

ASIA CENTRE EUROPE

intro

INTRODUCTION

Since 2000 a group of Asian and European Entrepreneurs developed a plan to set up an Asia Centre Europe (ACE) with the German/Dutch border as its location area. In June 2005 Asia Centre Europe as company became the rights on Airport Weeze in Germany for the development of ACE. The last one and half year has been used to convey the concept of ACE to important parties from Asia, find an important project developer with interest in developing the concept of ACE and discuss the concept with local and regional authorities in Germany.

On this moment the time is right to bring interested parties together in order to try to bring the project into the next stage of realization. Therefore a **Meeting of Minds and Wishes (MMW) 2007** has been developed by Asia Centre Europe for which a plan of action will be described in this document.

MMW 2007

On page one interested parties from Asia and Europe have been mentioned. The concept MMW 2007 is a good instrument to mobilize interest of parties together and by giving the right im and output will stimulate the decision makers of investors to come to a **GO DECISION** in this project.

Many tasks have to be prepared in order to organize a successful MMW. Several groups and initiatives will come together for a smooth organization of the MMW.



Asia Centre Europe

ASIA CENTRE EUROPE

intro

ASIA CENTRE
EUROPE
GMBHESTABLISHMENT ASIA CENTRE
EUROPE GMBH

Asia Centre Europe will be established as company in Germany. Airport Weeze would be an **excellent location for office and imago building for the project**. Negotiation has to be start up with Airport Weeze about the location as well as with WFG Kreis Kleve, GFW North Rhine Westfalia and other German authorities for financial, juridical and business support. **Advisable is the establishment of a GMBH as juridical entity for the entrepreneurial activities.** Because the business and organizational activities for the set up of the MMW meeting have to start immediately a pre-start structure has to be found.

RELATIONS WITH COMPANIES
WITH A PREFERENTIAL STATUS

Companies participating in the Asia Centre Europe project have to sign a Non-Disclosure Agreement and a Letter of Intent with Asia Centre Europe before any further business activities can start. Also visitors of the MMW Meeting have to sign these documents. In case a preferential position will be given after selection to a company the preferential party has to agree to the **payment of 10% of the contract value achieved by the preferential party in the to be developed project to Asia Centre Europe**. About time, terms of payment and payment in advance usance payment conditions will be handled.

RELATION WITH AIRPORT WEEZE

Asia Centre Europe has become to rights to develop an Asia Centre Europe on Airport Weeze for the presentation and promotion of products and culture of Asia to Europe since June 2005. The rights will be prolonged every year in case no other agreement has been signed. In 2007 the MMW Meeting will take place and interested parties as project developer, construction groups and potential customers will be invited. In case Asia Centre Europe will sign an agreement with a project developer, construction group and/or others about cooperation in the project Asia Centre Europe the project will start. The relation with Airport Weeze is a special one which has to be described carefully. In function of project developer Asia Centre Europe is acting as acquisitioner who brings in investors and customers to the Airport. For this function a fee has to be agreed upon for which counts a **10% fee of the amount of money the owner of Airport Weeze will receive for rent, lease or sale of property** within Airport Weeze taking place within the development of the Asia Centre Europe project to be paid to Asia Centre Europe. About time, terms of payment and payment in advance usance payment conditions will be handled. Finally Asia Centre Europe wants to **become the option to be the first party who can buy, rent or lease the property (square meters of the site)** for the development of specific elements of the concept Asia Centre Europe on Airport Weeze.

FINANCE PLAN ASIA CENTRE
EUROPE GMBH

In the investment plan paragraph 5 a total investment is calculated of € 80.000. In cooperation with WFG Kreis Kleve, Airport Weeze and companies with a preferential status negotiations has to be start up in order **to find a system of payment in advance** to Asia Centre Europe by which a finance plan can be developed for the calculated investment costs for the first Quarter of 2007.

Asia Centre Europe
Arnhem, 1 January 2007



ASIA CENTRE EUROPE

concepts

ASIA EXPO FESTIVAL 2008

1. INTRODUCTION

In 2008 an Asia Expo Festival will be organized on Airport Weeze 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 on Airport Weeze in 2008 with the expression of culture, religions and philosophies from Asia with "THE CLASHES OF KNOWLEDGE AND WISDOM" 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 6 exhibition halls covering a total space of 100.000 square meters and enough to offer 2000 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. The Expo will be covered by mass media from home and abroad and promoted extensively by news reports, specials, advertisements, mails and exclusive websites.

1. The National Pavilion

Taking the representation of the beauty and charm of the different cultures as its main subject, the National Pavilion 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.
- Publish brief introductions of the exhibiting enterprises and their products in the Expo catalogue.
- Offer services for advertising in the Expo Catalogue at the exhibition site and on the website.
- Establish online interactive exhibiting space as to continually promote the enterprises and their products and to further stimulate the matching of trade and products.
- Recommend a professional travel agency to provide quality services.
- Recommend contractors for exhibits transportation, exhibition design and booth organization.
- Offer post-fair sale services for overseas exhibits.
- Provide diversified food and beverage services.

ASIA CENTRE EUROPE

3. BUSINESS TO CONSUMER

In several pavilions products can be tasted and bought in restaurants, food plaza, bars, coffee shops and shops with sporting articles, fashion clothing for children and adults, handicrafts and gifts, carpets, food, tailor, perfumery, jewelery, 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, 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, foren 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, magie, 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. On another location shows and performances are set up for a greater audience such as "5STREAM" from artist Ibrahim Quraishi: "Using ancient text from Islamic and Hindu Traditions, 5 stream is

internationally acclaimed director Ibrahim Quraishi's personal rumination on a world torn apart by conflicts and brought together by shared histories and identities. Explosive sounds, hypnotic voices, live video and installation of bodies offer a sensory journey through the realities and mythologies of South Asia. This multimedia performance installation includes an extra ordinary of collaboreurs and performers".

