



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 correct 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: the diversity. The diversity of industries, ideas, companies, people, spaces & places.

People from all over the world have created unique ecosystems and winning cultures in which startups have an extraordinary, grassroots basis to grow. The Asia-Pacific Weeks aim to unite flourishing partner 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 an own part 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.



Along with the „**Metropolitan Solutions**“ (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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May 23	May 24	May 25	May 26	May 27
2.30pm – 3pm 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
3pm-7pm Opening of the APW - Digitalization and 5G: Innovative power for startups - Foundations in technology parks and research center - New trends for incubators and accelerators (tbd) - VC-Fonds (tbd) - Old meets New Economy - Roundtable: Startups from Asia and Berlin		throughout the day Expert Tours	throughout the day Expert Tours	throughout the day Expert Tour
From 7pm Reception and cultural highlight		From 6pm Open Networking	From 6pm Open Networking	From 6pm Open Networking

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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)

Program

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 eco-systems:

Who are potential stakeholders of this industry?

What does it mean to be a founder in the Asia-Pacific Area and in Europe?

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

Internationalization and growth – What does it mean to build a business for 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

The whole program of day 2 tends to showcase real projects and to make ideas happen. Within Thinkshops and Workshops that are related to Smart Cities, Green Tech, Social Business and Refugee Crisis / Migration we not only discuss current challenges, but solve them by building concepts and company models for real life.

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Urban city planning, infrastructure, mobility and transportation

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Design Thinking

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

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Day 3 – Innovation & Exchange

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The day where Old meets New Economy and we talk about Innovation Management in Asia and Europe. Are Accelerators, incubators and innovation labs the model of the future? Is it the right way to bring startups and corporates together?

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But it's also about startup evolution and funding methods - VC, Incubators, crowd, Corporates or public institutions? We start an open discussion and examine different models carefully.

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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, experimental work organization.

Expert Tour 1 - Development of Smart City innovations at the example of EUREF-Campus – The Smart City Quarter

This tour intends to give you insights in a 360-Startup-Campus with accelerators, a guided tour through the campus and some meet and greets with working startups and projects.

Expert Tour 2 - Creative environment for Tech Startups: Co-Working Space Ahoy

Ahoy! Berlin – Over 3000 square metres for hard work and serious play! A space for coworking and innovation, where individuals and companies can rent fully equipped work stations, quiet offices and organize events under flexible terms.



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Expert Tour 3 - Ideas for a better world: global platforms and collaborations in the field of social innovations

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In a world like ours, entrepreneurs are not only responsible for innovation and tech but also to make life better. Current, global problems are also part of the startup agenda – they build companies and products to not only interact but also give refugees a perspective for their „new“ lives. It´s about social responsibility and the tech world is accepting the challenge!

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Expert Tour 4 - Modern industrial redevelopment in urban areas focusing on clean technologies and Start-ups

Cleantech Business Park is Berlin´s largest industrial park – optimally aligned to the requirements of production-driven companies from the industry at the cutting edge – cleantech. It´s all about creating an attractive environment for cleantech companies looking for space for individual growth.



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Expert Tour 5 - Fostering entrepreneurship and start-up support through research institutions:
Centre for Entrepreneurship TU Berlin and Fraunhofer IPK

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Discover the entrepreneurial spirit at the Technische Universität (TU) Berlin. Get insights in a successful program for student founders and the Institute for Production Systems and Design Technology afterwards where we talk about application-oriented system solutions covering the whole spectrum of industrial usage.

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Expert Tour 6 - Funding for Startups – Insights in Venture Companies and their strategies

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VCs are no longer a secret type of people – it's quite the opposite nowadays! In a change of dogma where not only startups have to apply for money but VCs have to become more visible to attract new companies they are open to talk details – when it comes to their funding circles, strategies and most potential markets.

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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 citites“.

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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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 Participans 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.

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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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