

# NRW ASEAN SUMMIT 2023

## Doing Business in Southeast Asia

20 April 2023 | Gelsenkirchen

Glückauf-Club | VELTINS Arena | Gelsenkirchen

### We are pleased to invite you to attend the NRW-ASEAN Summit 2023!

The half-day summit will convene government officials, stakeholders and companies across industries from the German state North Rhine-Westphalia (NRW) and the ten ASEAN countries to **highlight and discuss business opportunities** in both regions.

The **heart of Europe beats in NRW**, the economic powerhouse of Germany. NRW combines a **high population-density with the existence of strong industries**. 17.9 million people live in NRW and more than 700.000 companies support NRW's strong economy. As a **future-oriented location and hub for technological innovation** in Europe, NRW is offering countless opportunities for business and cooperation activities. The ASEAN region has become one of the most important growth regions worldwide and economic ties between ASEAN and Germany are strengthening substantially. The region is a dynamic and promising economic area with strong growth rates that offers diverse business opportunities for German companies and stakeholders.

The NRW-ASEAN Summit 2023 is the first event to host interested parties from both regions on site in NRW. It offers the possibility to **connect with stakeholders in NRW and the ASEAN-countries** that are interested in strengthening future ties internationally.

One highlight of the event includes the signing of a **'Joint Workplan Agreement'** by the NRW trade and investment agency NRW.Global Business GmbH and Enterprise Singapore, the government agency, championing business development in Singapore. This agreement supports activities for internationalisation, networking as well as research and innovation for SMEs and start-ups from NRW and Singapore.

NRW-ASEAN Summit 2023 offers **various opportunities within different sectors for networking, exchange, and knowledge transfer on ASEAN and NRW**.

### Agenda

- 11:30 **Stadium tour through the VELTINS Arena (approx. 60 minutes) [optional]**
  - 12:00 Arrival and Networking
  - 13:00 **Opening and welcoming words**
  - 13:10 **Welcoming speeches from the guests of honour**
  - 13:35 **Signing of the "Joint Workplan Agreement" between North Rhine-Westphalia and Singapore**
  - 13:45 **Panel discussion on the ASEAN strategy of the state of North Rhine-Westphalia**
  - 14:20 **Short impulse: Export promotion by NRW.Global Business**
  - 14:30 Coffee break and Networking
  - 15:00 **Short impulse: Overview of the ASEAN region**
  - 15:15 **The ASEAN countries: Business opportunities for German companies**
  - 16:00 **Discussion panel: Entrepreneurial perspectives in ASEAN Business**
  - 17:00 **Short impulse: Funding opportunities in ASEAN Business**
  - 17:30 **Short impulse: The successful market entry in ASEAN from the legal and tax perspective**
  - 18:00 Closing and Networking
- |       |  |
|-------|--|
|       | <b>Side programme for international guests:</b>                        |
| 15:00 | <b>North Rhine-Westphalia (NRW), the economic powerhouse of Europe</b> |
| 15:15 | <b>Expert talks on focus sectors in NRW</b>                            |

This event is a state-wide offer of the IHK Nord Westfalen in cooperation with NRW.Global Business, supported by IHK NRW – the Chambers of Commerce and Industry in NRW and the Ministry of Economic Affairs, Industry, Climate Protection and Energy of the State of North Rhine-Westphalia.



Further information and the detailed agenda for the NRW-ASEAN Summit can be found on the event website [www.ihk.de/nordwestfalen/nrw-asean-summit-en](http://www.ihk.de/nordwestfalen/nrw-asean-summit-en)



in cooperation with



We would like to thank  
our Premium Partners for their support!

supported by

Ministry of Economic Affairs,  
Industry, Climate Action and Energy  
of the State of North Rhine-Westphalia

