

PARCHIM INTERNATIONAL AIRPORT

ASIA CENTRE EUROPE

1. INTRODUCTION

The distance between Asia and Europe might seem large, but it is not insurmountable.

Here lies the key motive for an initiative from Germany, a project on Parchim International Airport, Germany called "Asia Centre Europe".

A group of Asian and European entrepreneurs have been working for five years on the preparation and development of the Asia Centre Europe project. This project is based on the following principles:

- World Trade Centers in Asia are differently arranged than those in Europe. Asian businessmen and women often find the western trade centers to be unimaginative and the dynamics very dull.
- In Asia there is hardly any distinction between wholesale and retail trading, and trade centres maintain permanent and direct contacts between suppliers and customers, whether they are large or small.
- The direct human contact between trading partners means that in Asia there is traditionally more demand than in Europe for a cultural atmosphere to support business activities.
- Many Asian countries wish to withdraw from euro-centrism and want to manifest their own culture on equal terms throughout the world.
- Emerging nations with high economic potential, like China and India, prefer to run their own trade

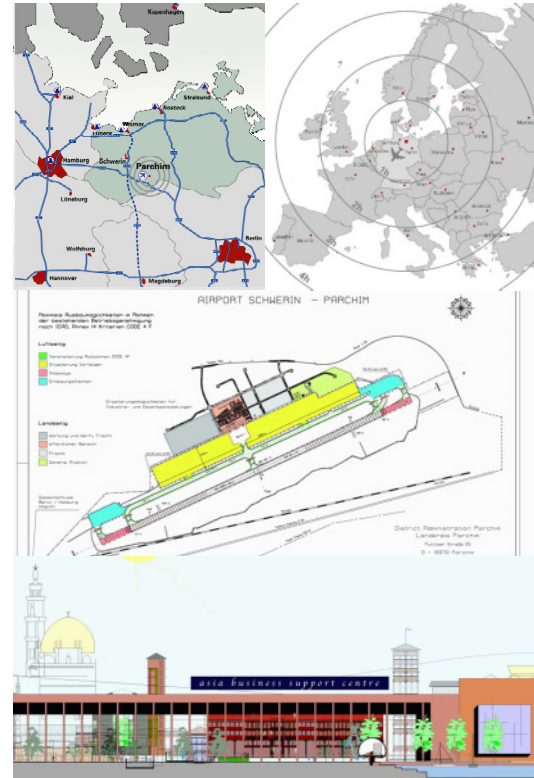
and distribution networks with Europe, without being dependent on intermediaries and facilitators in Europe and Asia.

- There is also an increasing degree of need for direct contact and opportunities to exchange products, services and information between medium-sized and small companies in both continents of Europe and Asia.
 - Europe is seen in Asia as one entity from the point of view of a central market approach.
 - The strong economic growth of Asia and the estimation that Asia will be the new expected "engine" of the world-economy.
 - The expectation that Europe will be part of a global economic order, where different economic blocs have to operate complementary and equal, in stead of being big competitors and acting like imperialistic rulers.
 - The Netherlands has been and still is envisaged by the Asiatic business people as the gate to Europe.
 - The need for Europeans to understand something of the culture in the Far East.
 - The desire of the Far East to do more business in Europe.
 - The expectation of a necessary growing exchange of cultural aspects, educational ideas, business and above all people, in order to understand each other to be a citizen of a, in an environmental way vulnerable, but above all a global society.
- The main target of the new Centre, so called ASIA CENTRE EUROPE, has to be:

"To encourage the over all contacts between Asia and Europe by giving European people the opportunity to understand and to admire more the Asiatic culture, in order to open the way for an adult exchange of thoughts (culture), ideas (education), goods (trade) and people (leisure) between Europe and Asia. The base for Asia Centre Europe are four connected angles. These angles are connected to the present and future societal trends.

These trends are:

- A growing individuality, that means more need for diversification, adventure and looking for new challenges. The consequences are a desire to spent more money in stead of saving and more financial opportunity to travel and to see.
- A strong improvement of information- and communication-systems, with the consequence of a growing mobility of people. This means an open eye for global trade and tourism.
- A higher education-level of the consumer, this means more educational needs and curiosity to satisfy. The consequence is a growing trade-interest in other continents of this world.
- A strong growth of the holistic approach in which leisure is seeing as an integrated part of life, exposed by a need to achieve more flexibility to dispose about working and leisure-time.



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2. ASIA CENTRE EUROPE

At least 15 Asian nations will present their countries and evolving opportunities and advantages under one umbrella. Clearly visible to Europe. A permanent centre concentrating on Asia. Merging consumer interests and business catalyzing each other to a level never seen before. That is what ASIA CENTRE EUROPE is really all about: the turning point of different worlds. By concentrating all effort in one place it becomes THE place to be if one is interested (business- or otherwise) in the Asian world, creating the best possible conditions for success. In turn, the Asian community is offered a gigantic instrument for business development as well as a visible "corporate identity" in Europe to which Asian people can relate.