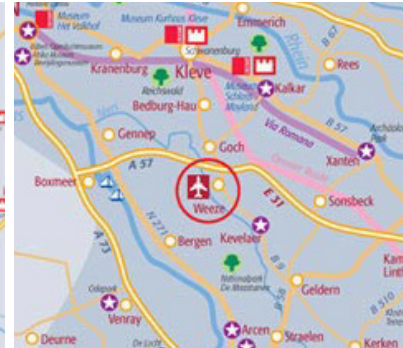
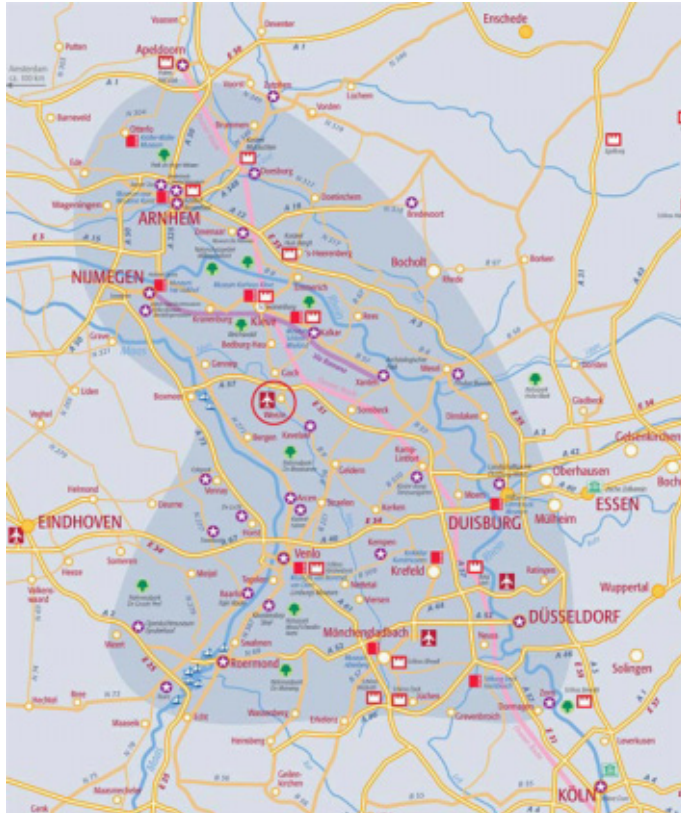
Food plaza with the most important kitchens from Asia, lectures and demonstration about cooking food, tasting wine and never experienced flavors, excellent cooks. The latest movies in the cinema giving a special impression about life, Bollywood movies giving European public an inside how movies can play a role in enjoying life, cultural performances of minorities in China, countries and cities of the Silk Road, dance music festival with new Chinese, Indian and Arabian music, the world famous dance DJ Satoshi Tomie, a real world citizen from Japan with his "universal progressive sound" promoting his new Renaissance album, Chinese opera and Chinese circus, traditional music, Asian musicians performing classical European music, Arabian belly dancing etc., etc.

ARNHEM,
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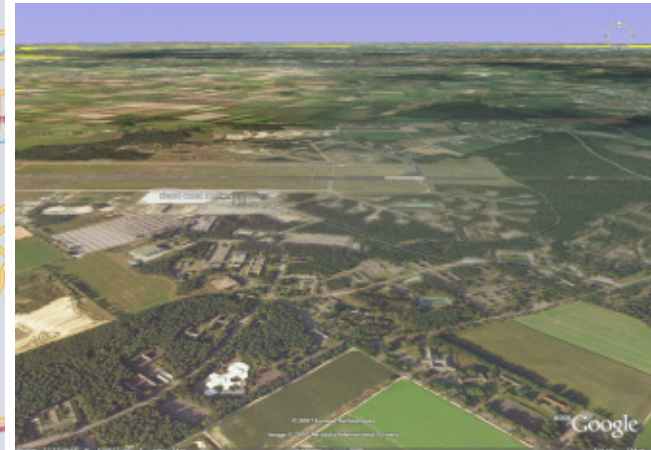


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the location



Airport Weeze is located in the middle of a very crowded and industrial area. Not far from the cities in the Ruhrgebiet (Duisburg, Düsseldorf) and Nijmegen, Arnhem, Venlo in the Netherlands. The mainroad nearby is the A57/ E 31 between Duisburg and Boxmeer/ Nijmegen.



ASIA CENTRE EUROPE

the location



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introduction

Introduction

History

The former English army base "Weeze" had been a populated place since the last world and during the time of the cold war. Now the politics have changed and the base has become a new function: a civil airport. Airport Weeze. Nowadays the airport is a growing airport facility in the region... bla bla bla.....

Vision programmatical points:

Design (opgave)....

~

Part/ street:

- characteristics of the landscape...

Performance:

~

Badhausstrasse:

~

Der Schwanzhof:

~



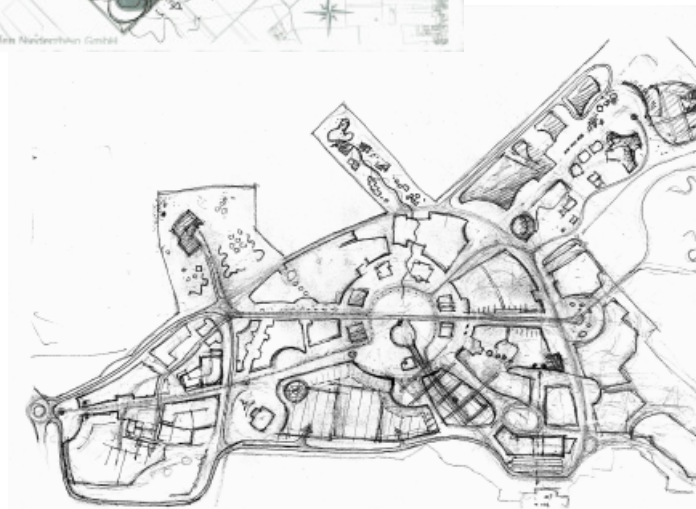
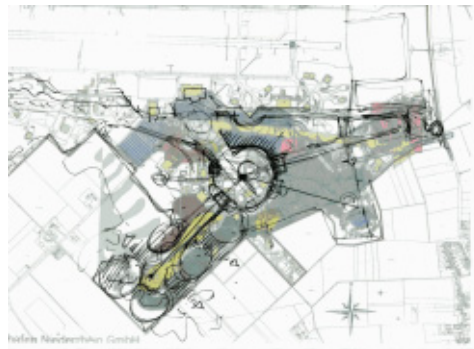
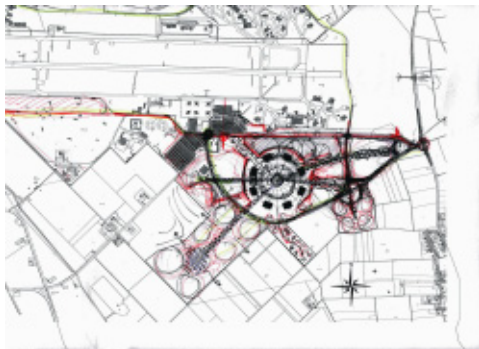
Blobs & Flames

One of the theme's in the park is... bla bla bla...

