

**JAPANESE-GERMAN CENTER BERLIN [JDZB]**  
**FUJITSU RESEARCH INSTITUTE [FRI]**  
**GERMAN ASIA-PACIFIC BUSINESS ASSOCIATION [OAV]**

**Tentative Program**  
**Symposium**

**New Markets for Germany and Japan**  
**in Southeast Asia**

Tuesday, 11 February 2014  
 at JDZB, Saargemünder Str. 2, 14195 Berlin

9.15 h      *Registration*
As of January 31, 2014

Language: *English*

9.30 h      **Opening**  
 Dr. Friederike BOSSE (JDZB)  
 Dr. Martin SCHULZ (FRI)  
 Norman LANGBECKER (OAV)

**Session 1: Asia's Growth Markets and Southeast Asia**

09.45 h      **Asian Markets and the German Trade Position**  
 Prof. Dr. Michael GRÖMLING (IW, Cologne)

10.15 h      **Market Integration in Asia's Greater China Market**  
 Dr. Jianmin JIN (FRI, Tokyo)

10.45 h      *Coffee break*

11.15 h      **ASEAN Market Integration and Corporate Strategy form a Base in Thailand**  
 Prof. Dr. Suthiphand CHIRATHIVAT (Chulalongkorn University, Bangkok)

11.45 h      **Reform and Opportunities in the Indonesian Market**  
 Prof. Dr. Wijayanto SAMIRIN (Paramadina Public Policy Institute, Jakarta)

12.15 h      **Q&A**

12.45 h      *Lunch*

**Session 2: Strategy in Southeast Asia's Markets**

14.15 h      **Growth, Demand and Market Strategy in Southeast Asia's Mega Cities**  
 Dr. Martin SCHULZ (FRI, Tokyo)

14.45 h      **German Technology, Products and Innovation for the Asian Market**  
 Stefan HERR (Vossloh Locomotives GmbH)

15.15 h      **Japanese Technology, Products and Innovation for the Asian Market**  
 Katsuhiko YANAGAWA (President, Mitsubishi International GmbH, Düsseldorf)

15.30 h **Q&A**

16.00 h *Coffee break*

16.30 h **Panel Discussion: Potentials for German and Japanese Companies in SEA**

Chair: Dr. Martin SCHULZ (FRI)

Opening statement

Prof. Dr. Suthiphand CHIRATHIVAT ( Chulalongkorn University, Bangkok)

Yasuyuki HAGIHARA (Vice President, Fujitsu Europe, Munich)

Dr. Jianmin JIN (Senior Fellow, FRI, Tokyo)

Prof. Dr. Wijayanto SAMIRIN ( Paramadina Public Policy Institute, Jakarta)

Dr. Gunnar WIESSNER (Knauf Gips KG)

17.30 h **Closing remark**

Followed by Reception