

Agenda



Beginning 29.11.2024 09:00 a.m.
End 29.11.2024 04:00 p.m.
Location German Centre for Industry and Trade
25 International Business Park
609916 Singapore

Foreign Trade

9th VDMA Summit Southeast Asia

Southeast Asia – Updates and Trends

We are delighted to invite you to our traditional Annual VDMA Summit in Singapore. Currently everyone's talking about diversification and de-risking. ASEAN is seen as one of the most promising regions. But the reality is falling short of expectations and aspirations. This is what we want to discuss at the Summit.

GTAI is investing in an ASEAN hub to provide German companies with more information about developments in the region in a broader geopolitical and economic context. We will take a deep dive into Vietnam, the country that has so far benefited the most from derisking considerations. And we will look at the Chinese competition in the region and discuss how European engineering could regain market share and what it would take to do so.

Agenda

09.00 Check-in, Coffee and Networking

09.30 Welcome

Ulrich Ackermann, Head of VDMA Foreign Trade Department
Michael Hirschner, Managing Director German Centre Singapore

Situation of German Machinery Export to SEA

Monika Hollacher, VDMA Foreign Trade Department
(Area Manager CIS and SEA Countries)

SEA – The Economic Situation

Interactive Round Table / Online Voting / All participants

11.00 Coffee Break

Kontakt Monika Hollacher
Telefon +49 69 6603-1448
E-Mail Monika.Hollacher@vdma.org

9th VDMA Summit Southeast Asia

Southeast Asia – Updates and Trends

11.30 **ASEAN's Role in the Current and Future Goeconomic situation**
Alexander Hirschle, GTAI ASEAN Hub

Deep Dive Vietnam: Hype or Long-Term Opportunity
Peter Buerstedde, GTAI Vietnam

How can the German Government Support Your Export to Vietnam?
Alexandra Lutz, Competence Centre for German Export Finance

12.45 **Lunch Break**

01.30 **China Goes Global: Goals, Actions and Strategies to Counteract**
Ulrich Ackermann, VDMA Foreign Trade Department

Workshops (based on the presentation)

Positioning: Why are European engineering companies poorly positioned in ASEAN?

Market Share: What is needed to win back market share? How can we do better?

Support: How is your parent company supporting you? What would you like to see?

China's Dominance: Your assessment - How will China's economic dominance in the ASEAN region develop? What can the ASEAN countries do to compete with China?

03.00 **Get Together**

04:00 **End of the Event**