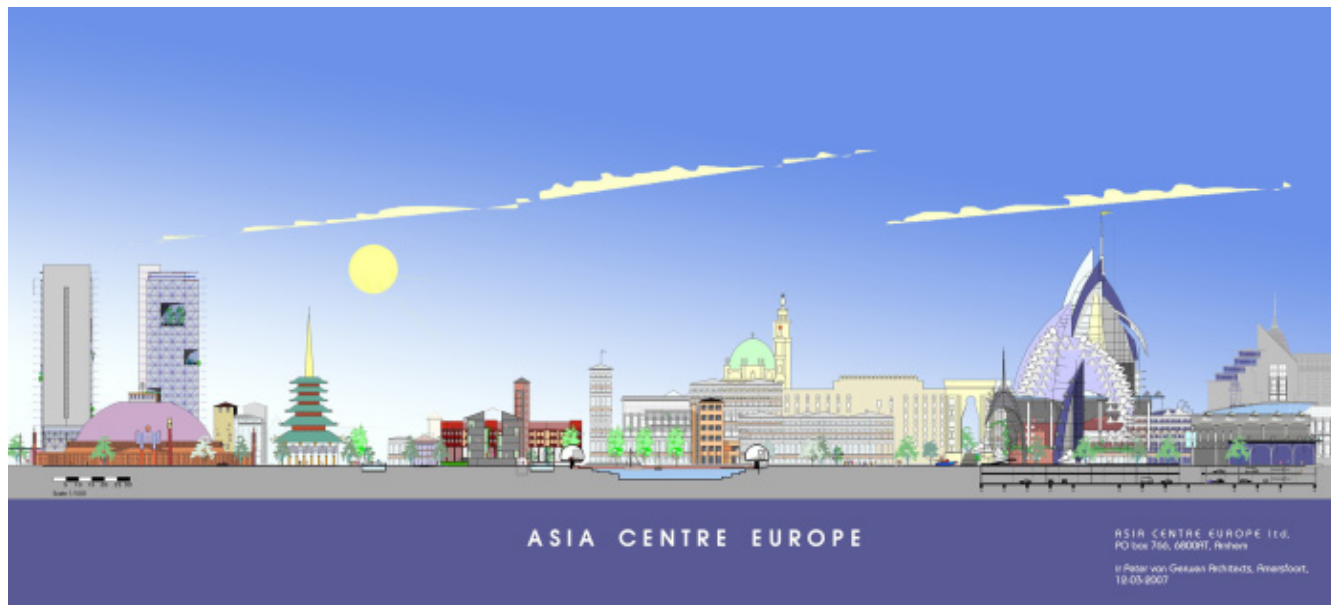


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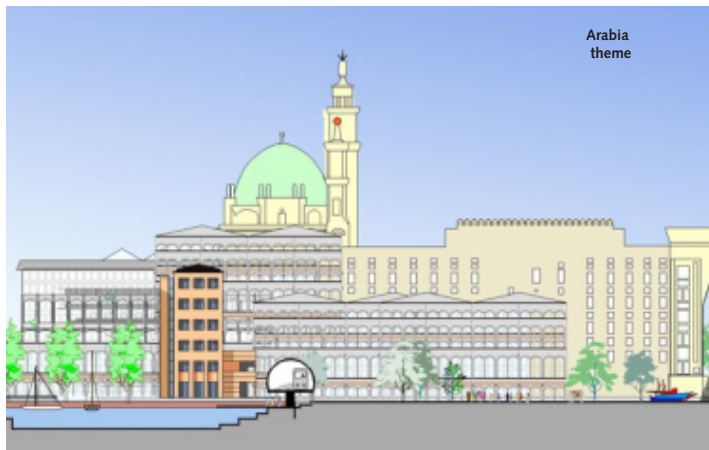
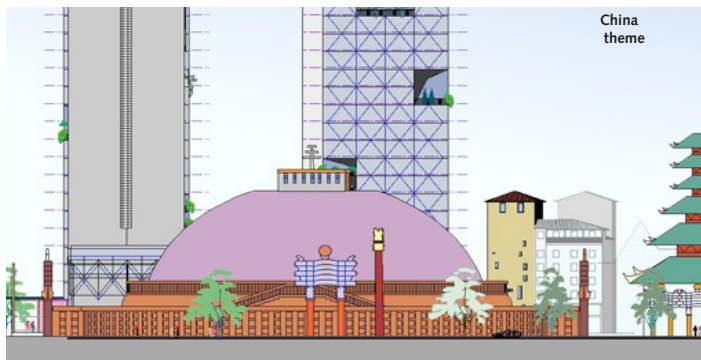
concept design



