

Personal invitation
4th Global Forum Südtirol

Southeast Asia
(ASEAN)

A bright spot
in a volatile world
economy

Friday, 12th October 2012

European Academy of Bolzano/Bozen (EURAC)
South Tyrol – ITALY



GLOBAL FORUM
SÜDTIROL

*New thinking about
the future of South Tyrol*

4th Global Forum Südtirol 2012

The ASEAN countries have long since stepped out of the shadows of the Asian giants China and India and now offer considerable potential for South Tyrol. This fact, however, is underrated in public discussions due to the focus on China and India.

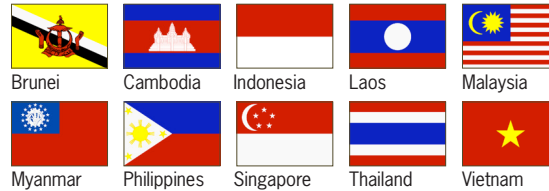
This year's edition of Global Forum Südtirol (GFS) is addressing this global topic for the first time, thus living up to its long-term aim of generating "new thinking about the future of South Tyrol". Our discussion will focus on the international trends arising from the dynamic development of Southeast Asia. Participants will also be made fully aware of the dynamics existing in Southeast Asia.

Our contacts in Southeast Asia have meant that we have been able to invite several influential speakers to South Tyrol, with the aim of promoting business and cultural relations.

The range of speakers will ensure interesting discussions from the various perspectives of ASEAN countries and South Tyrol.

ASEAN member countries

Member countries of ASEAN (Association of Southeast Asian Nations) are:



Grafic: wikipedia.org

Programme

Date: Friday, 12th October 2012
Venue: European Academy of Bolzano/Bozen (EURAC)
South Tyrol – ITALY

3.00 p.m.: Arrival of participants
3.30 p.m.: **Christian Girardi** - Opening address

Keynote Speeches

3.45 p.m.: **Zeno Kerschbaumer**
Southeast Asia - a window of opportunity
4.15 p.m.: **Kian Teik Beh**
Singapore - your gateway to Asia
4.45 p.m.: **Peter Thun**
Vietnam - challenges & opportunities
5.15 p.m.: **Julian Leitner**
Thailand - thoughts from a young e-Commerce entrepreneur

Coffee break

6.00 p.m.: **Dr. Luis Durnwalder** - Address of welcome
6.30 p.m.: Panel discussion moderated by **Andreas Pfeifer**
7.30 p.m.: Dinner & networking

Date: Saturday, 13th October 2012
10.00 a.m.: Wine tasting at the winery of Nals-Margreid-Entiklar



Dr. Luis Durnwalder
Governor of South Tyrol

The 4th GFS is supported by the Governor of South Tyrol, **Dr. Luis Durnwalder**. He will be addressing the forum with words of welcome.



Johannes Pramsohler
Violinist

The South Tyrolean violinist **Johannes Pramsohler** and his ensemble Diderot will be presenting a virtuoso programme of Italian and French violin sonatas. Pramsohler, a specialist in baroque music, was born in Sterzing and studied in Bozen, London and Paris. He has been acclaimed as a „rising star“ by the international press.



Kian Teik Beh
(Singapore - London)

Mr Kian-Teik Beh is International Director (Europe) of the Singapore Economic Development Board. He oversees the investment promotion efforts carried out by EDB's 5 offices located in Europe. Prior to this, Kian-Teik was Director of EDB's Biomedical Sciences Group. He was responsible for leading EDB's efforts to develop the biomedical sciences sector and to help biomedical sciences companies accelerate their innovation and capitalise on Asia's growth story. In October 2010, Kian-Teik was concurrently appointed the inaugural Programme Director of the Singapore Biomedical Sciences Industry Partnership Office, a unique inter-agency unit which facilitates public-private research collaborations and partnerships in basic science and clinical research. He graduated from the University of California, Berkeley with an MSc in Electrical Engineering, as well as a BSc in Electrical & Computer Engineering from the University of Illinois at Urbana-Champaign. He served on the Board of Directors for Singapore Clinical Research Institute until August 2011.



Zeno Kerschbaumer
(Singapore)

Zeno Kerschbaumer was born in Brixen and has been working with Volkswagen since 1990. After working in Italy, the Czech Republic, Germany and Japan, in 2009 he was appointed managing director of Volkswagen Group Singapore. Since 2010 he has been Vice-President of the European Chamber of Commerce in Singapore. He is a founder member of the EU-ASEAN Business Council, established in 2011.



Julian Leitner
(Bangkok)

Julian Leitner was born in Sterzing and is the founder and managing director of Zalora Thailand, Thailand's largest e-commerce enterprise. Julian graduated in economics and public finance from the WHU - Otto Beisheim School of Management in Germany, with study visits to Canada, South Africa and Thailand. Following experience in investment banking, consulting and various Web 2.0 companies, Julian was attracted back to the vigorous economic environment of Southeast Asia, where he established the Thai branch of Zalando.

Speakers & Panelists



Peter Thun
(Bolzano - Bozen)

Peter Thun was born in Bozen and is president of THUN AG. This family-owned business, founded in 1950 as a ceramics workshop, is the birthplace of the "Bozen Angel" and has seen its strongest growth under the management of Peter Thun. It is now the leading Italian brand for gift articles as well as being a successful manufacturer of fashion accessories and children's items. In 1996 Peter Thun was one of the first South Tyrolean entrepreneurs to locate production to China. In 2012 production was shifted to Vietnam.