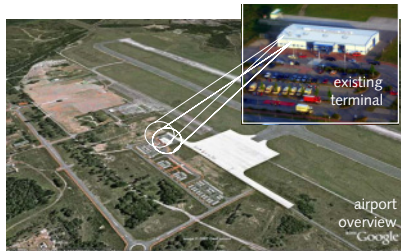
- separate pavilions for each participating Asian country
- hotels and restaurants in an oriental style
- parking facilities
- a trade centre buildings, including desks/departments for each separate country participating and travel agency
- a communication centre, including large conference facilities, television/radio studio's, video conferencing, press facilities etc.
- shops inside the pavilions and a general shopping centre concentrating on Asiatic products
- trade fair facilities, expo centres
- an international (Asian) school.

The individual facilities will have their own "biosphere" to create the original

climate. The roofing will be transparent or serve as projection screens (like a planetarium). Possibly the whole built-up area will be roofed or alternatively corridors will be built in order to avoid large differences in climate. The "hardware" described above will enable the development of specific "software". Three major activities are being developed:

- business development
- cultural entertainment (infotainment)
- travel services

These core activities will be complemented by a large number of smaller scaled activities. It must be understood that the concept, although it consists of separate parts, will be consciously presented as one total concept. Each part has a synergetic relationship with the other parts: culture, education, trade and leisure. These delicate marketing relationship will have to be guarded well.



3. ACTIVITIES:

1. ASIA CENTRE EUROPE will provide business services in broadest possible sense. A service desk will provide interpreters, secretarial support, business offices and conference facilities, banking facilities, travel support and hotel accommodation, information and management support facilities, such as solicitors, lawyers, business consultants and auditors as well as any other kind of professionals. The consultancy, desk supplies tailor-made market research capabilities, strategy planners and management consultancy to support individual market entrances on both European markets and Asian markets. The import/export department will eventually consist of dozens of separate companies concentrating on bilateral trade between Asia and Europe on their own account. Companies which business are in the field of value added logistics will be

enabled to contribute as partners in the trade-chain in this environment in order to satisfy specific requirements of consumers from the various countries in Europe. This threefold approach ensures that whatever strategy a company has, European of Asian, there is a tailor-made, client-oriented service from Asia Centre Europe that fits the specific needs of any company. Ambitious as it may seem.

2. Asia Centre Europe will function as a CENTRE. Television programs will be recorded and live transmissions will take place from Asia Centre Europe. Entertainment programs as well as documentaries besides talk shows and business programs. The possibilities to transmit RTV programs to Asia or an Asian Channel in Europe, possibly through their own satellite-channel, will have to be investigated. Special themes and events will be further developed.

3. As far as services to the public is concerned there will be leisure, culture and recuperation possibilities: people can walk from one country to another breathing and tasting cultural phenomena, buying original foods and craft work, watching demonstrations and audiovisual means, learn to cook Korean or Mandarin or Japanese or whatever, enjoy the hospitality of

"local innkeepers", play local games, participate in ceremonies, etc. etc. An incredibly wide variety of things to see and things to do. Besides, the public will be offered possibilities to buy special products, to book a holiday to a specific country, to stay overnight in one of the hotels with an oriental atmosphere, etc. Generally: to experience Asia in one day, or so much longer as one wishes to have the experience.

4. Airlines, major business groups, hotel chains and other business will have their own, or combined foothold either in the Trade Centre or the Tourist Centre. They are offered a wide variety of P.R. media and promotion packages through sponsoring and service programs.

5. The International Asian School, to be created as a part of Asia Centre Europe, will provide Asian businessman with the infrastructure to make a long stay in Europe and bring his family over. This service may also include a real estate brokerage. On the other hand Western Businessmen can get information about the Eastern way of doing business and cultural background, provide themselves with the right knowledge before going to Asia or doing business with Asian business.

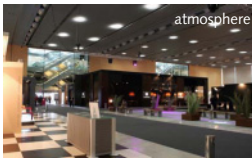
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3. THE MARKET

6. The science centre in Asia Centre Europe will have an international character with information and exhibitions about the latest development in science from Asia.

