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Final Report

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Report on the activities of the Asia Pacific Center in fulfilling the Contract No. 90/041 between the United Nations Industrial Organisation (UNIDO) and the Asia Pacific Center for the UNIDO Project No. US/RAS/89/114

**original contains
color illustrations**

ASIA PACIFIC CENTER

Dr. Wolfgang Lubink

November 1990

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I Introduction

In connection with the UNIDO programme for the Identification, Formulation and Promotion of Industrial Investment Projects in ASEAN Countries and China in the Packaging Industry Sector, the Asia Pacific Center (APC) provided special services for 40 ASEAN/Chinese project sponsors and officials during their visit to the Federal Republic of Germany at the INTERPACK Fair in Düsseldorf. Moreover, the APC assisted the UNIDO in a wide range of activities, such as the preparation of the Fair (from 7th - 13th June 1990) and the organisation of the briefing seminar in Banz (FRG) from 2nd - 5th June 1990.

This report describes the activities in fulfilling the Contract No. 90/041 between the UNITED NATIONS INDUSTRIAL ORGANISATION (UNIDO) and the Asia Pacific Center for the UNIDO Project No. US/RAS/89/114.

II Fulfillment of Contracting Services

The Investment Promotion Programme aimed at promoting the industrial development and modernisation of ASEAN and People's Republic of China packaging industries. In a first step UNIDO/IPS identified 54 industrial projects from the packaging sector in China and the ASEAN countries. They were looking for suitable foreign technology and investment partners in various fields, ranging from joint ventures, marketing arrangements, licensing agreements to financing.

Before and during the INTERPACK Fair, the main objective was to arrange business discussions between Chinese/ASEAN project sponsors and foreign companies interested in their projects. In this context, the Asia Pacific Center undertook several tasks on behalf of UNIDO. Furthermore, in the following part there is a description of the various activities of the APC.

1 Application of the Programme to Affiliated Member Firms

The APC informed the head organisation of the German Savings Banks, the "Deutsche Sparkassen- und Giroverband e.V." (DSGV), about the INTERPACK project. The more than 400 member banks of the DSGV received information about the background of INTERPACK projects to be circulated among their clientele.

In the middle of 1989, the APC had informed the German Machinery and Plant Manufacturer's Association (VDMA) about the INTERPACK '90. VDMA in turn passed this information on to all relevant member companies, underlining possible opportunities of cooperation with the delegation members.

Furthermore, in January and February 1990, the APC started a direct mailing campaign to inform interested clients and private banks about ASEAN and PRC companies intending to visit the INTERPACK Fair. They carefully selected German companies which are engaged in the packaging industry.

In addition, UNIDO and APC contacted more than 50 federations, newspapers and other media issuing a press release on the project. With the help of the above-mentioned activities, we have succeeded in drawing the attention of various German and European companies and institutions to the ASEAN/Chinese INTERPACK projects and, in this connection, UNIDO/IPS and APC have been able to arrange promising business meetings for the participating companies.

2 Publication of the Joint UNIDO/IPS Cologne Brochure

The APC designed the "List of Projects" brochure and supervised printing. This list consisted of 54 ASEAN/Chinese projects. The first edition was issued on 19th February 1990 (3,215 copies). A second edition was printed on 6th April 1990 (3,200 copies) bringing the total to 6,415 copies.

3 Organisational Tasks Concerning the UNIDO Stand at INTERPACK

The APC handled all the necessary organisational tasks - including catering - concerning the UNIDO stand. All important negotiations and arrangements had been transacted in time including stand insurance and the ordering of exhibitors' cards for the Asian delegates.

Moreover, we carefully selected the stand constructor, among several offers, to erect the UNIDO INTERPACK stand. The stand, with an area of about 100 m² was equipped with all the necessary facilities, such as telephone, photocopier, three separate compartments for negotiations and a secretarial area where all information could be received and collected. In addition, there was an area for discussions and refreshment.

The functional and sophisticated design of the stand contributed to an atmosphere which, in many cases, supported the complex process of professional discussions. During the whole Fair, the UNIDO stand attracted the attention of a great number of professional visitors giving the ASEAN project promoters the opportunity to manage their business discussions.

4 Selection of Guides and Interpreters

The Asia Pacific Center selected and hired interpreters and guides for the visit of the Asian delegation. At the briefing seminar in Banz from 2nd - 5th June, two Chinese/English interpreters permanently accompanied the delegation and translated during the conference. At the INTERPACK from 7th - 13th June up to six interpreters /guides were engaged in the translation of the business talks. The interpreters and guides were able to speak Chinese/ German or Chinese/German and English. The guides also assisted the delegation members in arranging the meetings with possible business partners.

5 Organisation of the Briefing Seminar in Banz

The briefing seminar in Banz provided detailed background information about the main developments in the German and European packaging industry. In addition, the seminar gave insight into the economic changes caused by the German and European unification process which will change the conditions for Asian exporters and importers substantially.