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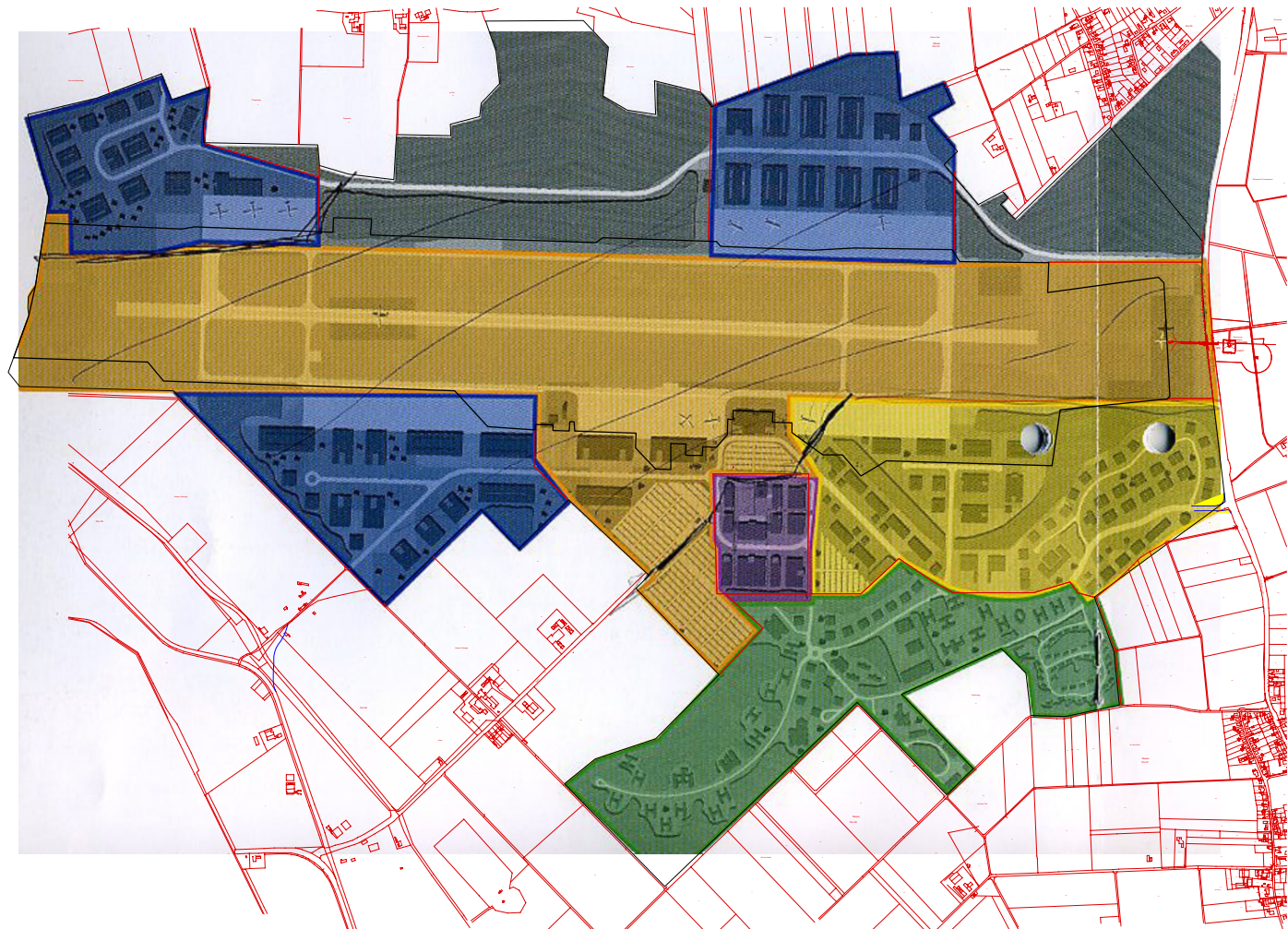
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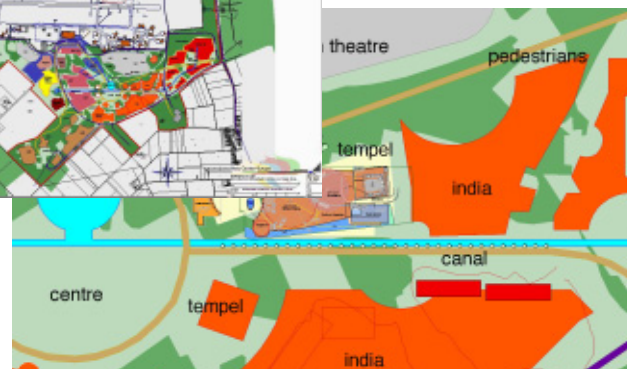
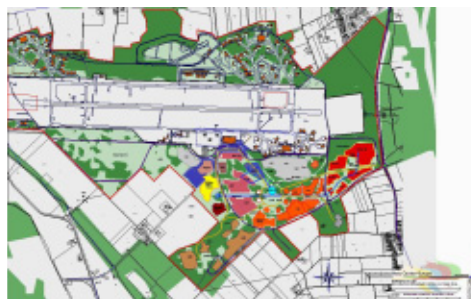
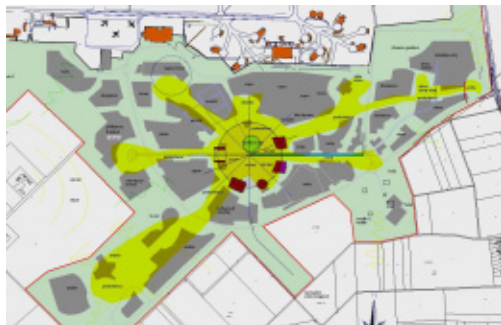
© 2006

