



DIGITALIZATION

Feedback

**ASIA
PACIFIC
WEEK
BERLIN**

Asia-Europe Dialogue on Digitalization

April 23–29, 2018

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APW 2018 Personal feedback

- „Wir unterstützen die APW wirklich sehr gerne, denn es ist eine gute Mischung verschiedener, relevanter Inhalte – seien sie aus dem wissenschaftlichen, kulturellem oder wirtschaftlichem Bereich.“
Clas Neumann (Senior Vice President, Head of SAP Labs Network & Fast Growth Market Strategy Group)
- “It was really an interesting event, I hope we could proceed with programs to collaborate.”
Dr. Hari Santosa Sungkari (Deputy Chairman BEKRAF, Indonesia)
- “I can attest that it was a great event. I especially liked the VC tour – outside the main conference. As an entrepreneur and investor, it was very useful.”
Gwendolyn Regina (Entrepreneur and Investor)

APW 2018 Personal feedback

- “Such a pleasure to share with the audience on how we practice People-Centric Intra-preneurship at IBM iX. Very inspiring week to learn from other speakers and glad to hear topics on social impact, sustainability, and many other conversations around startups ecosystems of the East & the West. Already looking forward to APW Berlin 2019!”
Michael Tam (UX Design & Creative Lead at IBM iX , Hong Kong)
 - “Thanks for the invitation. Looking forward to contributing in future events!”
Susana Quintana-Plaza (Siemens’ next47, London)
 - “I’d like to thank you again for having me as a part of APW Berlin 2018. It was more than my honor and I do hope my participation added value on the conference. [...] Looking forward to the continued discussion of how to bridge Berlin and Tokyo.”
Ikuo C. Hiraishi (Founder & CEO, DreamVision Inc., Tokyo)
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APW 2018 Personal feedback

- “APW is a global summit which brings together influencers across the world for a dialogue on the way forward and offers a platform for initiation of international partnerships. It was a fascinating experience to speak and participate in the conference for reasons more than one; Berlin also known as ‘founder capital’ with numerous colleges, technology parks, incubators, co-working spaces, VC funds, a distinct cultural and creative scene was an ideal location for this summit.”

Aakarsh Naidu (NSRCEL at IIMB (Indian Institute of Management Bangalore))

- We had a successful week at Asia Pacific Week 2018. It provided us with a great opportunity to meet and identify key stakeholders in the Startup ecosystem in Berlin and Germany. Anmol Bansal (Invest India/Make In India, New Delhi)

APW 2018 Personal feedback

- “Asia Pacific Weeks goes out of its way to create meaningful, thematic smaller group exchanges such as the VC tour and satellite events in verticals like Healthtech and Fintech.”
Athena Lam (Content Strategist & Content Marketing Consultant, Piccolo Portfolios Hong Kong)
- „Neben unserem Fintech Summit am Dienstag haben sich die Teilnehmer meiner Delegation sehr über die Eröffnungsveranstaltung am Montag, die Bootstour am Dienstag sowie über die CSC und natürlich über unser Fintech Panel auf der CSC am Mittwoch gefreut. Sehr schön war auch die Vernetzung mit den Berliner Startups – in jedem Timeslot und Panel hatten wir mindestens einen Berliner Teilnehmer, meist sogar mehrere, und auch bei den Networking Events und am Rande der Veranstaltungen entwickelten sich sehr interessante Gespräche.“
Christian H. Trumm (FinTech Advisor, Board Member & Conference Host, Delhi)

APW 2018 Feedback – Online survey

Attendees

○ Satisfied ...

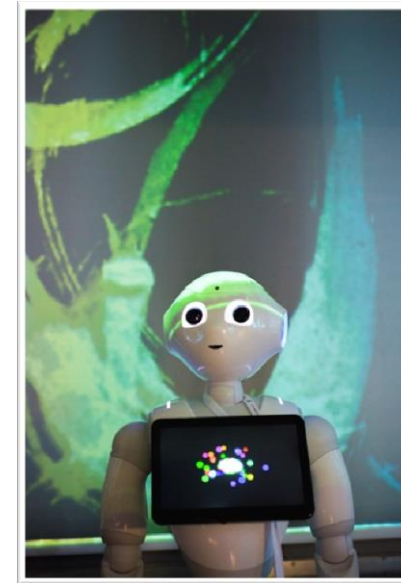
- in general: 83.0 %
- with the speakers: 79.4 %
- with the workshops: 78.2 %
- with the venue: 83.6 %
- with the staff: 87.2 %
- with the food: 79.4 %

