Notice of Governing Mayor of Berlin, Minister of Economics of State of Berlin - requested

Welcome Notice Guests: Ministers, Governors, Mayors, Heads of Delegations

Keynote Speaker

„Europe and Asia at the glance: Green industries and metropolitan cooperation – the business framework“

Coffee Break

II. Forums: 11.00 hrs, Lunch, to be continued at 13.30 hrs until 16.00 hrs

German & European Solutions

Venue: Berliner Rathaus – Town Hall of Berlin – Central, Alexanderplatz.

- I. Water Forum:** Engineering, protection, cleaning, investment, BOT-projects and Management of modern water treatment facilities.
- II. Urban Planning:** Construction and modern building solutions: Energy Efficiency, modern Technologies & Services in the building and housing sector, Reorganization and Modernization of cities.
- III. Logistics & Mobility:** Berlin, home town of world no. 1 “Innotrans” is the center of modern transportation: Modern Railway Systems and Technologies for the infrastructure development; Logistics in Europe, Airport Logistics, Perishables to Europe, Sea Transportation Hinterland Traffic, The Railway link Europe-Asia
- IV. Agro Business:** Biotec & Food Production, Machinery in food and food sector; Forest and soil protection, reforestation, food safety and control by modern technology, bio standards and audits.
- V. New Technologies:** Geo-Information, Earthquake Protection, Med-Technology
- VI. Waste & Wastemanagement:** Modern solutions by European units.
- VII. Energy-, Biogas, Windpower, Oil- & Gas Industry:** Berlin-Brandenburg is a center of services for the energy sector. Inventions, know-how and a historical experience in the oil and gas sector combine a high potential of competitive solutions for the emerging markets.
- VIII. Technology parks, Trade & Investment:** Investment in Germany, investment opportunities in technology parks, networking. Meet Europe`s No. 1 in Technology Parks “Adlershof & Companies”.
- IX. Tourism:** Berlin, host of the world`s No. 1 travel mart “ITB International Travel” offers each year the best contact to the industry. Meet your future customers and present your region in the heart of the continent.
- X. Panel: “Media cooperation”:** Image movies, news, agency, print and publishing services. Since media support becomes more and more important for both, official and private organizations, the need for modern solutions is of high importance. Cooperation to increase the cultural understanding is a must to be successful and to avoid misunderstandings.

Tuesday, 13th. September 2011

III. „Presentation of Guests – Country Business Day & City Presentations“

09.30-12.30 hrs.

“Indonesia Business Day – Jakarta meets Berlin“

“Thailand Forum“

“China Forum“: Harbin/Magdeburg, Qingdao, Dongying, Shanghai, Chengdu, Guangzhou

“Vietnam Forum“

“Silk Road Forum“

Lunch

IV: The Conference Business Matching

14.00 – 16.30 hrs.

Germany and Europe meets the Asia Pacific Region one by one.

Wednesday, 14th. September 2011

Excursions & confidential business meetings.

Business Proposals

Governmental organizations, cities, regions such as districts and areas or companies are kindly invited to participate. Projects proposals or registrations for participation may be made via email.

BY-PROGRAM

A special by-program is offered on demand for Asian delegations in various sectors: Transportation, Berlin-Brandenburg International Airport, Medical & Hospital Sector, Meeting with government officials, Investment Units such Board of Investment Germany, Business Associations, Embassies.

WHO WILL ATTEND

Ministers, Ambassadors, Mayors, representatives of the business community, professional intermediaries, attorney, tax planners, bankers, government officials, economists, company professionals, matchmaker of various business sectors.

PARTICIPATION

Guests and Delegations from the Asia Pacific Region are welcome to participate. Invitations of the City of Berlin may be applied by email: berlin@germanglobaltrade.de. Participation will be confirmed by email upon prior approval.

Enterprises, organizations or individuals interested in a company presentation, exhibition, business matching or any other activity at the conference may contact the organizers by email. A profile in English or should be provided.

THE FORUM

The **German Global Trade Forum Berlin** is an international network with its headquarters in London and Berlin to promote international trade, service, investment and exchange. Partners and branch offices are located in more than 46 countries on all continents (2010). To be successful in building a new business in a foreign culture and economic environment, your company needs partners who are familiar with the markets, people and structures of your destination country.

Trustworthy partners are essential for small to medium-sized companies that frequently do not have the resources to research foreign markets on their own. The worldwide network of German Global Trade Forum Berlin, in cooperation with the national and international agencies, offers your institution or company efficient and reliable assistance in entering foreign markets. Building high quality networks is crucial to establishing a successful business abroad. We offer our members access to a comprehensive business network in Germany and abroad. Through systematic networking on site, and up-to-date information, we help your company to be prepared for new and changing conditions with other entrepreneurs.

To create a dedicated and effective forum for the development of International-German trade relations* To provide information of practical relevance for commencement and implementation of business activities world wide* To offer a platform for business relations and cooperation, including networking opportunities* To represent the interests of German or international industry when dealing with the German government or Ministries abroad.