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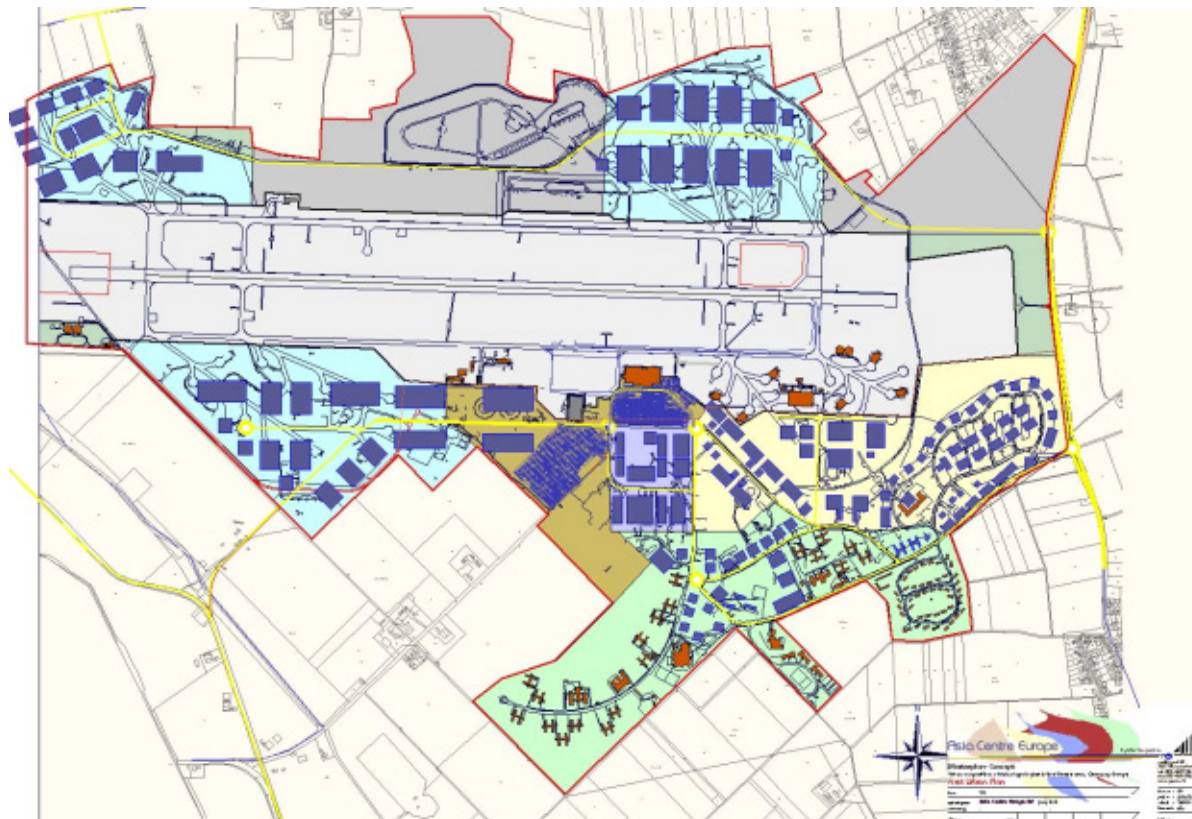
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