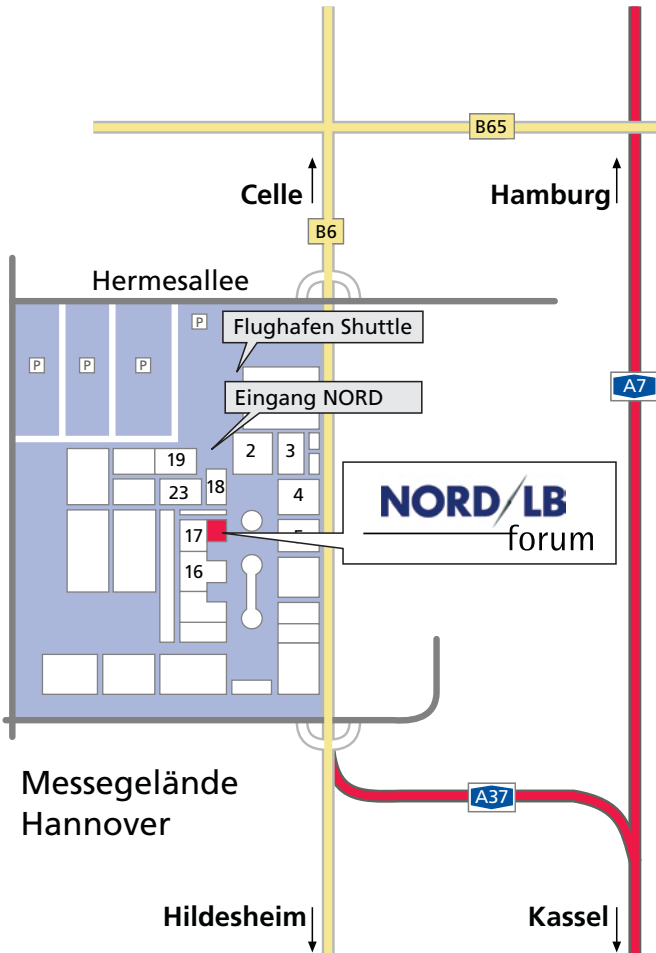




Nord/LB forum

3. Allee | 3. Straße | Messegelände | D-30521 Hannover



organised by: **NGlobal**

in cooperation with:



media partnership:



Conference languages: German, English

Please send your registration by 18.04.2012 using the attached reply fax, or online at www.nglobal.de

A fee of 70 € will be charged for the 9th Niedersachsen Foreign Trade Day. This covers participation in the event and an admission ticket to the trade fair, which will be sent on receipt of your registration.

The current programme for the Foreign Trade Day is on www.nglobal.de

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Invitation

9. Niedersachsen
 Foreign Trade Day

ASEAN-Region

April 24th, 2012

Nord/LB forum, during
 HANNOVER MESSE,
 world's largest industrial fair



Niedersachsen

German for Business.



Introduction

Since the establishment of the Association of Southeast Asian Nations (ASEAN) 45 years ago its member countries have demonstrated impressive growth and, through the development of ASEAN, created a political and economic community with the world's most successful model of regional integration after the EU.

With average year-on-year growth of 7%, a GNP totalling almost 1.5 trillion €, a domestic market of around 600 million people of whom more than half are under 30 years of age, and an increasingly prosperous middle class, the ASEAN Region must be counted among the world's largest and most dynamic growth regions.

After China, the EU ranks with Japan as ASEAN's second-largest trading partner – 10% of its foreign trade is with EU countries. Moreover, with a share of almost 25%, the EU is far and away the largest investor in the ASEAN Region, and ASEAN is the EU's fifth most important trading partner. Within the EU, Germany is the leading ASEAN trading partner – almost a third of all exports to ASEAN countries are from Germany. Trading volumes between Germany and ASEAN rose in 2010 by over 30% compared to the previous year, to more than 40 billion €.

