

26 FEBRUARY 2019 | HYATT REGENCY, DUSSELDORF, GERMANY

ASIA BUSINESS INSIGHTS

The Annual Conference of the German-Asia Economy
hosted by Handelsblatt and HSBC



Sven Afhüppe
Editor in chief,
Handelsblatt



**H.E. Arif Havas
Oegroseno**
Ambassador of the
Republic of Indonesia
to Germany



Dr. Markus Steilemann
Chair of the Board of
Management, Covestro



Helen Wong
Chief Executive
Greater China, HSBC

asia-business-insights.de/en

With the kind support of:



Handelsblatt
Substance matters.

Hot topics

- Success strategies for Asia from the perspective of a DAX CEO
- “Digital, innovative Asia. Is Asia overtaking us in the most important markets of the future?” – discussion based on key industries
- An economic view of Asia
- Current situation in geopolitics and the world economy: Protectionism, new trade agreements, tectonic shifts in international trade, update on the Silk Road
- Deep dives: Parallel sessions on India and cyber security



LEADING

Meet more than 300 decision-makers from German-Asian business.



PIONEERING

Listen to insights into the economic trends and developments in Asia.



FUTURE-ORIENTED

Be inspired by unconventional thinkers.



SPECIFIC

CEOs from leading companies share their best practices.



SOCIAL

We provide numerous networking opportunities on site

The Day of the Conference

09.00 WELCOME & REGISTRATION

09.30 Greeting and introductory

Sven Afhüppe, Editor in chief, Handelsblatt

Carola von Schmettow, Chairwoman of the Management Board, HSBC Deutschland

09.50 KEYNOTE SPEECH & Q&A

Why Germany should stay the course in China

Helen Wong, Chief Executive Greater China, HSBC

10.20 KEYNOTE SPEECH & Q&A

Asia – challenges and success strategies

Dr. Markus Steilemann, Chair of the Board of Management, Covestro

10.50 IMPULSE

Brace, brace: Asia's economic prospects in the Year of the Pig and beyond

Frederic Neumann, Co-Head of Asian Economic Research, HSBC

11.10 COFFEE BREAK

SPECIAL TOPIC

Digital, innovative Asia. Is Asia overtaking us in the most important markets of the future?

11.40 IMPULS

Dr Volkmar Tanneberger, Executive Vice President of Technical Engineering SAIC VOLKSWAGEN Automotive Co. Ltd.

11.50 MOBILITY

Martin Brandenburg, Chief Development Officer, DJI

Güngör Kara, Business Unit Management Digitalisation, Additive Minds and Chief Digital Officer, EOS

Jianfeng Mu, Senior Director Supply Chain Management, NIO

Dr Volkmar Tanneberger, Executive Vice President of Technical Engineering SAIC VOLKSWAGEN Automotive Co. Ltd.

Matthias Zentgraf, Regional President Europe, CATL

12.20 VIDEO INTERVIEW WITH BEIJING

Sha Hua, Correspondent, Handelsblatt

He Xiaodong, Vice Director of AI Research and Director of Deep Learning, JD.com

12.30 E-COMMERCE/TRADE

Katja Busch, CCO DHL and Head of CSI, Deutsche Post DHL Group

Angela De Giacomo, Investment Manager, Bissell Family Office (Fabindia)

Tim Petzinna, Corporate Vice President Global Sales Beauty Care, Henkel

12.55 MOBILE PAYMENT/SOFTWARE

Reinhard Höll, Associate Partner and Head of Mobile Payment Interest Group, McKinsey

Arun Mani, Managing Director Continental Europe, Freshworks

Aloke Palsikar, Senior Vice President & Head of Continental Europe, Tech Mahindra



13.20 LUNCH BREAK AND NETWORKING

14.30 – 15.05 PARALLEL SESSIONS:

14.30 FORUM I

India's start-up scene

Santhosh Jayaprakash, Managing Director, Ankercloud GmbH

FORUM II

Cyber Security with live demo

Sebastian Schreiber, Managing Director, SySS

15.00 COFFEE BREAK

15.05 Digitising Trade: Key imperatives

Vinay Mendonca, Global Head of Product and Proposition,
Global Trade and Receivables Finance, HSBC

Intercultural communication

Post-merger reports on company participation Chinese investors in Germany

Shuwen Bian, Knowledge Management Consultant and PhD
student, PhD course Global Social Policies and Governance,
University of Kassel