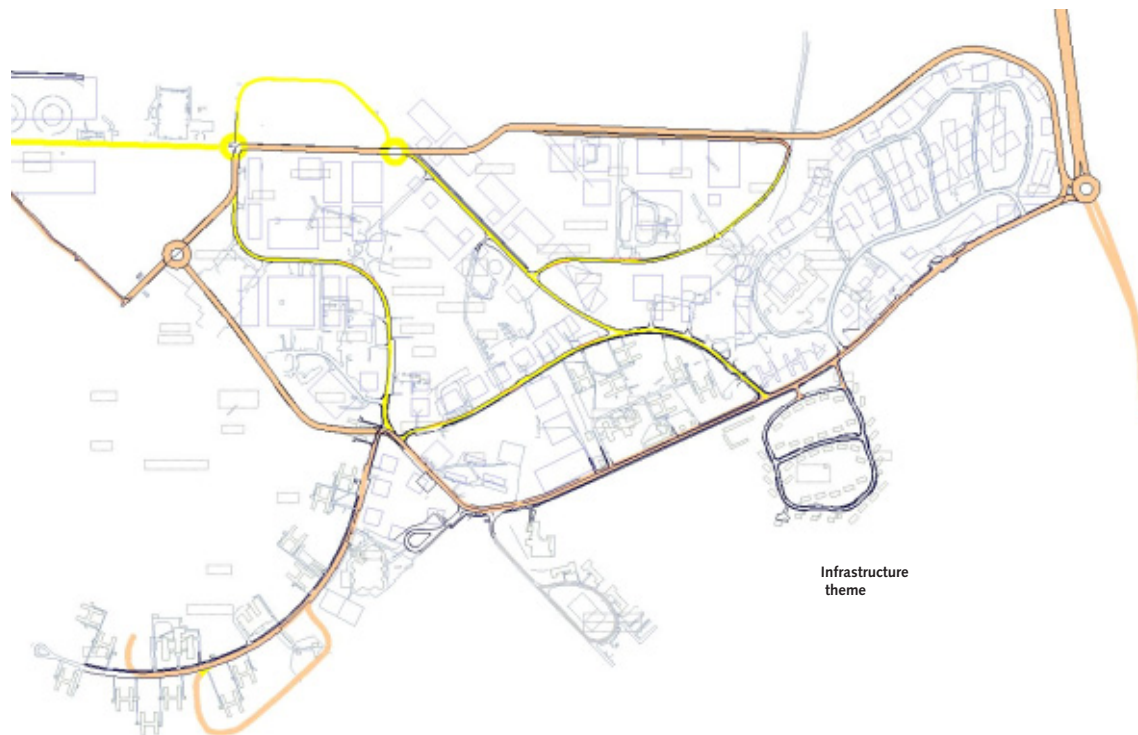
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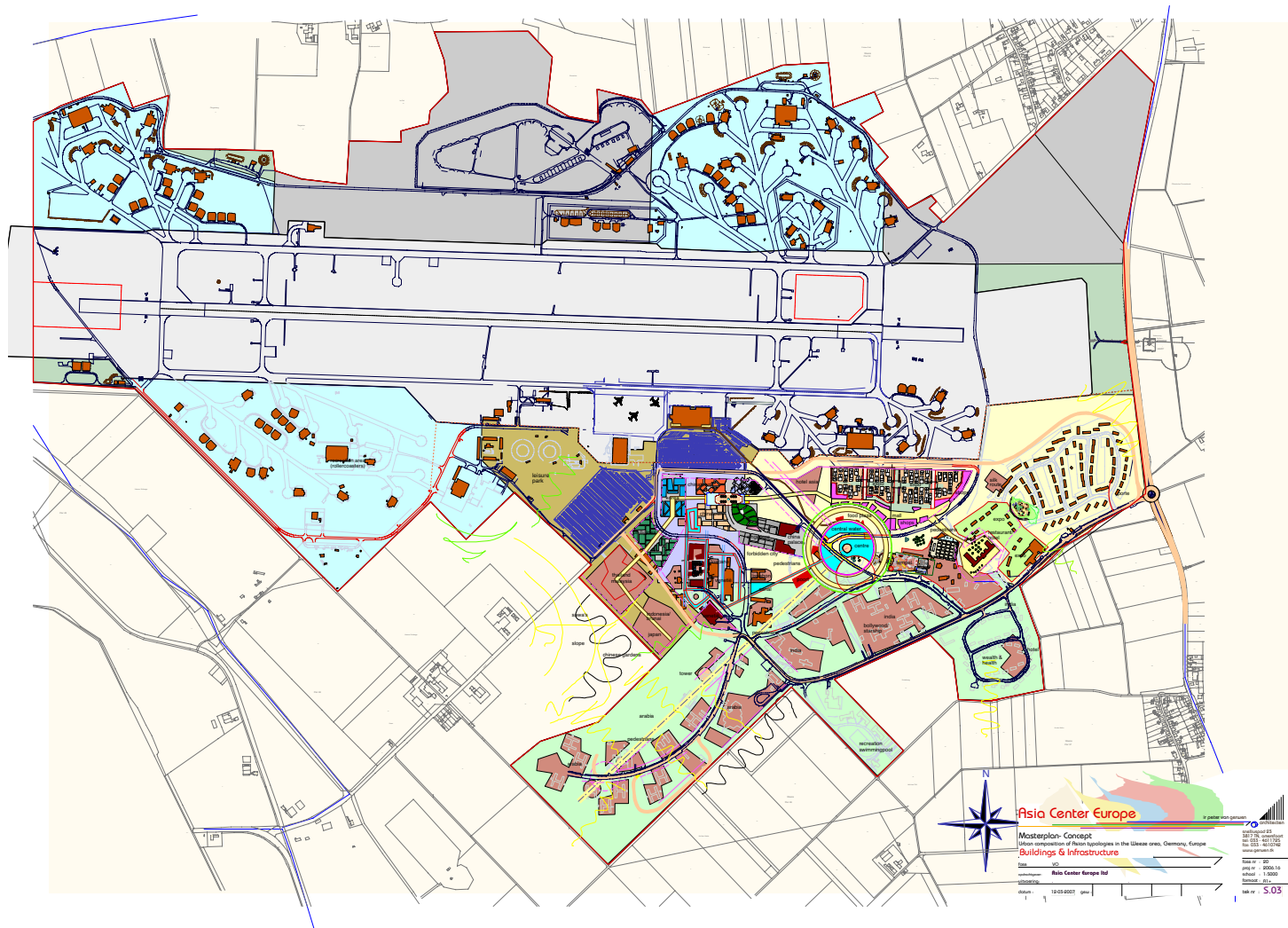
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