



Asia-Pacific Weeks Berlin 2016

Asia-Europe Innovation Dialogue

May 23 – June 3, 2016

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The 11th Asia-Pacific Weeks (APW) 2016 take place from May 23 to June 03, 2016 in Berlin. Under the title „Asia-Europe Innovation Dialogue“ they focus on „Startups and their ecosystems“: locations, contexts and interaction networks for start-ups, growth and innovation.

Since 1997 the Asia-Pacific Weeks Berlin (APW) have offered a unique European platform for interdisciplinary, European-Asian dialogue with experts in the fields of politics, business, science, research and culture on globally relevant subjects: smart cities, industry 4.0, digitalization, start-ups, their ecosystems and innovation. With conferences, workshops, expert tours, exhibitions and an extensive partner program, the APW create a forum for information, dialogue and concrete collaborations that benefit the German and Asian partners alike.



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„Connecting Startup Cities“

The focus of the conferences at APW 2016 is dialoging and exchanging experiences with start-ups and their pro-innovation ecosystems.

One thing that makes the Startup Scene so special is diversity. The diversity of industries, ideas, companies, people, spaces & places.

People from all over the world have created unique ecosystems and cultures in which startups have an extraordinary grassroots basis for growing. The Asia-Pacific Weeks aim to unite promising partners from all ecosystems – Asia meets Europe.

Berlin is about to develop its very own DNA - in which the community itself and international collaborations play the biggest part. All that utters in one remarkable attribute: the absolutely open mindset. So Berlin as a very unique and well-known ecosystem will play its specific role in the dialogue with the Asia-Pacific region.



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Berlin is in high demand with Asian guests; the city is increasingly attractive for innovative start ups as well as established companies and international investors. As a creative city and science metropolis, as a location for interdisciplinary research and the development of future technologies and concepts, Berlin increasingly distinguishes itself as a smart city.

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Along with the **Metropolitan Solutions** trade fair (May 31 – June 2, 2016), the APW is further addressing this subject. The Berlin industry competencies of energy, mobility, environmental economy as well as ICT, media and the creative industries appear to be relevant business opportunities for innovation oriented Berlin start-ups with an international focus.



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Program Overview

Monday, May 23, 2016 (House of German Economy)

- **Opening Conference : Introduction of the "Asia-Europe Innovation Dialogue"**

Tuesday, May 24, 2016 (ESMT)

- **Embassy Day Asia-Pacific** with business conferences, workshops and presentations
- Cultural highlights

Wednesday, May 25 – Friday 27, 2016 (ESMT)

- **Conference „Connecting Startup Cities“**
- Keynotes, panels, workshops, expert tours and some secret specials

May 31 to June 2, 2016 (City Cube)

- **Asia events within the Metropolitan Solutions** trade show for urban innovation and infrastructure

May 23 to June 03, 2016 (various locations)

- **Partner Program**

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Opening Conference (May 23, 2016)

Federal Minister Peter Altmaier, Senator Cornelia Yzer, the German business world, as well as representatives of the Asian-Pacific partner countries will inaugurate the 11th Asia-Pacific Weeks with 400 guests from Germany and Asia at Haus der Deutschen Wirtschaft (Association of German Chambers of Commerce and Industry).



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Embassy Day (May 24, 2016)



The Embassy Day will be held at the European School of Management and Technology (ESMT), organized by the Asia-Pacific Forum Berlin (APFB).

In this context, the embassies will be leading own business seminars and workshops for founders, companies and investors as well as foreign trade conferences and present country-specific highlights.

These contributions by the embassies underline the outstanding international potential of the capital Berlin.



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„Connecting Startup Cities“ Conference Program (May 25 - 27, 2016)

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The 3 day conference program at ESMT is differentiated into three subtopics and is addressed to international oriented startups, established companies, Innovation Labs, VCs, accelerators, science partners, policy-makers and their actors from Germany and Asia.

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Day 1 – The (BIG) Picture

An introduction into startups and their ecosystems:

Who are potential stakeholders of this industry?

What does it mean to be a founder in the are of asia pacific and in europe?

How important are cultural and social influences on the „entrepreneurs gene“?

Internationalisation and growth – What it means to build up a business in other markets?

Asian-Europe Collaboration and their potentials.

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„Connecting Startup Cities“ Conference Program (May 25 - 27, 2016)

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Day 2 – Stop talking, start making

Thinkshops and Workshops related to Smart Cities, Green Tech, Social Business and Refugee

Crisis / Migration – How the tech industry shows responsibility

Urban city planning, infrastructure, mobility and transportation

Design Thinking

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Day 3 – Innovation & Exchange

Old meets New Economy

Innovation Management in Asia and Europe

Funding: VC, Incubators, crowd, Corporates or public institutions?

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Expert Tours (May 25 – 27, 2016)

The expert tours lead the guests of the APW to Berlin's future places, like incubators, accelerators, Co-Working Spaces and so on. Due to that, the participants will gain insights into the networks and the function of the Berlin ecosystem and will experience formats of interdisciplinarity, expertimental work organization.

