



18th ASIA-PACIFIC
CONFERENCE
of German Business

24 - 26 OCTOBER
NEW DELHI 2024

CORPORATE PARTNER PACKAGES

Partnering the APK 2024

Deliverables
Corporate Partner

Deliverables AHK
Business Lunch

Deliverables Sundowner
Reception



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18th Asia-Pacific Conference of German Business



Frequency	Every 2 years in the Asia-Pacific
Goal	Discuss and promote economic relations between Germany and Asia-Pacific
Date	24–26 October 2024
Venue	Taj Palace, New Delhi India
Chairs	The German Federal Minister for Economic Affairs and Climate Action (BMWK) and the Chairman of the Asia-Pacific Committee of German Business (APA)
Organiser	APA, BMWK, and the AHKs in Asia-Pacific
Local host	Indo-German Chamber of Commerce (IGCC)
Attendance	Estimated 800 delegates primarily from Germany and the Asia-Pacific

The Asia-Pacific Conference of German Business (APK) is the flagship event for business leaders, executives and political representatives to discuss and promote economic relations between Germany and Asia-Pacific.

Since 1986, the conference is being held biennially in various locations across the Asia-Pacific region.

The APK is jointly organised by the Asia-Pacific Committee of German Business (APA), the German Federal Ministry for Economic Affairs and Climate Action (BMWK), and the German Chambers of Commerce Abroad (AHK) in Asia-Pacific.

It is co-chaired by the APA-Chairman, President and CEO of Siemens AG Roland Busch and the Vice Chancellor and Federal Minister for Economic Affairs and Climate Action Robert Habeck. The conference's objective is to provide a platform to deepen the dialogue on current economic developments in Europe and the Asia-Pacific region as well as to build and strengthen personal and economic ties.

Corporate Partner APK



APK is the place where German and Asian Business interests meet



As the leading in-person networking event for German business in the Asia-Pacific region, the APK consistently attracts influential speakers, business leaders and government representatives from Germany and Asia-Pacific.

Being a **Corporate Partner** of the APK 2024 in New Delhi, India, gives you the opportunity to place your business right into the spotlight and to raise brand awareness.



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Corporate Partner APK

We offer corporate partner categories tailored to your individual needs:

Main Corporate Partners: Platinum Gold Silver

Corporate partners will enjoy attractive and wide visibility before, during, and after the conference, e.g., through logo display and media coverage.

Special Corporate Partners:

- Partnership of evening reception
- Mobility partners
- Technical partnership of equipment or venue design
- Partnership of AHK lunch session

Please contact us with your suggestions.

Key Data from the last APK 2022 in Singapore

750+
Conference
delegates

77
Speakers

22
hours of gatherings
& networking
opportunities

12
Innovative &
interactive sessions



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Corporate Partner APK

BENEFITS FOR CORPORATE PARTNERS

Enhance your company image

Promote your company as a thought leader in providing content or advertisement for relevant topics in the Indian German Enterprise Business Magazine and branding on APK website and social media channels.

Raise brand awareness

Depending on your partner category your company logo will be displayed throughout the conference venue, conference materials as well as media coverage.

Expand your network

Connect and strengthen economic ties with conference participants through complimentary ticket(s) to the conference.

Strengthen government relationships

Show your support of business relations between Germany and Asia-Pacific to strengthen your relationships with key government representatives.

Gain media exposure

In-depth discussions among high-ranking attendees about business relations between Europe's largest economy and the fastest growing region in the world naturally attract the media.

Corporate Partner Packages Overview

Contribution	Platinum	Gold	Silver
Fee 1)	€ 90 000	€ 60 000	€ 20 000
Fee in local currency 1)	₹ 7 830 000	₹ 5 220 000	₹ 1 740 000
Limited to	8	15	20
Benefits			
Exclusive Exposure			
Acknowledgement during closing	√		
Content placement in IGCC business magazine IGE/APK 2024 magazine 2)	Full page Content		
Advertisement placement in IGCC business magazine IGE/APK 2024 magazine 9)	Full page	Full page	Half page
Social media posting including a corporate video 9)	max 30 sec video, max 100 words	max 20 sec video	
Social media creative 9)	1 additional post		1 post
Preferred access to Special Partnership 3)	√	√	
Complimentary entrance tickets	3	2	1
Transfer from airport to hotel and return	3	2	1
Reserved seats at the front zone in main conference venue Durbar	3	2	1
Access to purchase further tickets at early bird price until 12 weeks before the conference	3		



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Exclusive



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Fee in local currency 1)	₹ 7 830 000	₹ 5 220 000	₹ 1 740 000
Limited to	8	15	20
Benefits			
General Exposure			
Display of one kind of A4 or smaller corporate printed matter 4)	√	√	
Display of corporate video (without sound) at the venue, max 30 seconds 5)	√		
Short video byte in post conference video 6)	√		
Display of corporate video in APP 9)	√		
Display of banner ad in APP 9)		√	

At venue

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Limited to	8	15	20
Benefits			
Logo Visibility on APK 7)	Major size	Regular size	Small size
• Pre-function area	√	√	√
• Conference venue signage	√		
• Conference main venue Durbar 8)	Near stage and on side	On side	
• Conference second venue Shahjehan 8)	Near stage		
• Lanyards for name tags	√		
• Mailings	√		
• Website	√	√	√
• Conference App	√	√	√
• Social media channels	√	√	√
• Post conference report	√	√	√
• Post conference video	√	√	√
• Media releases	√		

Footnotes:

1) Fee subject to applicable taxes, invoiced in INR, the Euro amount is only indicative and for information, exchange rate 1Euro = 87INR rounded. 2) company profile template will be provided. 3) Special partnerships, e.g. evening partnership, mobility partnership, photo booth, lunch session partnering if offered. Please approach us if you have a particular product you wish to sponsor. 4) display location to be stipulated by IGCC, printed matter to be delivered to the venue by the partner on 24.10.2024 and items surplus to requirements to be collected on the evening 26.10.24. 5) to be provided by the partner no later than 10.10.2024 in mp4 format. 6) to be recorded during the conference. 7) logo size measured using the height of the logo, irrespectively of any length, displayed in alphabetical order within the respective category. 8) excluding press conference 9) all creatives to be supplied by the partner.



