



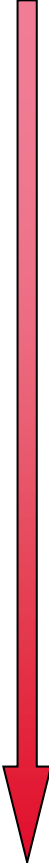
Asia-Pacific Weeks Berlin 2015
May 18-29, 2015
Smart Cities

The Asia-Pacific Weeks Berlin

- The Asia-Pacific Weeks Berlin (APW) have been initiated in 1997. The APW are a Platform which combines numerous events on the economy, science, culture and society under one roof. They ...
 - ... are a forum for the dialog between actors from Europe and Asia.
 - ...facilitate economic interdependence, knowledge transfer and cultural exchange with the Asia-Pacific region.
 - ...are devoted to current topics every two years.
 - ... help establishing contacts and facilitating concrete cooperation of actors and institutions.



The APW in Retrospect



1997	1 st Asia-Pacific Weeks Berlin
1999	Japan
2001	China
2003	India
2005	Korea
2007	Sustainability in Urban Infrastructures
2009	Mobility – Energy
2011	Healthcare – Nutrition – Water
2013	Smart Cities
2015	Smart Cities



Procedure of APW 2015*

- Week 1:

Monday May 18	Tuesday May 19	Wednesday May 20	Thursday May 21	Friday May 22
Opening ceremony at Federal Foreign Office)	Embassy Day at Federal Foreign Office	Trade Show “Metropolitan Solutions” at City Cube	- Trade Show - Conference at City Cube - Learning Journeys	- Trade Show - Conference at City Cube - Learning Journeys

- Week 2: Partner program

(*subject to change)

Smart Start: **Opening ceremony**

- May 18, 2015, Federal Foreign Office
- Opening ceremony of the 10th Asia-Pacific Weeks, attended by honored guests from Asia-Pacific and held by the Federal Foreign Minister, Frank-Walter Steinmeier, and Berlin's Senator for Economics, Technology and Research, Cornelia Yzer
- Subsequent reception



Smart Regions: Embassy Day

- May 19, 2015, Federal Foreign Office
- 10-15 state information events on Smart City topics and individual sections, e.g. transport, energy, water/sewage) as well as market entry seminars
- Organizer: embassies, investment agencies from the Asia-Pacific region

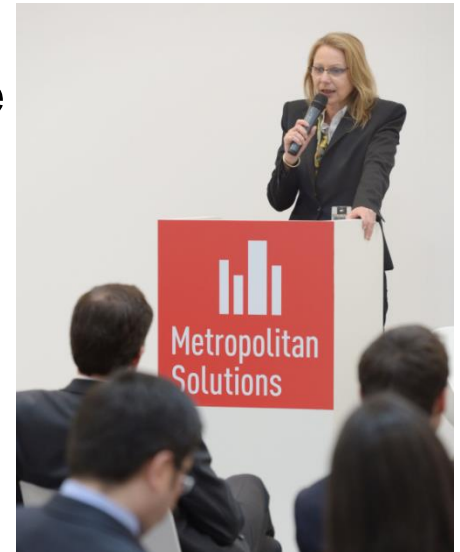


Smart People: **Smart Ideas for Smart Cities**

- May 20, 2015 Federal Foreign Office
- New format for younger target groups (planned)
- Focus: ICT, startups, creative industries
- Possible key countries: India, Australia, Hong Kong, Singapore, Korea
- Possible Partners: embassies of the above mentioned countries, OAV - German Asia-Pacific Business Association, Foreign Chambers of Commerce (AHK), Hasso-Plattner-Institute (HPI), startup safari...

Smart Technologies: Metropolitan Solutions

- May 20-22, 2015, City Cube (exhibition grounds)
- In 2015, the trade show Metropolitan Solutions will take place in Berlin for the first time.
- Established international trade show with attractive conferences
- Focus on intelligent solutions for cities
- Organizer: Deutsche Messe AG in technical cooperation with Messe Berlin
- Target groups: business, science and administration



Smart Technologies: Business and Technology Conference

- May 21-22, 2015, City Cube
- Established international event format with high-level participants from business, science and politics
- Focus on the future topic “Smart Cities”, particularly the cross-sectional areas business and financing models, open data, standards/metrics, integrated planning, innovative procurement as well as urban technologies
- Organizer: Berlin Partner for Business and Technology



Smart Places: **Professional Tours**

- May 21-22, various locations in Berlin
- Company and project visits at Smart City actors, lighthouses, future locations and smart projects
- Fee required for visitors of Metropolitan Solutions
- Free of charge for APW delegations from Asia-Pacific
- Coordination: VIP and Delegation Service of Berlin Partner



Smart Partners: **Partner program**

- May 23-29, 2015, various locations in Berlin
- Diverse events and offers by embassies, cultural institutes, galleries, museums, scientific institutions, companies, country and cultural associations, training providers, tour operators for Asia etc.
- Target group: People of Berlin who are interested in Asia



Strategic Partners



The **Berlin Senate Department for Economics, Technology and Research** sets good framework conditions for entrepreneurship. Furthermore, it increases the level of internationalization, innovation capacity and the export strength of Berlin's companies.



Berlin Partner for Business and Technology is the corporation for business and technology development as well as location marketing of the state of Berlin. Its business promotion divisions assist investors who wish to start businesses in the city while supporting Berlin companies in growth, technology development, internationalization and business retention.



The **Asia-Pacific Forum Berlin** is a network for the exchange between Germany and the Asia-Pacific region which brings together committed people from business, science and culture to foster dialog and cooperation.

Contact



Berlin Partner for Business and Technology

Mrs. Beate ALBERT
Project Manager
Smart Cities

Berlin Partner für Wirtschaft und
Technologie GmbH
Fasanenstrasse 85
10623 Berlin
Germany

Phone: + 49 30 46302 327
Mail: Beate.Albert@berlin-partner.de
Web: www.berlin-partner.de



Senate Department for Economics, Technology and Research

Mr. Dr. Rainer SEIDER
Head of Unit
European and International Cooperation

Senatsverwaltung für Wirtschaft,
Technologie und Forschung
Martin-Luther-Strasse 105
10825 Berlin
Germany

Phone: + 49 30 9013 8270
Mail: Rainer.Seider@senwtf.berlin.de
Web: www.berlin.de/sen/wtf



Asia-Pacific Forum Berlin e.V.

Mrs. Annette HEIMANN
Managing Director

APFB e.V.
c/o Senatsverwaltung für Wirtschaft,
Technologie und Forschung
Martin-Luther-Strasse 105
10825 Berlin
Germany

Phone: + 49 30 9013 0
Mail: Annette.Heimann@apfberlin.de
Web: www.apfberlin.de