15.35 COFFEE BREAK

16.00 Ambassador speed chess: Ambassadors' discussion

H.E. Arif Havas Oegroseno, Ambassador of the Republic of Indonesia to Germany

16.30 Focus on geopolitics: Protectionism, new trade agreements, tectonic shifts in international trade, update on the Silk Road

Prof Gabriel J. Felbermayr, PhD, Manager, ifo Center for Foreign Trade

Angela Marcarino Paris, Head of Asia and Pacific Public Sector Operations, European Investment Bank

Dr Margot Schüller, Associate Senior Research Fellow, GIGA German Institute of Global and Area Studies, Hamburg

17.30 Update Silk Road

Alexander Doll, Member of the Management Board for Freight Transport and
Logistics, Deutsche Bahn

18.00 SUMMARY OF THE CONFERENCE

from 18.00 EVENING RECEPTION

Look forward to exciting conversations and new contacts while enjoying the end of the conference day in the exclusive setting of the harbour point in the Hyatt Regency.



Forward thinkers and pioneers



Sven Ahfüppe,
Editor in chief,
Handelsblatt



Nicole Bastian,
Head of foreign affairs
department, Handels-
blatt



Shuwen Bian,
Knowledge Manage-
ment Consultant and
PhD student, PhD
course Global Social Po-
licies and Governance,
University of Kassel



Martin Brandenburg,
Chief Development
Officer, DJI



Katja Busch,
CCO DHL and Head
of CSI, Deutsche Post
DHL Group



Alexander Doll,
Member of the Ma-
nagement Board for
Freight Transport and
Logistics, Deutsche
Bahn



**Prof. Gabriel J.
Felbermayr**, PhD,
Manager, ifo Center
for Foreign Trade



Angela De Giacomo,
Investment Manager,
Bissell Family Office
(Fabindia)



Reinhard Höll,
Associate Partner and
Head of Mobile Pay-
ment Interest Group,
McKinsey



Sha Hua,
Correspondent China,
Handelsblatt



**Santhosh
Jayaprakash**,
Managing Director,
Ankercloud



Güngör Kara,
Business Unit Manage-
ment Digitalisation,
Additive Minds and
Chief Digital Officer,
EOS



Arun Mani,
Managing Director
Continental Europe,
Freshworks



**Angela Marcarino
Paris**,
Head of Asia and
Pacific Public Sector
Operations, European
Investment Bank



Vinay Mendonca,
Global Head of Pro-
duct and Proposition,
Global Trade and
Receivables Finance,
HSBC



Jianfeng Mu,
Senior Director Supply
Chain Management,
NIO



Frederic Neumann,
Co-Head of Asian
Economic Research,
HSBC



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Alope Palsikar,
Senior Vice President
& Head of Continental
Europe, Tech Mahindra



Tim Petzinna,
Corporate Vice
President Global Sales
Beauty Care, Henkel



Stephan Scheuer,
Editor for telecom-
munications and
IT, expert on China,
Handelsblatt



**Carola von
Schmettow**,
Chairwoman of the
Management Board,
HSBC Deutschland



Sebastian Schreiber,
Managing Director,
SySS



Dr. Margot Schüller,
Associate Senior
Research Fellow, GIGA
German Institute of
Global and Area Studies,
Hamburg



**Dr. Markus
Steilemann**,
Chair of the Board
of Management,
Covestro



**Dr. Volkmar
Tanneberger**,
Executive Vice President
of Technical Engineering
SAIC VOLKSWAGEN
Automotive Co. Ltd.



Helen Wong,
Chief Executive
Greater China, HSBC



Matthias Zentgraf,
Regional President
Europe, CATL



ASIA

This conference will examine the opportunities and challenges of Asia as a market of the future. The modular daily schedule covers a range of different aspects. Distinguished speakers from business, science, media, culture and politics will provide valuable insights and open up new perspectives.

BUSINESS

The annual conference focuses on the current trend topics in the Asian growth region, and thus gives all participants a platform to gain comprehensive, in-depth understanding.

INSIGHTS

Benefit from exchanges with forward thinkers from German-Asian business. Learn from best practices how to successfully gain a foothold in Asia and expand your business. Take a look at the latest trends and future developments in the Asian economic area.

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