

End of Show Report

German Expo 2006

The Gateway to German Technology and Lifestyle

24 - 26 March 2006, Suntec Singapore International Convention and Exhibition Centre, Hall 404

www.germanexpo.sg

All things German - a big success

From 24 to 26 March the much anticipated German Expo 2006 opened its doors to business visitors and the Singaporean public.

As the cornerstone event of the “Discover Germany Year” in Singapore, the German Expo is aimed at raising the awareness of German products and business in Singapore.

Over 20,000 visitors came to see German technology and lifestyle products, fashion shows and other attractions at the debut event.

The opening of the event was graced by two ministers: German Federal Minister for Economics and Technology, Mr Michael Glos and the Singaporean Minister for Industry and Trade, Mr Lim Hng Kiang. Both Ministers emphasized the strong ties between the two countries in economic, political and cultural aspects.

Minister Lim pointed out that 150,000 Germans visited Singapore, forming the second largest group of visitors from Europe. He also mentioned that manufacturing was critical to both Germany and Singapore. For both countries, innovation is the key for the future.

Minister Glos emphasized that trade shows such as the German Expo are important for exporting companies. This is especially so for small and medium-sized companies.

Providing an ideal marketing platform for business networking and information exchange, German Expo 2006 exceeded all expectations. More than 60 companies from a wide range of industry sectors including the automobile, electronics, industrial goods, logistics, finance, lifestyle, luxury goods, healthcare, arts and culture, food and beverages, study in Germany, interior design and furniture, tourism to Germany, publications and service sectors took part in the event.

Exhibitors came from 4 different countries including Germany, Hong Kong, Singapore and Thailand. The exhibitors expressed their positive feedback and indicated that they were able to make new business contacts and extend their network.

On the whole, the event is made up by a 3-day Exhibition which starts on Friday and ends on Sunday. It is supported by a series of business seminars, public lectures and public performances.

In terms of net exhibition space, German Expo 2006 took up 1,750 sqm, exceeding the originally planned 1,000 sqm by 75%.

German Expo 2006 also incorporated the following supporting and networking events:

- Seminar on “Solar Energy and Opportunities in Singapore” by Sub-Committee Environmental Engineering of the SGC
- World Cup Football Table Competition by Pete’s Creation
- Seminar on “Introducing Sunset – a Leading Provider of Solar PV Grid Connecting Systems” by Sunset Solar Germany
- Seminar on “Doing Business in Germany: Legal Aspects” by Thümmel, Schütze and Partners
- Seminar on “Logistics and Supply Chain: Transforming a Global Challenge into Business Advantage” by MSE Singapore
- ESCADA Fashion Show by Belbon Pte Ltd
- Film Presentation on “Your German Outsourcing Partner in Asia” by Avarto Services
- Seminar on “Learning German is Fun” by Goethe-Institut Singapore.
- Seminar on “Study and Research in Germany” by DAAD Information Center Singapore
- Seminar on “Power of the Grape Seed for your Health & Beauty” by Vitis
- Seminar on “A Brief Introduction to Stand Alone PV Applications” by Sunset Solar Germany
- Seminar on “Virtual Reality: Opening a Door to Germany ...” by Centre of Advanced Media Technology Singapore
- Public Lecture on “Alchemy, the Magic of Chemical Experiments” by TU-Munich, Germany
- Bavarian Dance Performance by Nanyang Polytechnic, Der TREFF, German Club
- Film Presentation on “Baden-Württemberg – your destination” and “The Art of Noise, The Music Scene in the Stuttgart Region” by the Stuttgart Region Economic Development Corporation
- “The World Cup and Us” Catwalk and Award Presentation by Goethe-Institut Singapore in cooperation with the DAAD Information Center Singapore
- Live Piano Performance on Stage by The Pianoman’s Shop
- Film Presentation on Arvarto Services
- Film presentation on “Locations in Southwest Germany” and “The Stuttgart Region Competence-and Innovation Center” by Stuttgart Region Economic Development Corporation

The German Expo also saw the hosting of several important evening receptions including a reception hosted by the Federal Ministry of Economics and Technology at the German Centre on 24 March.

A second evening reception was hosted by the Embassy of the Federal Republic of Germany at the Red Dot Museum on 25 March.

The show concluded on a high note with the official evening reception at the Paulaner Bräuhaus hosted by Paulaner Brauhaus on 26 March.

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For further information, please contact:

Singaporean-German Chamber of Industry and Commerce

25 International Business Park

#03-105 German Centre

Singapore 609916

T: +6562 8500

F: +6562 8510

E: sofhian.suratman@sgc.org.sg

michael.lim@sgc.org.sg
