



Asia-Pacific Area for Commerce

Global Business & Markets | HANNOVER MESSE 2015

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„Expanding in the Chinese Market with Industry 4.0.“

Information networking, digitalization, increased automation and intelligent production are major drivers for expanding and intensifying economic co-operation between China and Germany. The concept of „Industry 4.0“ matches with the Chinese vision of „Made in China 2025“. For this reason the Sino-German Alliance for Industry 4.0 has been established in March 2015 in order to network relevant stakeholders from business, sciences and governmental institutions of both countries. | www.dcai4.de



„Selling your Products in China and/or Setting-up local Production“

The Sino-German Innovation Center (Jiangsu) Co. Ltd. (GIC) supports German companies in their China business strategies and operations. GIC identifies suitable partners and assists in the financing of investments in China. Further, GIC supports sales through its vast distribution network, especially in the areas of nano- and micro technology, machinery, automotive and railway. GIC is located in Changzhou, Yangtze River Delta - the strongest economic region of China - and has its Germany presence in Düsseldorf. | www.g-i-center.com



„30 years of business support between Germany and Asia-Pacific.“

The German Asia-Pacific Society, DAPG, has been established in 1985 as a non-profit organisation to promote economic relations between Germany and the Asia Pacific region. DAPG activities also address issues of scientific, cultural and political developments within Asia-Pacific and their relations to Germany/Europe. | www.dapg.de



Asia-Pacific Forum

Tuesday, 14 April | Hall 6 | H51 „Business Forum 2“

- 14:30 h „Growth Markets in Asia-Pacific - Overview“
Rainer Gehnen | DAPG - German Asia-Pacific Society
- 14:40 h „German Companies in China - Risks and Chances“
Wolfgang Echtler | GIC - German Innovation Center (Jiangsu) Co. Ltd.
- 15:00 h „Entering into the Chinese Market with Industry 4.0“
Dr-Ing. X. Q. Zhou | Chairman of German-Chinese Alliance for Industry 4.0
- 15:30 h „Why Invest in Malaysia“
Mr. S. Siva | Director of Malaysian Investment Development Authority (MIDA)