



# DIGITALIZATION

## Report



### Asia-Europe Dialogue on Digitalization

April 23-29, 2018

#AsiaPacificBerlin | [www.APWberlin.de](http://www.APWberlin.de)

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# Asia-Pacific Week Berlin

- Since 1997, the Asia-Pacific Week Berlin (APW) has been Germany's most important platform for dialogue and cooperation with Asian partners from business, culture, science and politics.
- The APW is based on an ever growing network of partners: enterprises, economic associations, ministries, embassies, cultural institutions, NGOs, universities from Germany and Asia.
- Innovative events on fundamental topics regarding global developments characterize the program.



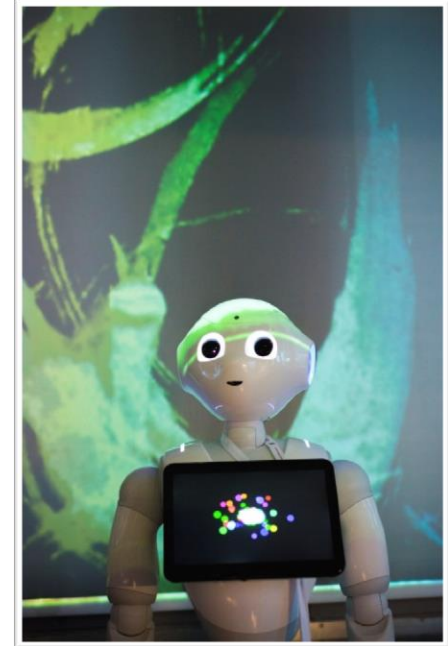
# APW 2018 Statistics – number of visitors (approx.)

- Total number of visitors: 2,200 (2016: 1,600/2017: 2,100)
- APW Opening: 350 visitors
- Embassy Day: 450 visitors
- Conferences on Digitalization: 365 visitors
- Connecting Startup Cities-Conference:
  - Day 1: 450 visitors
  - Day 2: 350 visitors
- Satellite conferences: 120 visitors
- Networking-Cruise: 110 visitors



# APW 2018 Statistics

- 150 speakers
- 5 event days
- 85 central events
- 3 satellite events
- 40 event partners
- 18 sponsors and media partners



# APW 2018 Feedback from online survey

## Attendees

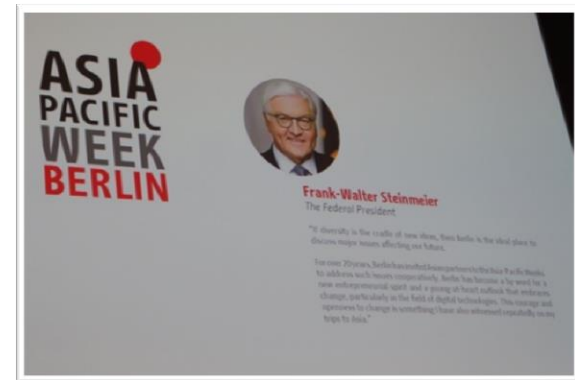
- Satisfied ...
  - in general: 83.0 %
  - with the speakers: 79.4 %
  - with the workshops: 78.2 %
  - with the venue: 83.6 %
  - with the staff: 87.2 %
  - with the food: 79.4 %
  
- Event met the expectations: 80.0 %
- Probability to attend the next APW: 85.4 %
- Made new international contacts which will be pursued: 94 %
- First time at APW: 52 %



## Events

# Embassy Day & APW Opening: April 23, 2018

- 6th Embassy Day Asia-Pacific  
10 Asian Embassies presented their national outlook and selected projects around the theme of digitalization.



- APW Opening
  - The APW Opening started with a greeting address from the German Federal President Frank-Walter Steinmeier.
  - APW Opening-Speech by Berlin Mayor and Senator Ramona Pop.

# APW Opening: April 23, 2018

- Keynote by Cedrik Neike, Member of the Managing Board of Siemens AG, Asia and Australia & Energy Management.
- Panel talk with
  - Dr. Pun-Arj Chairatana, Director National Innovation Agency (NIA), Thailand,
  - Isabella Groegor-Cechowicz, Global Head of Public Services at SAP, and
  - Dr. Vikram Gupta, Founder and MD of IvyCap Ventures, India.
- Cultural part by ASIA-PACIFIC MUSIC DIALOGUE.





# Conferences on Digitalization: April 24, 2018



- Prominent experts from Asia and Europe debated future technological developments and business opportunities.