The APC contacted Mr. Hans Rambock, Deputy Managing Director, Special Division, Fruit Processing and Packaging Machines, VDMA. He made an important contribution to the seminar by giving a specific introduction to the German packaging industry with a concrete overview of the INTERPACK Fair. Other important speakers at the seminar between 2nd and 5th June were: Siegfried Lengl, State Secretary, Federal Ministry for Economic Cooperation; Domingo L. Siazon, jr., Director General, UNIDO; and Wolf-Dieter Melzer, General Manager, DEG (German Investment and Development Company). Furthermore, other competent members of federations, the European Commission and companies contributed to the success of the seminar.

The Asia Pacific Center especially assisted UNIDO in every relevant organisational question during the seminar. For example, transportation of participants, organisation of the programme, looking after seminar speakers, assistance in the organisation of the accompanying cultural programme.

6 Group Transport and Travel Arrangements

Between 1st and 16th June 1990, the APC organised the transport of the ASEAN/Chinese industrial project managers, including transfers to Frankfurt Airport and Banz and the daily shuttle service to the INTERPACK Fair. Moreover, we also arranged individual trips for the participants to companies and factories in the packaging industry. The Asia Pacific Center carefully developed a timetable for all travel arrangements which made coordination of transportation and meetings possible, including a sight-seeing programme with a boat trip on the Rhine on 14th June.

Most of the transfers were carried out by bus hired from Univers Reisen GmbH & Co. Autobus KG, Köln. In addition, the Stadtspar-Kasse Köln Headquarters provided a minibus to be used for transportation of small groups.

7 General Assistance at the INTERPACK Fair and Introduction to Suitable Business Partners

Contacts to other German Savings Banks previously initiated by the APC helped to organise many promising business meetings for the ASEAN/Chinese participants. Besides, participants also had the opportunity to arrange meetings with German packaging companies themselves.

Initiated by the APC, two companies of the packaging industry had invited the delegation to visit their production plants. On 7th June, Teepack GmbH in Düsseldorf organised a guided tour through their production plant. The delegation members were shown how tea is selected, blended and packaged in bags. On 12th June Ostma Maschinenbau GmbH in Zulpich gave an insight in their products. This company is a manufacturer of production lines with various packaging machines for products ranging from video cassettes to food. Ostma especially provides technologies which were designed for the operation in developing countries.

Some additional services such as the preparation of name tags for the members of the delegation were essential for the success of organisational measures at the INTERPACK. Moreover, the APC had collected background material about Cologne, Düsseldorf, the INTERPACK and the services of UNIDO and APC. Each member of the ASEAN/Chinese delegation was given a folder with this information plus an updated programme. Furthermore, one month before the beginning of the Fair, APC had initiated a telephone campaign contacting more than 200 companies who had not yet answered UNIDO's invitation to the INTERPACK stand. All the above-mentioned activities contributed to the smooth and successful handling of INTERPACK.

III Summary

On behalf of UNIDO, the Asia Pacific Center provided a great variety of services to the ASEAN/Chinese delegation which visited the INTERPACK Fair 1990. The APC attracted public attention for the projects through publication and by informing federations, savings banks and packaging companies in Germany and Europe.

Throughout the preparation phase and during the briefing seminar in Banz (FRG) and the Fair itself, the Center's activities concentrated especially on organisational tasks, such as the hiring and selection of interpreters/guides, designing and printing of List of Projects, organising the transportation of the entire group and individual tours for project managers who paid visits to German companies. Moreover, the APC supervised the design and construction of the fair stand and provided part of its equipment.

Especially through our contacts with members of the VDMA (German Machinery and Plant Manufacturer's Association) and the DSGV (Head Organisation of German Savings Banks), we were able to provide the Asian project sponsors with a large variety of information about the German packaging industry. It was also possible to organise many promising business meetings with German and European counterparts at the UNIDO stand or at the stands of the German producers.

"It gave us the opportunity to view the packaging machinery and make business contacts with the packaging machinery manufacturers. We were able to observe the gap between the packaging machines available in Malaysia and those at the Fair", said Mr. P. Kalaiyappan, head of the Malaysian delegation, who spoke representatively for all delegation members about his experiences at the Fair. The activities of the UNIDO and the APC helped to open new perspectives of cooperation between German and Asian companies.

Annex A

Costs and Expenses for the APC

According to our cost proposal dated 20th February 1990, the following costs and expenses occurred:

1. Professional Services

Name	Position/Title	Man- Months	Cost/ Man- Month	Total Cost
H.F. Berner	Project Coordinator	2	DM 10,500	DM 21,000
F. Willmes	Leputy Proj. Coord.	3	DM 8,000	DM 24,000
Dr. W. Kubink	Consultant	2	DM 6,500	DM 13,000
H.J. Brüggemann	Proj. Administrator	3	DM 5,000	DM 15,000
Mrs. R. Probst	Secretary to Project Coordinator	4	DM 4,500	DM 18,000
<hr/>				
Total				DM 91.000

2. Subsistence

Briefing and Debriefing:
4 man/days at DM 300 per day

DM 1,200

3. Travel and Transportation

DM 4,950

4. Other Direct Costs

Telephone, telex, telefax

DM 10,000

Mailing of project lists, APC publications

DM 1,000

Printing

DM 5,000

Maintenance of UNIDO stand

DM 1,540

Fair organisation

DM 1,420

Translations

DM 600

Total

DM 19,560

Grand Total

DM 116,710

Annex B

Photographs of INTERPACK Stand









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