7. All of the previous may well position Asia Centre Europe as an Asian centre in Europe in which case it could be interesting for the participating countries to have diplomatic services on site.



atmosphere

Notwithstanding the fact that the dimensions of consumer and business interests have yet to be examined, there are a number of interesting developments in Europe encouraging the presented project. We will deal with these developments by market segment.

a. Consumer markets

Within the public markets a number of sub markets can be discriminated:

- Family market (younger children with their parents)
- Senior market (so called "empty nesters", children living on their own)
- Education market (high school trips; university programs; etc.)
- Society and club market (Lions, Rotary, Round Table, housewife clubs, sport clubs etc)

The first and third market are bound to the season, so that business will peak in a relatively short period of time. The second and fourth market, however, can be directed outside the season. Moreover, consumers take short holidays several times a year and gain interest in "exotic" cultures. Whereas competition still mainly consists of pure amusement parks, Asia Centre Europe already offers the product with future aiming for 50+ consumers (in age) which group will grow considerably over the next decade. There are more than enough demographic statistics available to back up this statement. Asia Centre Europe will specifically not just offer the family an incredible day out, it

aims at content and future markets, to stretch the season and to reach more consumers at the same time. Detailed market potentials and product specifics are being researched within the framework of a feasibility study.

b. Non-consumer markets

Asia Centre Europe will undertake an extremely wide variety of activities, that can be divided into the following product-market-combinations:

Activity market
import/export manufacturing industry, trade management support manufacturing industry, (P.R.; marketing, sales, support etc.) trade, service industry
facility supply manufacturing industry, (offices; personnel; etc.) service industry, governments, trade value added logistics manufacturing industry, trade, service industry (TV-programs; conferences; etc. manufacturing industry, trade, service industry, governments, international organizations, communication industry
It is essential to understand that Asia Centre Europe serves both Asian and European industries in the sense that Asian business development towards the European markets as well as European business development towards Asian markets are part of the activities Asia Centre Europe will employ.

Both the Asian countries involved and European countries will benefit from a unique P.R. instrument, that will largely contribute to foreign interest in these countries, leading to investments, creation of quite a number of jobs, and new business initiatives, which may well enforce economic development in the Asian countries. Moreover, the "two-way street" approach will certainly put Europe on Asian markets in a forward position. This is why the development of business oriented activities of Asia Centre Europe must include centralization of information and contacts and to make that available in the process of communication between Asia and Europe.

c. Tourism market

The tourism market can be read as a specific business market in the sense that it is an industry, that gets its income both from consumer markets and from non-consumer markets. Besides, the industry is rather dependent on corporate images of countries. In turn, it co-defines the corporate image. Consequently, there is a delicate relationship between tourism and consumer- and business attitudes. In positioning a country, tourism therefore needs special attention. Until now there was no possibility for Asia to develop a "corporate image" in Europe. It's every country for itself. Asia Centre Europe creates a "one for all" opportunity. It is very likely that the tourism industry will realize that a concentration on the "Asian subject", whereby both consumers and businesses are brought together in one physical place with their minds on the subject, offers new sales possibilities. Airlines, tour operators, and the specific Asian countries as well as other parts of the industry will all be interested in joining the Asia Centre Europe without a doubt. How and what can or should be offered to this specific industry is a question to be answered by the feasibility study.

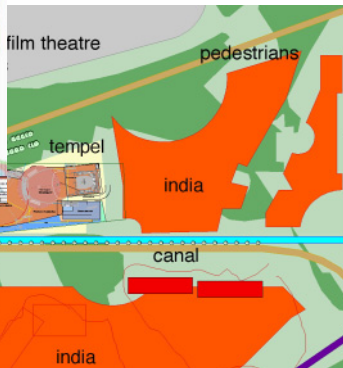
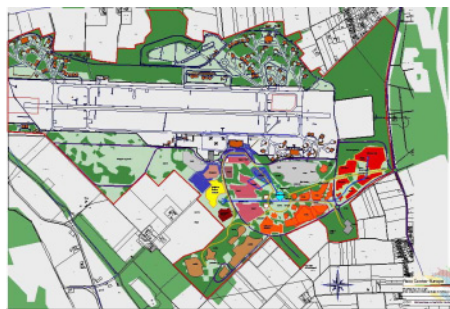
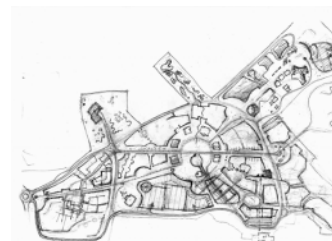
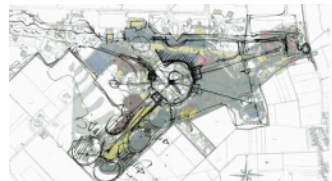
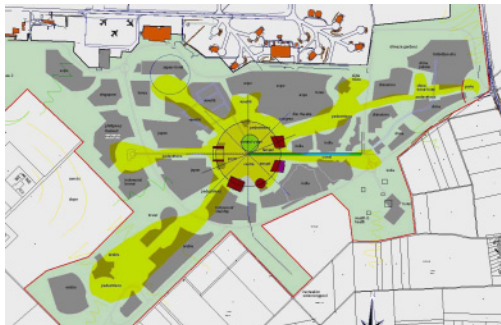
d. Gateway to Europe