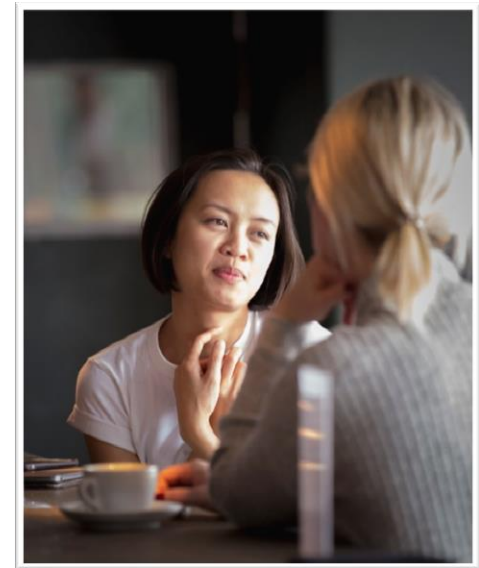
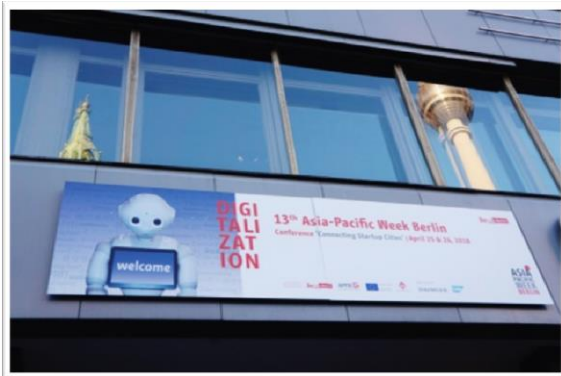


- Topics:

- Finance
- Health
- Cyber Security
- Smart Cities
- Energy/Climate Change
- Agriculture
- Civil Society/Politics
- Role of the Government
- Society and Labour Market

# Conference “Connecting Startup Cities”: April 25–26, 2018

- The CSC-conference presented the topics of Day 2 in the context of Asian-German startup cooperation in order to produce innovative solutions and to connect the startup ecosystems of German and Asian hubs.
- Further subjects: Internationalization, Social Entrepreneurship, AI, Blockchain, Meta-level Entrepreneurship in Asia and Germany and more.



# Satellite events: April 27, 2018



- SUAB Conference “Seizing market opportunities in India, Southeast Asia and China” with signing of a Memorandum of Understanding with BEKRAF, Indonesia
- Berlin Chamber of Commerce and Industry’s (IHK Berlin) conference on E-Mobility at the EUREF-Campus
- The German Aerospace Industries Association discussed with enthusiasts of startups and digitalization “Innovation and Leadership in Aerospace” at the ILA Berlin 2018.

# Investors program: April 23–26, 2018

- Asian investors (VCs and business angels) gained insight into the German capital as a top startup hub in Europe and got contacts with Berlin based startups, company builders, and investors.



This program included the highlights of the APW plus e.g. meetings with founders, corporate venture partners, or visits to

- Startups
- Company builders
- Incubators and accelerators
- Digital Hubs for IoT & Fintech and much more ...



# Cultural program: April 23–29, 2018

- Berlin’s cultural institutions complemented and enriched the APW program. They offered an extensive program with films, lectures, music, dance, art exhibitions, architecture and urban gardening forums etc.
- The group “SLASH” from Hong Kong Rope Skipping Academy performed their show at the conference breaks.



# Cultural program: April 23–29, 2018

- Artists from Bali, Indonesia, Japan and Berlin performed the Asia-Pacific Music Dialogue while the conferences, and also gave a concert titled “Same But Off Beat”.
- The Chinese Culture Festival presented numerous events on “她 – She”.
- The Daimler Art Collection showed “Last Night’s Fortune Teller”, the third part of an exhibition series with new acquisitions of chinese and international contemporary art.



# Focus: Digitalization

- Digitalization is the global megatrend of the 21st century with great opportunities and challenges for companies and people in Europe and Asia.
- In an exchange between startups, corporates, and SMEs the most important trends of digitalization were discussed.
- Joint projects and partnerships were developed.
- The dialogue with Asia – the world region with great dynamics and social acceptance of digital technologies – promises different perspectives and exciting insights.



# StartUp AsiaBerlin (SUAB)

- SUAB is a platform to connect the startup hubs Berlin, Bangalore, Manila and Jakarta (expansion to further Asian hubs is planned) in order to build up one intercontinental startup ecosystem through structured channels and contact points.
- Participants are: international startups, corporates, accelerators, incubators, VC companies, co-working spaces etc. from Berlin and Asia.
- Project objectives: Creating mutual interest and awareness, connecting hubs, cooperation, professionalization.
- Project activities: Roadshows, conferences, workshops, matchmaking, infrastructure, mentoring.

The next delegation trips in 2018 are planned to India, China, and South East Asia.



For more information, please visit: [www.startup-asiaberlin.com](http://www.startup-asiaberlin.com).



# SUAB – New partnerships, new opportunities

Three trilateral MoUs were signed by the German Accelerator South-East Asia and enacted on behalf of SUAB in the course of APW 2018. We are proud of the cooperation with:

- Indonesian *Badan Ekonomi Kreatif* (BEKRAF): a governmental organization at the ministerial level, created for the promotion of the creative industry and startups.
- *Malaysia Digital Economy Corporation* (MDEC): a government organization to support the development of information and communication technology as well as startups.
- Thai *National Innovation Agency* (NIA): a public organization under the umbrella of the Ministry of Science and Technology to promote the innovative capacities through startup programs.



# Asia and Startups

- Cooperation between Berlin and the Asia-Pacific region is a mutual enrichment in foreign trade and development
- 5 of the 20 most important startup hubs are located in the Asia-Pacific region

## 2017 Global Startup Ecosystem Ranking



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