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**Logo
visibility**

Programme APK



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- Opening by Conference Co-Chairmen and Host Country: German-Indo-Pacific Relations: Roland Busch, APA Chairman and Siemens CEO; Robert Habeck, Federal Minister for Economic Affairs and Climate Action, Germany; and Piyush Goyal, Minister of Commerce and Industry, India
- Reshaping Globalisation - Economic Transformation in Asia-Pacific
- Keen on Green - Sustainability Strategies of German and Asian Companies
- Future AI – Startup-Pitch Launching the first German-Asia Pacific Startup-Award
- Rude Awakening in Raw Materials: Dependencies and the Quest to Diversify
- Tech Dialogue on Industrial Innovation
- Sustainable Finance in Times of Geopolitical Change
- The Tripple D: Derisking, Decoupling, Diversification – a Companies' Perspective
- Oxford Style Debate - Competing Offers to the Global South
- Economic Security: How the Global Economy adapts to Geopolitical Shifts
- AHK Business Lunches



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Corporate Partner APK

Mobility Partner

Mobility companies agree to a **Platinum or Gold** corporate partnership

And display their car(s) on the grounds/entrance of the evening receptions for an additional fee of:

Exclusive

₹ 17 50 000¹⁾
(Euro 20 000)

per car displayed

1 amongst 2 or 3

2 or 3 OEMs present

₹ 8 70 000¹⁾
(Euro 10 000)

per car displayed

¹⁾Plus applicable taxes



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Corporate Partner APK

AHK Business Lunch Partner

- Partner is already **Platinum or Gold or Silver²⁾** corporate partnership
- all costs for the lunch in the form of a cash contribution
INR 5 25 000/Euro 6 000¹⁾
- Lunch Partnership is for **one** regional presentation

Benefits at APK

- Logo visibility at lunch panel, currently available regions:
- India & Sri Lanka
- Australia & New Zealand
- ASEAN: Malaysia & Singapore & Thailand
- Greater China
- Japan & Korea
- ASEAN: Indonesia & Philippines & Vietnam

¹⁾Plus applicable taxes ²⁾ For non Corporate Partners Euro 7 500



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Corporate Partner APK

Sundowner Reception Partner

- Partner is already a **Corporate Partner**²⁾
- Cash contribution INR 6 40 000/Euro 7 000¹⁾
- One hour Drinks Reception immediately after the APK Closing

Benefits at Sundowner Reception

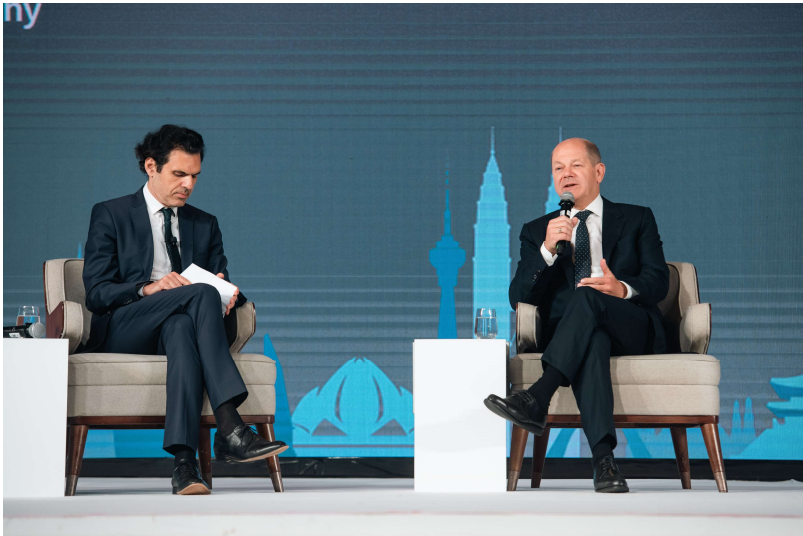
- Invite additional 10 guests for the Sundowner Reception only
- Right to distribute any marketing materials, 400 off

Benefits at APK

- Logo visibility during **Sundowner Reception** in function area

¹⁾Plus applicable taxes, ²⁾ For non Corporate Partners Euro 10 000

Past Impressions APK 2022



Olaf Scholz, Federal Chancellor, Germany

Keynotes

Singapore 2022



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Lawrence Wong, Deputy Prime Minister and Minister Finance, Singapore



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Past Impressions APK 2022

Networking and Oxford-Style Debate in Singapore



Past Impressions APK 2022



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Diversification in Asia-Pacific: Roland Busch, Chairman, Asia-Pacific Committee of the German Business; CEO, Siemens



Fairmont Room, APK2022, Singapore



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Past Impressions APK 2022



Roland Busch, Chairman, Asia-Pacific Committee of the German Business, CEO, Siemens; Robert Habeck, Vice Chancellor and Federal Minister for Economic Affairs and Climate Action, Germany and S. Iswaran, Minister-in-charge of Trade Relations, Singapore; Moderator: Ali Aslan

Opening Triologue

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Organisers