Tour 1 – EUREF Campus // Green Tech (TBD)

Tour 2 – Co-Working Space Ahoy (TBD)

Tour 3 – Migration Hub (TBD)

Tour 4 – Holtzbrinck Ventures, Atlantic Ventures and Westtech Ventures (TBD)

Tour 5 – Centre for Entrepreneurship (TU Berlin) and Fraunhofer IPK (TBD)

Tour 6 – CleanTech Business Park Berlin-Marzahn

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Metropolitan Solutions (May 31 – June 2, 2016)

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The Conference Metropolitan Solutions will take place during the second event week of the APW. The Metropolitan Solutions trade fair for urban innovation and infrastructure solutions with 25 partners addresses again the topic of „Smart Cities“ with conferences, workshops and international exhibitors. It provides the visitors with intersectoral presentations of intelligent technical solutions for urban challenges.

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Partner program (May 23 - June 3, 2016)

An extensive and diverse partner program with exhibitions and events will complete the conferences all coordinated by the Asia-Pacific Forum Berlin. Berlin institutions, museums and galleries take part as third party event hosts related to the topics „startup ecosystems“ and „smart cities“ or present other, curated, cultural, social, politic and economic aspects of the asia-pacific area.



All event hosts use the „umbrella brand APW“ and act as satellites for their diverse cooperation options between the berlin participants and the contentual, organisational and financial synergy effects, which facilitates themselves through an early coordination of the program with focus on asia pacific, „startup ecosystems“ and „smart cities“.

Partner of the APW were amongst others such as the Korean Cultural Institute, Japanese German Center Berlin, Mori-Ogai memorial place, Chinese Cultural Center, Martin-Gropius-Bau and ifa Gallery Berlin.

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May 23	May 24	May 25	May 26	May 27
11.30am – 1:30pm Welcome Note	Embassy Day Economic conferences, workshops and presentations	9am-7pm Conference „Connecting Startup Cities“ The (BIG) Picture - Asia meets Europe - Conditions for a successful start in the German and Asian Markets - How are Start-up strategies different in both markets?	9am-7pm Conference „Connecting Startup Cities“ Stop talking, start making - Smart Cities - Save the World // Green Tech - Migration and Tech - Social Business - Digital, smart Infrastructure and what startup ecosystems need and build	9am-7pm Conference „Connecting Startup Cities“ Innovation & Exchange - VCs, Incubators and accelerators in Asia and Europe - Innovation Management - Pitch Sessions
2.30pm-7pm Opening of the APW - New trends for incubators and accelerators (tbd) - VC-Fonds (tbd) - Old meets New Economy - Roundtable: Startups from Asia and Berlin		4.30pm-6.30pm Expert Tours	4.30pm-6.30pm Expert Tours	2pm-4pm Expert Tour
From 7:30pm Reception		From 6.30pm Open Networking	From 6.30pm Open Networking	From 6pm Open Networking and Closing Event

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Actors from startup ecosystems: incubators, accelerators, VC-funds, Business Angels, Co working spaces and service providers

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Economics: Companies from Berlin, Germany and the Asia-Pacific area, industry associations

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Science: Universities, Colleges, research institutions, foundations and founders

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Politics & administration: German and Asian politics and administrative decision makers, embassies

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Culture and Society: Local and international cultural institutions, museums, galleries, theatre and concert venues, foundations, non-governmental organisations, private agencies, cultural and creative players

Private Participants with an interest in Asia, the Asian culture and all topics related to startups, their ecosystems and smart cities.



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Become an active part as an event/content partner

- Company presentation on a multinational, renowned major event
- Communication of own topics, projects and ideas (always related to our main topic)
- Profiling in the international competition

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Positive perception of the company

- General increase of brand awareness via implementation in the umbrella brand APW
- Demonstration of social responsibility and interest
- Direct address of professional actors and decision makers

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Networking

- Direct contacts of potential business partners and key persons PLUS Initiating of international business contacts and collaborations
- Conversations about current topics; synergy effects via exchange with representatives from economic and politics

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Participation as a content and event host

For our conference „Connecting Startup Cities“ we are looking for external partner formats – keynotes, workshops, thinkshops, panel discussions or any other content – related to our key topic „startups and their ecosystems“. We take care of the venue, catering and invitation management – you provide content and ideas.

Of course we need to schedule and be informed about content and concept in advance. Just reach out to us with either ideas or just a general interest in participating and we help to frame the right content and idea. We have different rooms for different occasions ready for use, besides huge auditoriums for keynotes and panels, we also offer smaller workshop rooms for more dedicated sessions. In addition, we are going to build a creative/maker area at ESMT, where people can use latest technology like 3D printers, but also work together in Design Thinking Sessions on ideas and/or problems. You are kindly invited to also use this space.

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Furthermore we offer the opportunity of integrating third events at various locations in our **Partner Program** during the Asia-Pacific Weeks. Please consider that we have so called focus topics – in the first week (May, 23-27) it is „Startups and their ecosystems“, the second week (May 30 – June 3) is related to Smart Cities with the Metropolitan Solutions trade fair taking place on May 31 – June 2.

Please inform us as early as possible to not only use the advantage of the first choice but also to discuss content and frame the schedule, especially for the conference „Connecting Startup Cities“.

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Strategic Partners

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