e. Value Added Logistics



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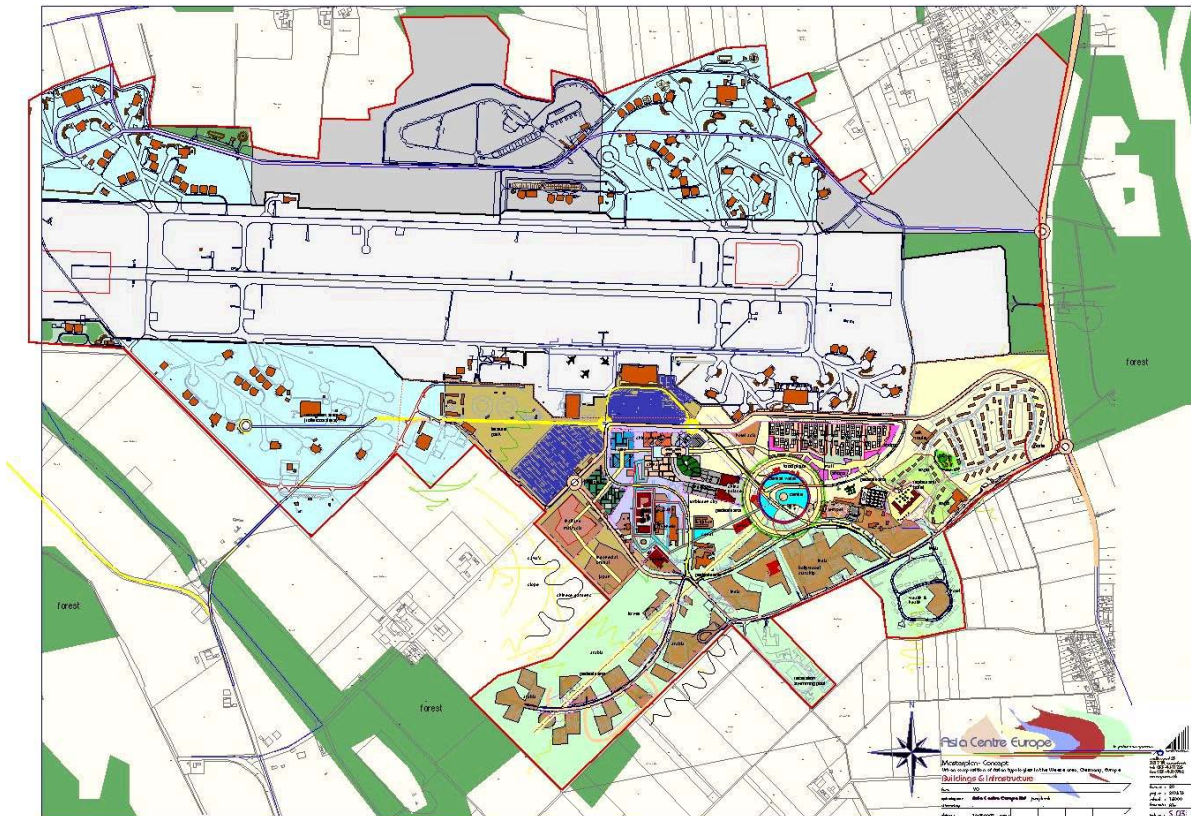
concept design



Location studies at Airport Weeze



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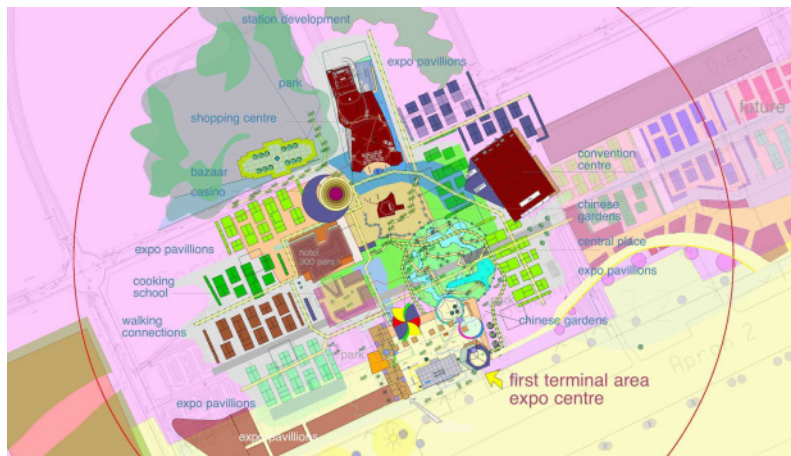


Location studies at
Airport Weeze

Before investigating
the location of Air-
port Parchim, we
made studies of this
airport Weeze in
Germany