○ Event met the expectations: 80.0 %

○ Probability to attend another one of our events: 85.4 %

○ Made any new international contacts which will be pursued: 94 %

○ First time at APW: 52 %



APW 2018 Feedback – Online survey

Attendees

○ Age

- 18-24 9 %
- 25-34 27 %
- 35-49 21 %
- 50-64 27 %
- 65 and older 15 %

○ Attendance

- Embassy Day: 52 %
- Opening: 55 %
- Conferences on Digitalization: 59 %
- CSC Conference: 76 %
- Networking-Cruise: 38 %



APW 2018 Feedback – Online survey

Attendees

- Working field
 - 35 % Consulting
 - 29 % Institution/Public sector
 - 29 % Startup
 - 26 % Corporate
 - 10 % Accelerator/Incubator/Co-working space
 - 10 % Investor/Finance
 - 3 % Other

- Interest in Delegation trip: 77 %

APW 2018 Feedback – Online survey

Attendees did like especially ...

- Embassy Day • VC tour • Boat tour • Events from the CSC • Content • Greentech • Participants • Diversity • Atmosphere • Panellists • Interesting program and speakers • Different topics and open, friendly people
- The international spirit and many fruitful contacts for cooperation.
- Big presence of Asian counterparts.
- The professional organization.
- Surprising Cultural Performances during the presentation.
- Variety of the contents, such as presentations, panel discussions, workshops, networking, and more.
- Everything.

APW 2018 Feedback – Online survey

Attendees see improvements in ...

- PR • More publicity • More promotion • Acoustics • More microphones in room for questions
- Better marketing in Berlin to attract Berlin startups and corporates.
- Shift & much more focus on “Startups” and “Investors for Startups”.
- More Berlin-Asian Startup stories.
- More international guests and more Berlin politicians of all parties.
- Time management esp. by the speakers.
- Speed Networking Session, enabling attendees to meet nearly everyone else.
- Clearer overview of agenda on an app or on paper; to carry with.
- Workshops for improving connections.
- Nothing.

APW 2018 Feedback – Online survey

Attendees say APW means to me ...

- Networking • Reunion • Innovation • Connecting • Inspiration! • Learning, opening the mind • A bridge to Asia and innovation • A great forum to make ASEAN specific contacts • International, political event • Best event in Berlin
- A most important event and idea to especially take care of the so important Asian countries, culture and markets.
- Meeting inspiring people from Asia and brainstorming together about new opportunities.
- A great opportunity to build up a common understanding and a intercontinental cooperation network for fruitful business contacts.
- Get reconnected with other international participants to exchange cultural experiences like successes, failures and plans for the future.
- To understand what is shaping the future of the region.
- Connects Asia and Berlin, startups and people, knowledge and experience.
- Making world trade a better way.

APW 2018 Feedback – Online survey

Speaker

- Satisfied in general: **84 %**
 - Satisfied with the own session(s): **74 %**
 - Satisfied with the communication in preparation of the event: **84 %**
 - What can be improved about the session(s) you have spoken at?
 - Smooth transition between sessions.
 - Arrange terms with moderator.
 - More comfortable timeframe to avoid delays in the program.
 - Countdown in better sight.
 - Better signage directing people to the rooms.
 - Better design for the schedule/timetable.
 - The conference room should be quieter.
 - Session was beyond expectation, mainly due to our fantastic moderator and an audience that was highly entrepreneurial and thinking on their feet!
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APW 2018 Feedback – Online survey

Speaker

- What do you think can be improved in future about Connecting Startup Cities/APW?
 - I felt like China and India got most attractions, but it would be great if we can fair exposure to other Asian countries like Japan, Korea and Taiwan.
 - Clearer positioning who is it for.
 - Earlier settlement of schedule.
 - Recording of the speeches/public APW archive.
 - Expand the VC Tour. We need to get in touch with the right investors in Asia.
 - Signage.
 - Bigger place for venue.
 - More individual presentations of single projects.

APW 2018 Feedback – Online survey

Speaker

- What have you found particularly positive about participating in this event?
 - Great to learn about startup scene in Berlin and met awesome speakers.
 - The feedback and new contacts made despite the very short time of the presentation.
 - Great Networking in the Berlin-Asia space.
 - Great team, great venue, interesting audience.
 - Networking, informal atmosphere, loads of panel talks.
 - The audience, organizers, and all the activities.

APW 2018 Feedback – Online survey

Speaker

- Any other comments to the organizers and the city of Berlin?
 - Thank you very much for having me. I had meaningful time to learn a lot. Maybe next time I want to talk how we can continue to work with the city of Berlin and other participants after the conference.
 - Great event! Thanks for bringing together experts from Asia and from various fields.
 - Berlin has technology/startup potential than it's exposure to other part of the world. Happy to fulfill that gap in Asian region if I may.
 - Thank you for taking care of it.
 - Awesome job! Will definitely attend again next year.

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