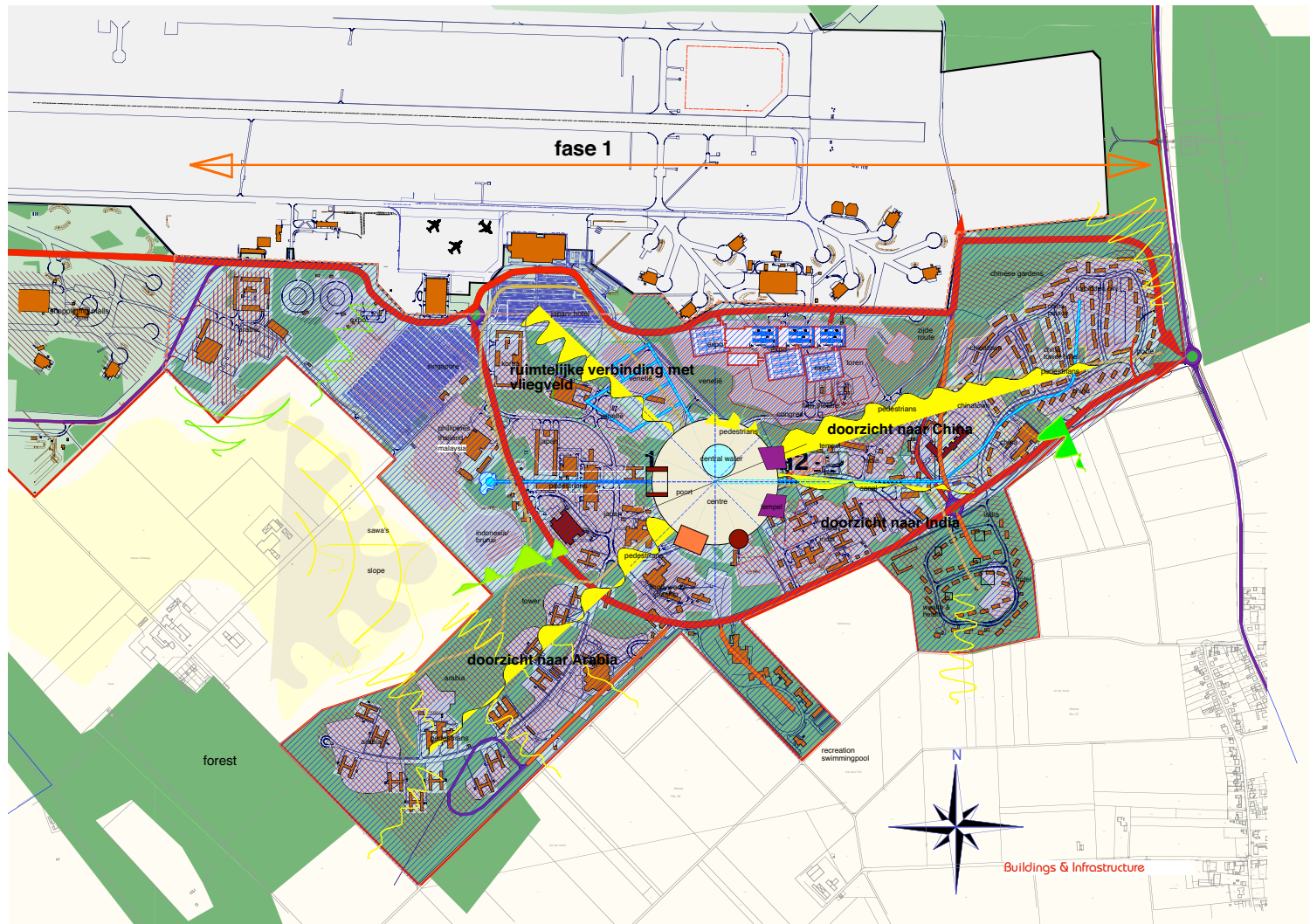
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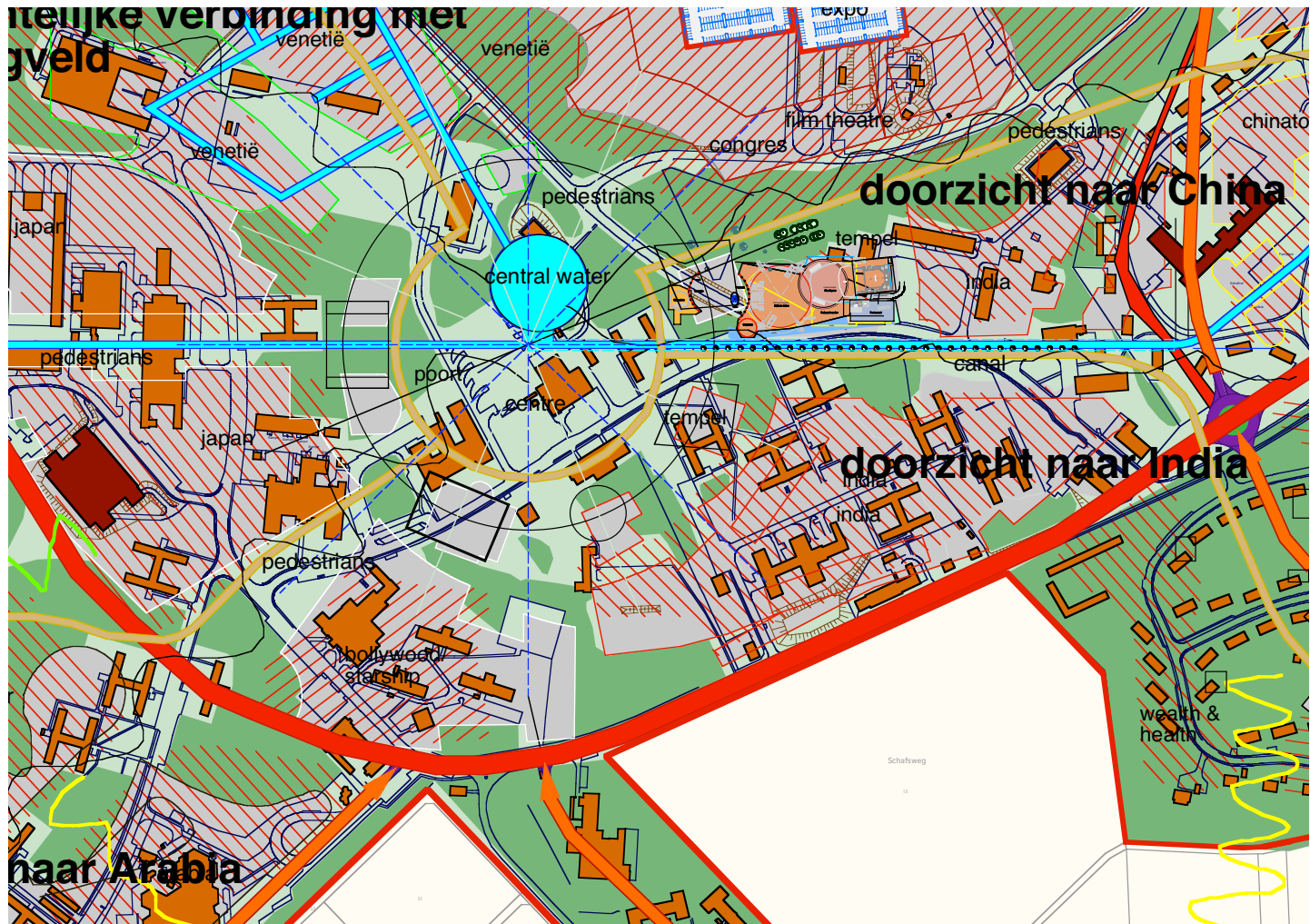