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ASIA CENTRE EUROPE



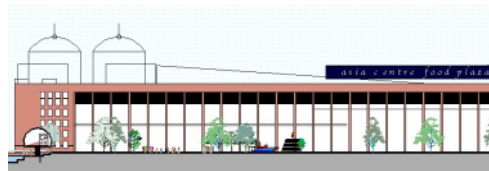
The location and developments in the future (Airport Parchim)



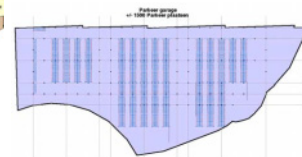
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ASIA CENTRE EUROPE

Designs and studies for using the existing terminal at Parchim Airport



ACE Foodplaza and parking

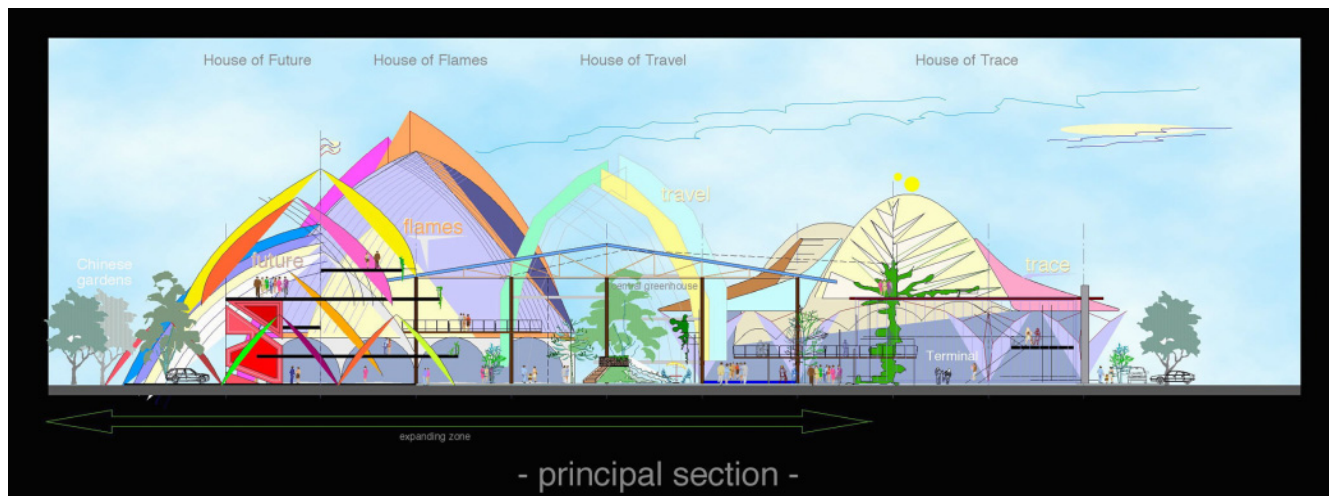


Designs and studies of a section at Weeze Airport



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ASIA CENTRE EUROPE



Designs and studies for using the existing terminal at Parchim Airport



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Plan of Action
1. Identification of competitive areas of business
2. Identification of links in history and future
3. Identification of companies that would like to establish on Parchim International Airport



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ASIA EXPO FESTIVAL 2011

1. INTRODUCTION

In 2011 an Asia Expo Festival will be organized on Parchim International Airport in Germany about the presentation and promotion of products and culture from Asia to Europe in a temporary Expo creation. Europe has a long relationship with Asia over the centuries starting with the Silk road, Marco Polo, discovery journeys by boat missionaries, traders etc. and a lot of knowledge and products found their way from Asia to Europe over the years. Temporary the popularity of religions, philosophies, organizational principles and styles from the East is still growing. In the tradition of the Trade and Cultural Exchange Asia Centre Europe wants to organize a new TRACE TO ASIA in a cultural and business Expo Festival with the expression of culture, religions and philosophies from Asia with **"THE CLASHES OF KNOWLEDGE AND WISDOM BETWEEN EAST AND WEST"** as theme. Music, dance, singing, acrobatic, mime, chanting, devotion, celebration, Holy days, meditation, Traditional Chinese Medicine, Ayurveda, fortune tellers; massages, lecturers, workshops, artists, audio visuals, movie stars, cooking, shows, Arabian belly dancers; a complete Asian city, food plaza, theatre, circus, pavilions, tourist information etc. Information about how Asia has become so successful in these days in a easy to absorb way with direct contacts, lecturers, practising moments, movies, exhibitions etc. Europe can learn from

Asia. Find out how people think. Experience Asia in one day.