In 2005 Thun re-established the Bozen branch of the Association of Christian Entrepreneurs (UCID-AGUS) and is now a member of the board of the UCID-AGUS committee in Trento.



Andreas Pfeifer
Moderator
(Vienna)

Andreas Pfeifer, born in Bozen, has been working as a journalist with the Austrian Broadcasting Corporation (ORF) since 1988, first as a freelancer responsible for culture in the ORF regional studio in Tyrol, and later at the Bozen office as correspondent for South Tyrol and Italy. In 1996 he moved to the ORF office in Washington as foreign correspondent and in 1998 he was appointed head of the Italy coverage unit. In 2001 Andreas Pfeifer was tasked with the re-opening of the correspondent office in Rome. Until 2007 he reported from Rome, including on the Berlusconi era and the changing of the guard at the Vatican. Since July 2007 Andreas Pfeifer has been head of the foreign affairs unit at ORF TV. He comments on international events and developments, produces TV reports and works as a special correspondent. He is also involved in the ORF in-house journalist training programme.

Global Forum Südtirol

vision & target group

Global Forum Südtirol provides stimuli for global trends and future-oriented topics affecting both South Tyrol and its relationship to the rest of the world. The forum aims to contribute to the discussion and development of a long-term vision for South Tyrol “from the outside”.

The forum is also intended to help boost strategic, cultural and economic exchanges and entice influential foreign contacts to strengthen the ties between South Tyrol and other countries.

In the last few years individuals and institutions in South Tyrol have become aware of the increasing importance of integrating our province into a worldwide network.

At the same time, there is an increasing demand to bring successful South Tyrolean expatriates, with their international relationships and contacts, closer together with decision-makers in South Tyrol.

Participants

200 South Tyrolean and international decision makers from the fields of business, science, culture and politics are expected to participate. Many of them are successful South Tyrolean expatriates.



Christian Girardi grew up in Neumarkt, South Tyrol. After completing his business administration studies at Innsbruck University and the University of New Orleans, he gained professional experience with PricewaterhouseCoopers in Milan and Siemens in Munich. Since 2008 Girardi has been living in Switzerland, where he founded Braindock GmbH. Girardi acted as the founding president of the Südstern network of South Tyrolean expatriates and he is the founder and organiser of Global Forum Südtirol.

Accommodation & directions

How to get there

EURAC Convention Center is a 5-10 minutes walk from the old town of Bozen, Drususallee 1, 39100 Bozen (Italy). If you arrive by car, take the exit "Bozen Nord" or "Bozen Süd" and follow the signs to the city centre and the railway station. The closest airports are Verona, Munich and Innsbruck. Bolzano airport is served by domestic flights from Rome.

Parking

You can park your car in the car park "Bozen Mitte" (Mayr Nusser Strasse), in the car park of Waltherplatz or at Drusus Stadium (Trient Strasse). Parkhotel Laurin also has a large car park.

Accommodation

We have reserved a block of rooms at a special rate at Parkhotel Laurin and Hotel Sheraton. If you are interested, please contact the hotels directly referring to GFS. For more information go to www.laurin.it or www.fourpointsbolzano.com.

Registration & contact

Participants of the Global Forum Südtirol will be invited personally (**attendance by invitation only**).

Simultaneous translation: English - German

Dresscode: Business attire

Registration is binding.

As the number of participants is limited to 200, we recommend that you register in time.

The registration fee (100 EUR) covering your participation and all costs of dinner and drinks will be invoiced to participants at your discretion before or after the event. Cancellations may be submitted free of charge until 5th October. Please be aware that for a later deregistration we will have to charge the full fee.

Registration deadline: 5th October 2012

For registration please contact:

Christian Girardi - phone: +41 79 85 22 104
info@globalforum-suedtirol.com
www.globalforum-suedtirol.com

Organized by: **BRAINDOCK**

Partners & Sponsors

GFS Partners

Willkommen im Leben.



Volksbank

EOS.

Export Organisation Südtirol
der Handelskammer Bozen

GFS Supporters

AUTONOME
PROVINZ
BOZEN
SÜDTIROL



PROVINCIA
AUTONOMA
DI BOLZANO
ALTO ADIGE

EURAC
research



FRIE UNIVERSITÄT BOZEN
LIBERA UNIVERSITÀ DI BOLZANO
FREE UNIVERSITY OF BOZEN - BOLZANO

LAIMBURG
Land- und
Forstwirtschaftliches
Versuchszentrum



SÜDSTERN

GFS Sponsors

ATZWANGER

BIASIN & PARTNERS

Dottori Commercialisti - Revisioni Contabili
Wirtschaftsprüfung Steuerberatungsgesellschaft

A22
Autostrada del Brennero 154
Brennerautobahn AS

Brimi
Naturlich frisch - Fresco di natura

FERCAM
Logistics & Transport

Fenster, Türen und Glasbauten
FINSTRAL

hofer
powertrain

HOPPE
Der gute Griff.

Loacker



MARKETING FACTORY

M INDUSTRIE AG

NALS MARGREID
KELLEREI • CANTINA

**STAHLBAU
PICHLER**

schweitzer



THUN

WOLFTANK

