



Press Release

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“Let’s not talk about but with Asia“

Partnership, innovation and sustainability were the key topics at the 12th Asia-Pacific Conference of German Business held in Singapore from 13 to 15 May. Eight Ministers of Economics from the ASEAN region took part in the conference with more than 750 German and also, for the first time, Asian business representatives. The focus of the discussions was the potential of German companies in the most important growth region worldwide. Cooperation with Asian partners in developing sustainable technological solutions for urbanisation presents particular opportunities.

“As a strong partner to Asia, German business plays a key role in helping to master the challenges the region presents. My colleagues from the ASEAN countries have noted this important signal with great interest, particularly in the present difficult economic situation in Europe“, Rainer Brüderle, Federal Minister of Economics and Technology, said at the end of the conference.

“Asia is booming – providing a huge opportunity for German companies. For we offer what Asia needs. The more Asia develops into a high-tech region the better we can enhance our standing with our innovativeness, our long-term engagement as well as the corporate responsibility which we practise,” underlined Jürgen Hambrecht, Chairman of the Asia-Pacific Committee of German Business. “Solutions for the challenges of the future can only be developed in partnership. This is why it is so important to not talk about but with Asia.”

The discussions made it clear that Asia has become more self-assured. Asian companies in this region are increasingly developing high-technologies themselves, resulting in a wide range of opportunities for intensive cooperation in the field of research and development. However, it is therefore important for Germany to maintain its long-term innovative capacity. The participating business representatives therefore called for substantial enhancement of the quality of education and research in Germany as well as tax incentives for companies to intensify research and development.