Goal:

- Teaser or creator of "Rumour around the brand" for a permanent Asia Centre Europe
 - To promote cultural and spiritual values from Asia by bringing info and entertainment of the highest levels fulfilling the desire of Asia to show themselves to the world as a new economic and cultural power
- Meanwhile an important Business to Business and Business to Consumer presentation will be organized in tents and pavilions shaped in style of the different cultures.



2. BUSINESS TO BUSINESS

The Asia Expo Festival will be organized in exhibition halls covering 500 international standard booths. The Expo will be organized in such a way that opportunities will be created for fruitful discussions and negotiations for exhibitors, purchasers, investors and project owners.

1. The National Pavillion

Taking the representation of the beauty and charm of the different cultures as its main subject, the National Pavillion will focus on specific promotion of cities (regions) in Asia. Each city/region will demonstrate its comprehensive features and achievements in trade, tourism, investment, science & technology, culture and human resources cooperation.

2. The Commodity Trade Pavilions

In these Pavilions, commodities will be exhibited according to categories, while commodities from the same country (region) and under the same category will likely be arranged in a group. Priority will be given to the

following categories:

- Machinery and Equipments
- Electronics & Electrical Appliances
- Hard wares & Construction Materials
- Light Industrial Products & Handicrafts
- Agricultural products & Foods

3. The Investment & Cooperation Theme

The theme will cover promotion on projects investment or cooperation on international economic cooperation and on partnership of advanced and practical techniques, etc.

- Projects promotion
- International Economic Cooperation
- Advanced and Practical Techniques

4. The Tourism Theme

Hold promotion and introduction conferences / meetings for different countries, provinces and cities or for the products of enterprises.



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ASIA EXPO FESTIVAL 2011

3. BUSINESS TO CONSUMER

In several pavilions products can be tasted and bought in restaurants, food plaza, bars, coffee shops. Beer, wine and drinks experienced in different circumstances as exporters have set up music and dance parties, festivals and places for enjoying the calmness and relaxation way of life in Asia by offering wellness activities and products like massages, bathing, movement exercises, chanting, tea etc. Beauty specialists will offer visitors a special treatment with natural products from the great and wise cultures from Asia. The Wellness Fair will offer visitors information about spirituality and their secrets in Buddhism, Taoism, Hinduism and the for Western unknown knowledge of the Islam but also the opportunity to experience the Traditional Chinese Medicine in acupuncture, acupressure and Chinese herbs or the Ayurveda Health program from India. Products for health and beauty will be displayed in shops and give a way as samples to visitors largely. Special attention will be for the

trends in mode and fashion related to the influence by design, pattern, form and shape from Asia on the European market. Fashion shows on the catwalk will give visitors the right experience about latest developments.

4. CULTURE

A special exhibition hall pays attention to artists from Asia presenting their art products in painting, sculpture, videos, gaming, poetry, writing, etc. The by exchange programs between Asian and European artists developed arts from Asian artists visiting Europe will

be shown to the public as well as art produced by visiting European artists to Asian countries in early times.

A special built theatre in a style and environment of ancient wisdom and new thinking and perception from Asia visitors can enjoy the richness of the Asian culture by performing artists from different countries of Asia in a excellent, sparkling show of dancing, singing, acrobatics, theatre, magic, humour and illusion in combination with the gastronomie high achievements of Asian kitchens creates a vibrant, never seen before 6 dishes dinner show. Theatre and Cooking.

Visitors are taking away to a different, magical world where there is no place for daily reality. In short a place where to enjoy and never to forget.

Food plaza with the most important kitchens from Asia, lectures and demonstration about cooking food, tasting wine and never experienced flavors, excellent cooks. The latest movies in the cinema giving a special impression about life, Bollywood movies giving European public an inside how movies can play a role in enjoying life, etc.



Tao Centre



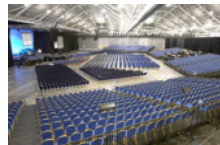
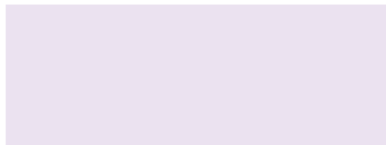
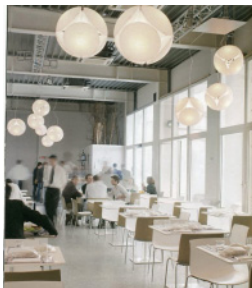
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Invitation

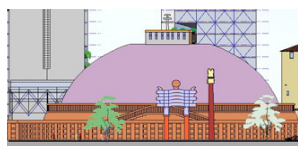
Herewith we want to inform business and organizations from Asia about our initiative to facilitate companies from China/Asia to enter the European market by our excellent team and created opportunities on Parchim International Airport. Please be invited to contact us. We will be glad to give you more details about start, establishment and business support.