This development demonstrates the excellent business prospects for German companies in this highly interesting market. The political, economic, ethnic and religious diversity within the ASEAN community, however, can present some challenges and demands intense study of business conditions in each of the ASEAN countries.

The ninth Niedersachsen Foreign Trade Day at HANNOVER MESSE provides a forum on business relations with the ASEAN Region. High-ranking Germany and Asian speakers will share their thoughts on and knowledge of the political and economic situations in ASEAN member countries, shed light on business opportunities for SMEs, and discuss the exponentially increasing significance of the region in the network of international economic relations. An expert panel discussion will examine the chances and risks of business activity in the region and with Southeast Asian companies.

A further highlight of the event will be the presentation of the third annual Niedersachsen Foreign Trade Prize by Jörg Bode, Niedersachsen Minister for Economic Affairs, Labour and Transport.

Program

from 12:45 Registration

1:45 pm Opening

Welcome

Werner M. Bahlsen, Chairman of Employer's Association Niedersachsen

Keynote on economic relations between Germany and ASEAN

Dr. Philipp Rösler, Minister for Economics and Technology of the Federal Republic of Germany

Keynote on ASEAN Community / prospects for ASEAN 2015 / 2020

N. N., Deputy Secretary-General of ASEAN for ASEAN Economic Community (solicited)

2:30 pm ASEAN

Chair: *Ralf Othmer*, CEO, Niedersachsen Global GmbH

One community, one destiny – ASEAN 2012

H. E. Dr. Widhya CHEM, Ambassador of the Kingdom of Cambodia (ASEAN Chair 2012) to Germany

Opportunities for trading houses and potential investors in ASEAN

Edgar E. Nordmann, Managing Director of Nordmann, Rassmann GmbH, Honorary Consul General of Malaysia in Hamburg and APA-Spokesman ASEAN

Singapore – The business hub of ASEAN

Dr. Tim Philippi, Executive Director, Singaporean-German Chamber of Industry and Commerce

Indonesia – ASEAN's economic powerhouse

Jan Rönnefeld, Executive Director, German-Indonesian Chamber of Industry and Commerce

Vietnam – an important foothold in ASEAN

Peter Kompalla, Deputy Delegate of German Industry, German Industry and Commerce Vietnam

Doing business in the ASEAN region – field report Körting Hannover AG

Dr.-Ing. York Fusch, Chairman of the Board, Körting Hannover AG

BASF / Petronas – experience with a German-Malaysian Joint Venture

Dr. Hermann Brandt, former Managing Director of BASF PETRONAS Chemicals Sdn Bhd.

Managing complex value chains in ASEAN in an agile tax environment

Michael Freudenberg / Michael Pleuger, Senior Manager, KPMG

4:15 pm Coffee break

5:00 pm Award of the 3rd Niedersachsen Foreign Trade Prize

Introduction

Walter Hirche, former Minister for Economics, Labour and Transport of Niedersachsen and Chairman of the Jury

Special Price Award large-scale enterprises

Jörg Bode, Minister for Economics, Labour and Transport of Niedersachsen

Presentation of nominees (film)

Award Ceremony

Jörg Bode, Minister for Economics, Labour and Transport of Niedersachsen

Closing & Transition

Dr. Sabine Johannsen, Member of the Board of Management of NBank

5:45 pm Panel discussion ASEAN

Business potential in the ASEAN growth region – perspectives for German companies

Chair: *Timo Prekop*, Executive Member of the Board, OAV German Asia-Pacific Business Association

Heinz-Werner Frings, General Manager & Regional Head Asia-Pacific, Nord/LB

Bambang Suryo Sulisto, Chairman of the Indonesian Chamber of Commerce and Industry (Kadin)

Dr. Heinz-Jürgen Bertram, Chairman of the Board, Symrise AG

Alexander Hirschle, Director Asia/Pacific, Germany Trade and Invest (GTAI)

Oliver Massmann, Partner, Duane Morris Vietnam LLC

6:45 pm Closing remarks

Dr. Wilfried Prewo, Chief Executive, IHK Hannover

followed by Reception