Regular events allow our members to get in contact with each other and gain access to the international business community. Aside from the formal annual Forum Dinner with prominent political and economic speakers, the Forum also organizes popular informal events like the "German Business & Technology Forum".

The Forum pools its members' opinions and concerns and to present a united voice to Foreign and German government authorities. Within the scope of delegations, politicians are interested in a dialogue with European enterprises on site and continually ask the Forum for support.

All our members receive one copy of the "Membership Directory", our bi-monthly economic magazine "Business Forum" and our bi-monthly Forum magazine "German Global Trade News".

In cooperation with the Foreign Ministries of Economic and Trade, Chambers of Industry and Commerce a.o. others the Forum provides its members with many services for special situations. Office openings, contact conclusion, personal recruitment, organization of delegation trips and fairs, translation services, and visa matters are all areas where the Delegation offers assistance. Additionally, members can use our website for job offers and advertisement. Members receive discount prices up to 50% on most services!

We provide the International Community with a platform to interact and get in contact with each other.

The German Global Trade Forum is a strong community with strong partners and very effective contacts. Our partners and members provide special offers to our members.

The Forum is actively involved in organizing events in Germany, and provides systematic and practice-relevant information on the opportunities and risks of doing business in all jurisdictions abroad.

ADVISORY BOARD TO THE ASIA PACIFIC WEEKS

Members of the Advisory Board of the Asia Pacific Weeks of the Governing Mayor of Berlin Klaus Wowereit are – among others:

Dr. Guido Westerwelle, Federal Minister for Foreign Affairs - **Rainer Brüderle**, Federal Minister of Economics and Technology - **Dirk Niebel**, Federal Minister of Economic Cooperation and Development, **Bernd Neumann**, Minister of State to the

Federal Chancellor - Federal Government Commissioner for Culture and the Media - **Peter Löscher**, Chairman of the Asia-Pacific Committee of German Business and Chairman of the Board of Siemens AG - **Prof. Dr. Klaus-Dieter Lehmann**, President of the Goethe-Institut, **Prof. Dr.-Ing. Hans-Peter Keitel**, President of the Federation of German Industries - **Prof. Dr. Hans Heinrich Driftmann**, President of the Association of German Chambers of Industry and Commerce - **Prof. Dr.-Ing. Hans-Jörg Bullinger**, President of the Fraunhofer-Gesellschaft - **Prof. Dr. Hermann Parzinger**, President of the Prussian Cultural Heritage Foundation - **Liz Mohn**, Vice-Chair of the Bertelsmann Stiftung Executive Board - **Dr. Jürgen Hambrecht**, Chairman of the Board of Executive Directors of BASF SE - **Wolfgang Dehen** - Member of the Managing Board of Siemens AG, CEO of the Energy Sector - **Martin Jäger**, Head of Global External Affairs and Public Policy, Daimler AG - **Dr. Bernd M. Scherer**, Director of the Haus der Kulturen der Welt - **Dr. Martin Posth** - Commissioner of the Asia-Pacific Weeks.

ACCOMODATION

Since September is a "high season" in German tourist and fair industry, hotel reservations should be arranged early in advance. The German Global Trade Forum Berlin is ready to assist you when ever requested.

CONFERENCE LANGUAGES & TECHNICS

Conference languages will be German and English. Powerpoint or other presentations should be at least in one conference language. Each forum facility is fully equipped with beamer, screen and audio facilities.

FEES & EXPENSES

Please do not hesitate to contact us for further details of participation or fees and expenses for exhibits etc. The conference fee of the non profit event will cover lunch, organisations and services provided.

Delegations to Berlin shall bear their own travel expenses according international standards including accommodation and expenses for official receptions or other activities related to the own presentations. The organizers offer a wide range of services for delegations such as transportation, translation, secretary, assistance matchmaking a.m.m.

PARTNER & SPONSORS

Partner, organizations and sponsors of the event can be find online at: www.germanglobaltrade.de.



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China Business News

PROJEKTE INVESTITIONEN BETEILIGUNGEN

Herausgegeben von Treppe & Associates, Berlin



The Honorary Trade
Advisor of Thailand
in Germany



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Asia Pacific Weeks 2011: „Green Cities – Green Industries – The Berlin Conference

REGISTRATION & APPLICATION

- Yes, we interested to attend and need an official invitation ()
- We would like to get more information ()
- Yes, we would like to present us at the conference _____ (see below)

Titel/Name/Prenome _____
 Oranization/Unit _____
 Function: _____
 City/Region: _____
 /Institution: _____
 Contact person: _____
 Street: _____
 Telefon: _____
 Telefax: _____
 E-Mail: _____
 Branch: _____

_____, Date:

We would like

Signature/Seal

Please send/mail back to:
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(1) ¹ fax to pdf.email-file.