Yours sincerely

Founding Partner
Asia Centre Europe Ltd./Parchim
International Airport, Germany



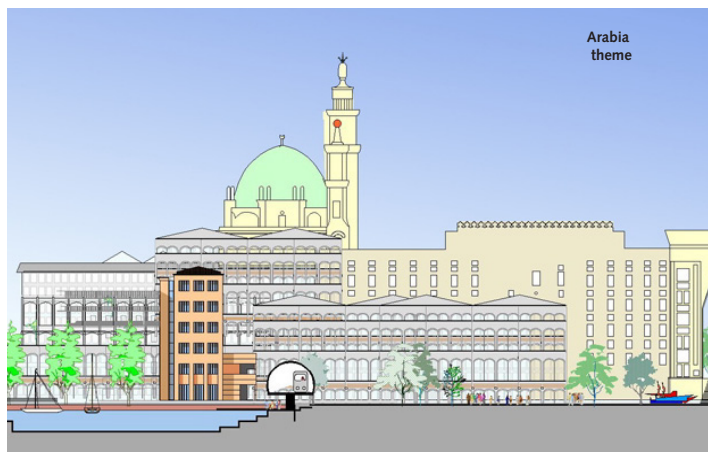
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China
theme



Venetie
theme



Arabia
theme



India
theme

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ASIA CENTRE EUROPE

Business to Consumer and PUBLIC

Beautiful replica's of ancient monuments from Asia with colorful gardens, services in temples, demonstration of Shaolin martial arts, Eastern health centers like Chinese Traditional Medicine and Indian Ayurveda, enjoying the Eastern hospitality in hotels and restaurants and many other expressions of cultural beauty offering a discovery trip through Asia in all its beauty, quietness and expression.

Big stores and small shops in tiny streets offering the consumer the opportunity to make a journey through Asia; relive the holiday experience with exotic products; discover the latest exclusiveness from Asiatic designers varying from fashion shows till home decorations, but also well-known article like electronics, audio visuals, personal computers and cars. Everything from Asia you can find: old, exotic and new, low priced and exclusive

As services to the public leisure, culture and recreation possibilities will be offered: people can walk from one country to another breathing and tasting cultural phenomenon, buying original foods and crafts work, watching demonstrations and audiovisuals means, learn to cook Korean or mandarin or Japanese or whatever, enjoy the hospitality of "local innkeepers", play local games, participate in ceremonies, etc. There is an incredible wide variety of things to see and things to do. Besides, the public will be offered possibilities to buy special products, to book a holiday to a specific country, to stay overnight in one of the hotels with Asian ambience. Generally: to experience Asia in one day, or so much longer as one wishes to have the experience.

The tourism market can be read as a specific business market in the sense that it is an industry that gets its income from both consumer markets and from non-consumer markets. Besides, the industry is rather dep-

endent on corporate images of countries. In turn, it co-defines the corporate image. Consequently there is a delicate relationship between tourism and consumer- and business attitudes. In positioning a country tourism therefore needs special attention. Until now there was no possibility for Asia to develop a "corporate image" in Europe. It's every country for itself. Asia Centre Europe creates a "one for all" opportunity.

It is very likely that the tourism industry will realize that a concentration on the "Asian subject" offers new sales possibilities. Airlines, tour operators and the specific Asian countries, regions and cities will all be interested to join the concept.

In several shopping streets and pavilions products can be tasted and bought in restaurants, food plaza, bars, coffee and tee shops and shops with sporting articles, fashion clothing for children and adults, handicrafts and gifts, carpets, food, tailor, perfumery, jewelry, electronics, juice bars, henna, art, furniture, pharmacy, accessories, toys, musical instruments, porcelain, broidery, nail bar etc. Beer, wine and drinks experienced in different circumstances as exporters have set up music and dance parties, festivals and places for enjoying the calmness and relaxation way of life in Asia by offering wellness activities and products like massages, bathing, movement exercises, and products from the great and wise cultures from Asia.

The wellness Fair will offer visitors information about spirituality and their secrets in Buddhism, Taoism, Hinduism, Yoga and the for Western people unknown knowledge about the Islam but also the opportunity to experience the Traditional Chinese Medicine in acupuncture, acupressure and Chinese herbs or the Ayurveda Health program from India. Products for health and beauty will be displayed in shops and give a way as samples to visitors largely.

Special attention will be for the trends in mode, fashion, furniture, cars or every product that is related to the influence by design, pattern, form and shape from Asia on the European market. Fashion shows on catwalk, the latest development in cars (price, shape and durability) etc.

A special exhibition will pay attention to artists from Asia presenting their art products in painting, sculpture, videos, gaming, poetry, writing etc. The by exchange programs between Asian and European artists developed arts from Asian artists visiting Europe will be shown to the public as well as art produced by European artists in Asia in the early times.

