



19th ASIA-PACIFIC
CONFERENCE
of German Business

29 – 31 OCTOBER
S E O U L 2 0 2 6

APK 2026

SPONSORSHIP OPPORTUNITIES



19th Asia-Pacific Conference of German Business

The biggest German networking event in 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 organized by the Asia-Pacific Committee of German Business (APA), the German Federal Ministry for Economic Affairs and Energy (BMWE), and the German Chambers of Commerce Abroad (AHK) in Asia-Pacific.

It is co-chaired by the APA-Charman, President and CEO of Siemens AG Roland Busch and the Federal Minister for Economic Affairs and Energy Katherina Reiche.

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.

Information on 19th APK

Frequency	Every 2 years in the Asia-Pacific region
Goal	Discuss and promote economic relations between Germany and Asia-Pacific
Date & Venue	29-31 October 2026 Grand InterContinental Seoul Parnas, Seoul, Republic of Korea
Chairs	The German Federal Ministry for Economic Affairs and Energy (BMWE) and the Chairman of the Asia-Pacific Committee of German Business (APA)
Organizer	APA, BMWE, and the AHKs in Asia-Pacific
Local host	AHK Korea - Korean-German Chamber of Commerce and Industry (KGCCI)
Attendance	Estimated 800 delegates primarily from Germany and the Asia-Pacific
RSVP & Registration Deadline	AHK Korea – Sun-Hi Kim shkim@kgcci.com until 30 June 2026

Sponsoring 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 Partner of the APK 2026 in Seoul will give you the opportunity to place your business right into the spotlight and to raise brand awareness.

Key data from last APK 2024 in India

845

Conference
Delegates

34

Speakers

23

Hours of Gatherings &
Networking Opportunities

18

Innovative & Interactive
Sessions

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 Partners:

- Partner of Evening Reception
- Partner of AHK Lunch Sessions
- Mobility Partners

Benefits

- **Enhance Your Company Image**
Promote your company as a thought leader in providing content for relevant topics in the AHK Korea Business Magazine and branding on APK website and social media channels.
- **Raise Brand Awareness**
Depending on your sponsorship 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

Contribution	Platinum	Gold	Silver
Fee	€ 90.000	€ 50.000	€ 25.000
Limited to	8	12	
Fee in local Currency (exchange rate on date)			
Benefits			
Exclusive Exposure			
Acknowledgement during event	✓		
Content placement in AHK Korea business magazine KORUM	Full Page		
Advertisement placement in AHK Korea business magazine KORUM	Double Page	Full Page	Half Page
Social media posting	✓	✓	
Transfer from and to the airport for one [1] company representative	✓	✓	
Complimentary entrance tickets	3	2	1
Reserved seats at front zone in main conference venue	3	2	1
Access to purchase 10 % discount for [x] additional tickets	3	2	1
General Exposure			
Display of one kind of A4 or smaller corporate printed matter	✓	✓	
Display of corporate video (without sound) at the venue (max. 30 seconds)	✓		
Logo Visibility on APK			
● Mailing	Major Size	Middle Size	Small Size
● Website	Major Size	Middle Size	Small Size
● Conference App	Major Size	Middle Size	Small Size
● Social media channels	Major Size	Middle Size	Small Size
● Pre-function area (Foyer)	Major Size	Middle Size	Small Size
● Conference venue signage	✓		
● Conference Stage area	✓		
● Lanyards for name tags	✓		
● Media releases	✓	✓	✓
● Post conference report	✓	✓	✓
● Post conference video	✓	✓	✓

Event Partner

AHK BUSINESS LUNCH PARTNER

Partner for one [1] Regional Business Lunch

Contribution

Fee	€ 6.000
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Fee in local Currency (exchange rate on date)

Benefits

Available regions:

- Korea
- Japan & Greater China
- Vietnam, Thailand & Philippines
- Indonesia, Malaysia & Singapore
- India & Sri Lanka
- Australia & New Zealand

Logo Visibility at business lunch venue

AHK SUNDOWNER RECEPTION PARTNER

Exclusive one- hour of Drinks Reception immediately following the APK Closing Session

Contribution

Fee	€ 7.000
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Fee in local Currency (exchange rate on date)

Benefits

Logo Visibility during Sundowner Reception

Opportunity to distribute marketing materials at Sundowner venue

10 Complimentary guest invitations for Sundowner only

Mobility Partner

Contribution

Fee	€ 10.000
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Fee in local Currency (exchange rate on date)

Benefits

Exclusive Exposure

Advertisement placement in AHK Korea business magazine KORUM	Half Page
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Social media posting	✓
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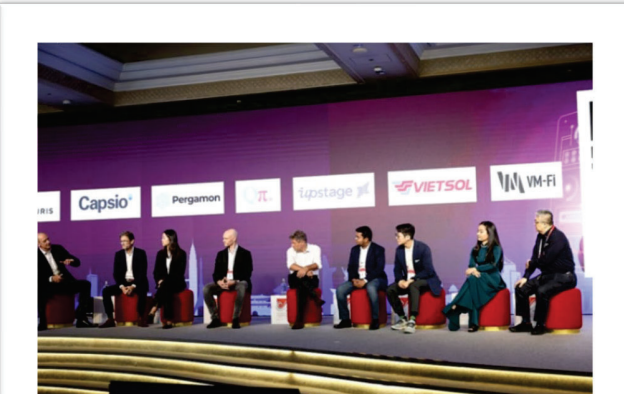
General Exposure

Display of one kind of A4 or smaller corporate printed matter	✓
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Logo Visibility on APK

- | | |
|--------------------------|---|
| ● Mailing | ✓ |
| ● Website | ✓ |
| ● Post conference report | ✓ |
| ● Post conference video | ✓ |
| ● Pre-function area | ✓ |
| ● Conference App | ✓ |
| ● Social media channels | ✓ |

APK 2024 – India Impressions



Contact

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Organizer

