

ASEAN Forum 2018 at Hannover Messe

Digital Transformation in Industries – New Business Opportunities in ASEAN

Date, Time	25 April 2018, 11:00 am – 12:30 pm + Networking Lunch until 13.30 pm
Location	Global Business & Markets, Business Forum 2 (110 seats) @Hannover Messe 2018 Hall 27, Stand B38, Business Forum 2
Topic and key questions	<p>The ASEAN (Association of Southeast Nations) market – which combines Thailand, Cambodia, Myanmar, Malaysia, Indonesia, Lao, Vietnam, the Philippines, Singapore and Brunei – is one of the world's fastest growing markets with a population of more than 600 million.</p> <p>The Forum will focus on the following areas:</p> <ul style="list-style-type: none"> - Focused on manufacturing, logistics and smarter planning of cities in ASEAN - How Smart Industries and Industry 4.0 are accelerated in ASEAN - Industry 4.0 readiness of the ASEAN countries in 2018 <p>Some of the key questions include:</p> <ul style="list-style-type: none"> - Does the business sector in ASEAN embrace digital transformation or are companies more reserved in ASEAN? - Which initiatives and projects are good examples of digital transformation in ASEAN? - What are the unique trends in Southeast Asia? - Where are the opportunities for companies? Are some industries ahead? - What are the implications for sales in ASEAN. How should companies set up a successful structure to capture these sales opportunities? - What are the needs of industries and companies in ASEAN and the key obstacles faced as they embark on digital transformation? - Are there support programs and incentives for companies? How can companies tap on these initiatives? <p>The forum aims to give answers to the questions above and to discuss the recent developments in the region and business opportunities for German and international businesses over different industry sectors.</p>
Targeted audience	German and international companies with export and investment interest in and to ASEAN
Organizer	DIHK (Association of German Chambers of Commerce and Industry) with the German Chambers Abroad (AHKs) in ASEAN and support of Deutsche Messe AG

11:00 am	<p>Welcome and introduction by Moderator Dr Tim Philippi, Executive Director AHK Singapore</p> <p>Opening Statement Dr Volker Treier, Deputy CEO International and European Economic Affairs, DIHK</p>
11:15 am	<p>Keynote</p> <p>S. Iswaran, Minister for Trade and Industry, Singapore</p>
11:30 am	<p>Panel discussion:</p> <ol style="list-style-type: none"> 1. Mr Ng Chet Chiang, CEO, Logistics Worldwide Express, Malaysia 2. Klaus Landhaeusser, General Manager, Original Equipment South East Asia at Robert Bosch Malaysia 3. Representative from Ascendas-Singbridge, Singapore (tbc) <p>Moderator: Peter Kompalla, Executive Director AHK Philippines</p>
12:15 am	Questions & Answers and Wrap up
12:30 am	Networking Lunch on invitation by DIHK
13:30 pm	End