



PROGRAM

**Workshop**

**“International Business - ASIA”**

Duesseldorf, April 18th 2012



**ITRI**  
Industrial Technology  
Research Institute



مجلس التنمية الاقتصادية  
**البحرين**  
**BAHRAIN**  
ECONOMIC DEVELOPMENT BOARD

## PROGRAM

### Workshop "International Business ASIA "

Duesseldorf, April 18th 2012

There will be two 1,5 - hour workshops in Düsseldorf in addition to country booths and a project lounge

The two workshops "International Business" have been created to introduce the various markets in Asia, North America and Europe and intensify the existing business dialogue between these regions in the mobility industry; in particular in aerospace, the automotive industry and its components suppliers.

Experts representing countries from Asia, North America and Europe will give an introduction to current economic developments and highlight critical success factors for doing business in their respective countries.

Also, chances for international cooperation, both in business and research will be discussed.



#### **Moderation:**

**Mrs. Anita Shukla**  
India-EU Training  
& Consulting

The workshop will be presented by

**crossrelations** ✕

in the VIP and Media Lounge



**India**

**Chances and Challenges in doing business with India**

Mrs. Anita Shukla –  
India-EU Training & Consulting



**Japan**

**Japan needs Renewable Energy Technology and offers High Tech E-Mobility**

Dr. Tilo Schmid-Sehl, CBI Partners



**Taiwan**

**Taiwan's Industrial R&D**

Mrs. Yangwen Sun, Division for Telematics & Vehicular Control System, Industrial Technology Research Institute (ITRI)



**Thailand**

**BOI & business and investment opportunities Thailand**

Mr. Chanin KHAOCHAN, Deputy Consul General - Royal Thai Consulate-General, Frankfurt / Main  
Director - Thailand Board of Investment- Frankfurt Office



**Bahrain**

**Opportunities for doing Business with the Kingdom of Bahrain**

Mr. Sebastian Gerlach  
Economic Development Board Bahrain



## Outlook:

### International Business Forum with Focus on Innovation

The workshop International Business in Duesseldorf, Germany is designed as the start of a series regarding international business with innovation in focus.

It serves as a meeting point for international innovators and decision makers.

## Contact:

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