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Food plaza offers the most important kitchens from Asia, lectures and demonstration about cooking food, tasting wine and never experienced flavors, excellent cooks. The latest movies in a cinema giving a special impression about life in Asia, Bollywood movies giving European public an inside how movies can play a role in enjoying life, cultural performances of minorities in China, countries of the Silk Road, dance music festival with new Chinese, Indian and Arabic music, the world famous dance DJ Satoshi Momie, Chinese Opera and Chinese Circus, traditional music, Asian musicians performing classical European music, Arabian belly dancing etc.

In the Trace to Asia Museum the long tradition of relationship between Asia and Europe over the centuries will be shown by giving information about the Silk Road, Marco Polo, discoveries by sailors from 1400, traders, etc. A lot of products found their way from Asia to Europe. Old harbors and cities in Asia and Europe such as Venice and Beijing in 1280, Lisbon in 1500, Barcelona, Amsterdam and Deshima in 1600, London in 1700, Canton in 1700.

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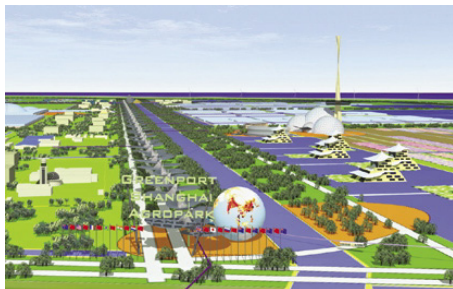
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concepts

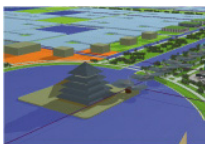
ASIA EXPO FESTIVAL 2011

Other EXAMPLES
shanghai agropark

Examples of other developments

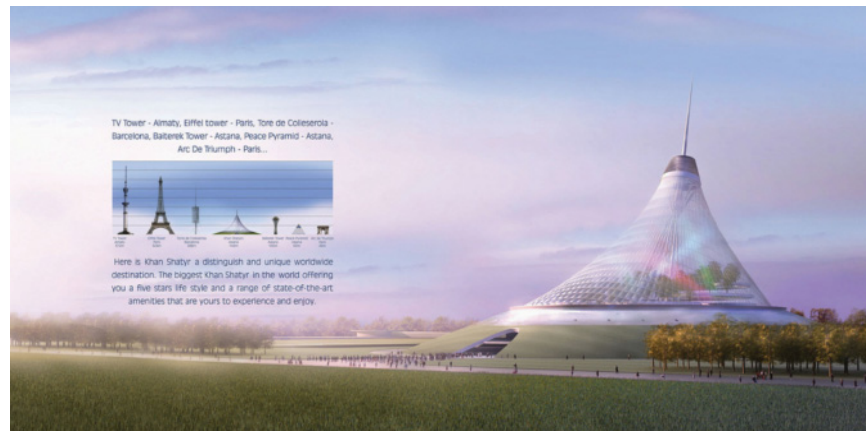


etfe constructions



Better work & better living
in the park.
● ● ● ● ●
Fresh, modern food products
in the city.

High tech infrastructure.
● ● ● ● ●
Quality chain management.
Superior quality brand.



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Asia/ Europe

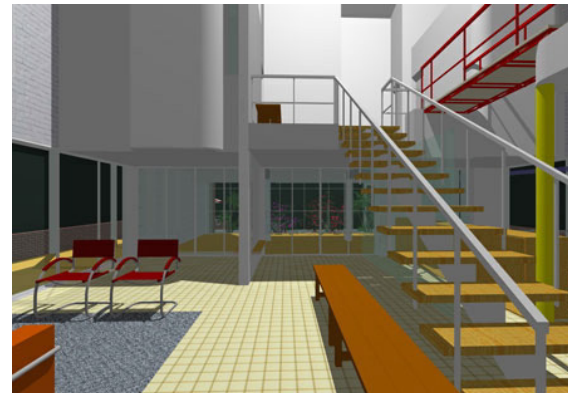
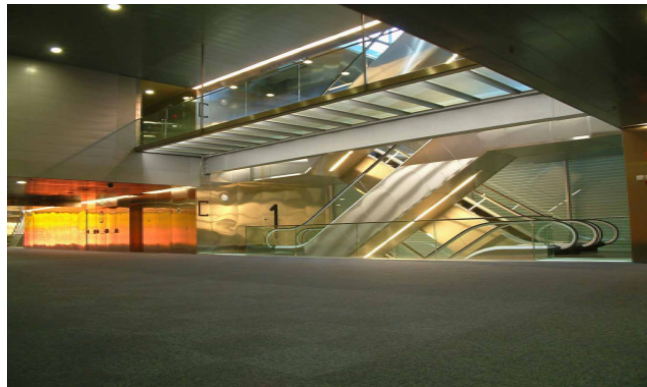
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Planvision Parchim
flame



Interiors

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Interiors