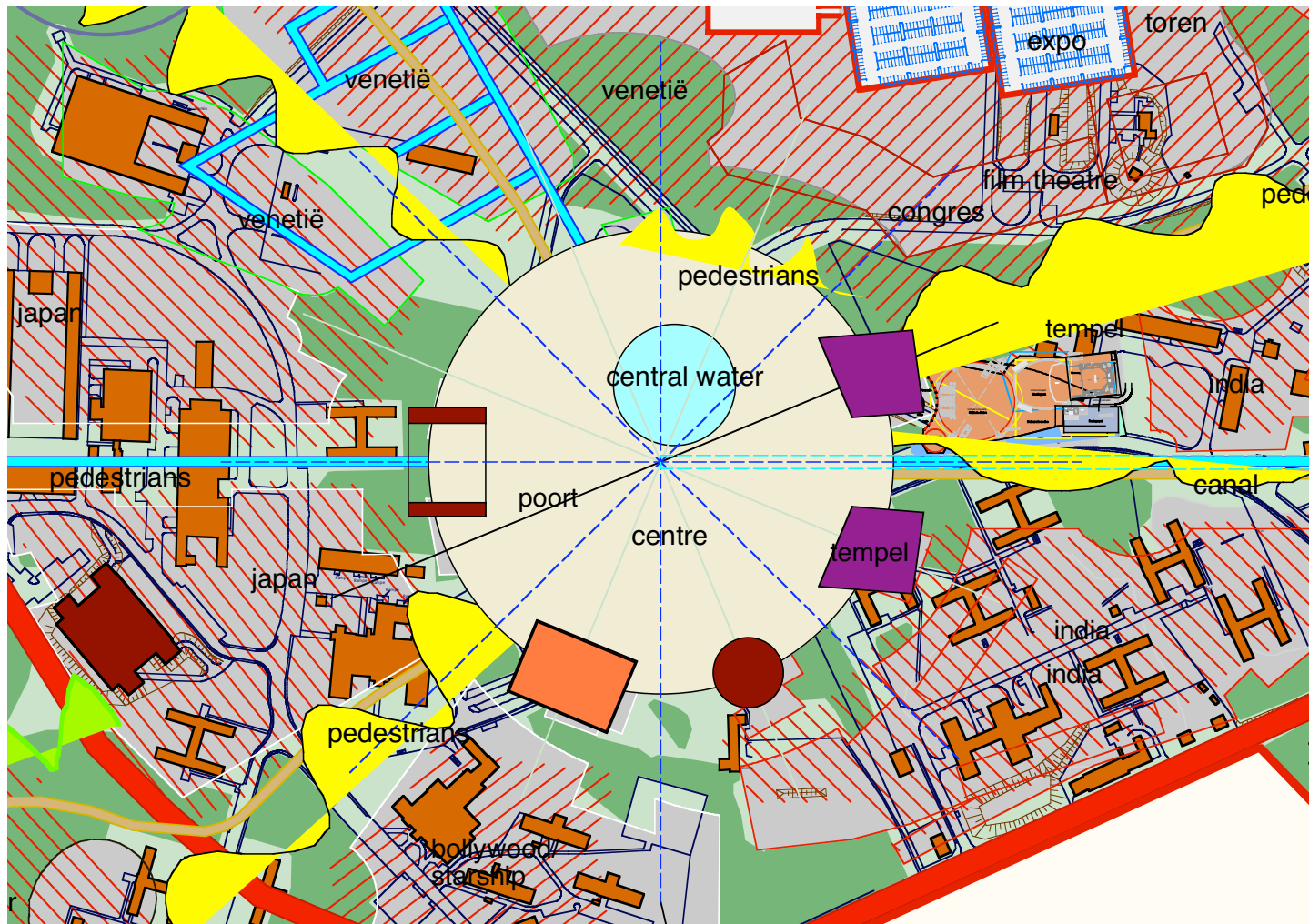
Infrastructure
theme

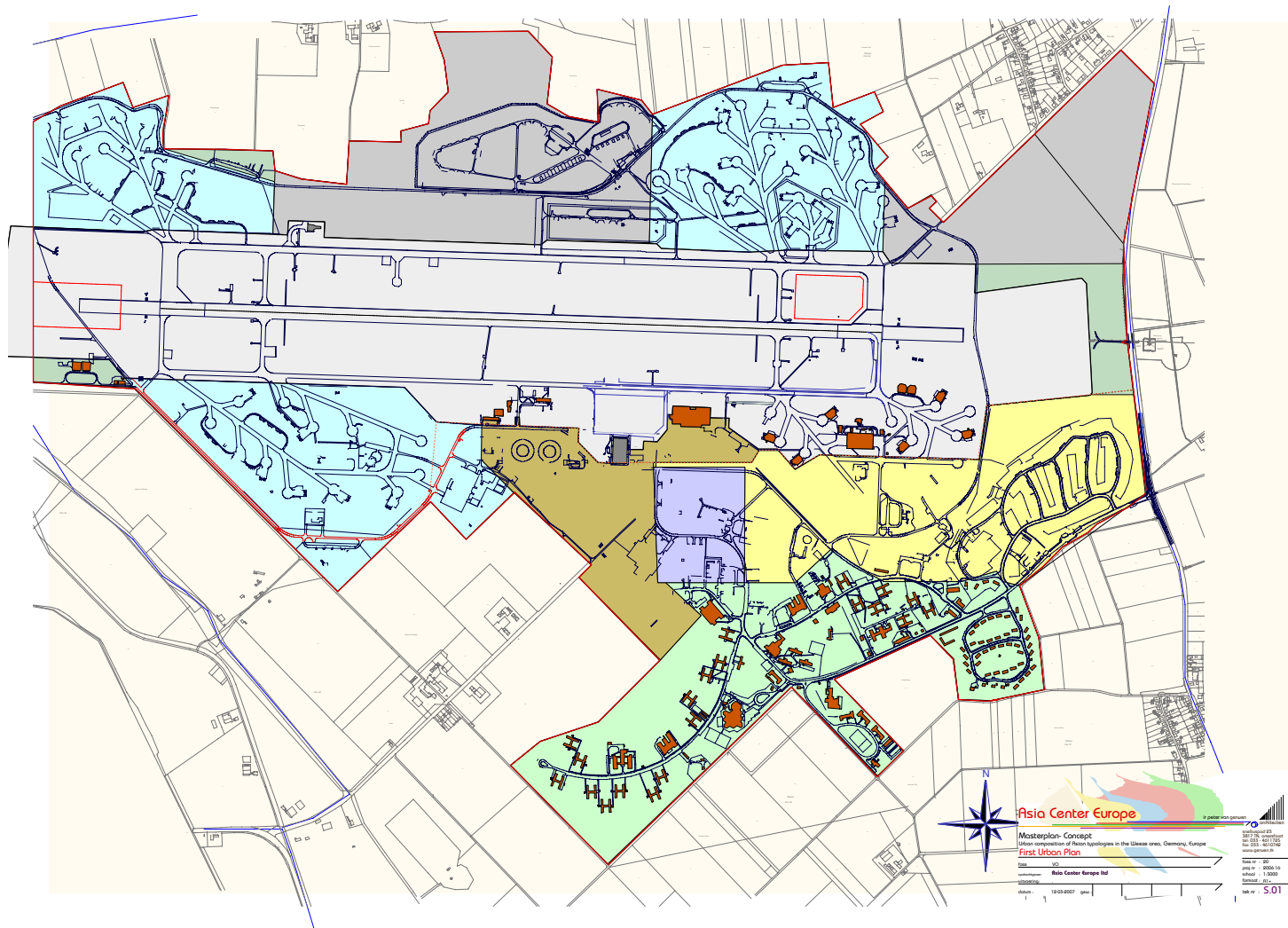




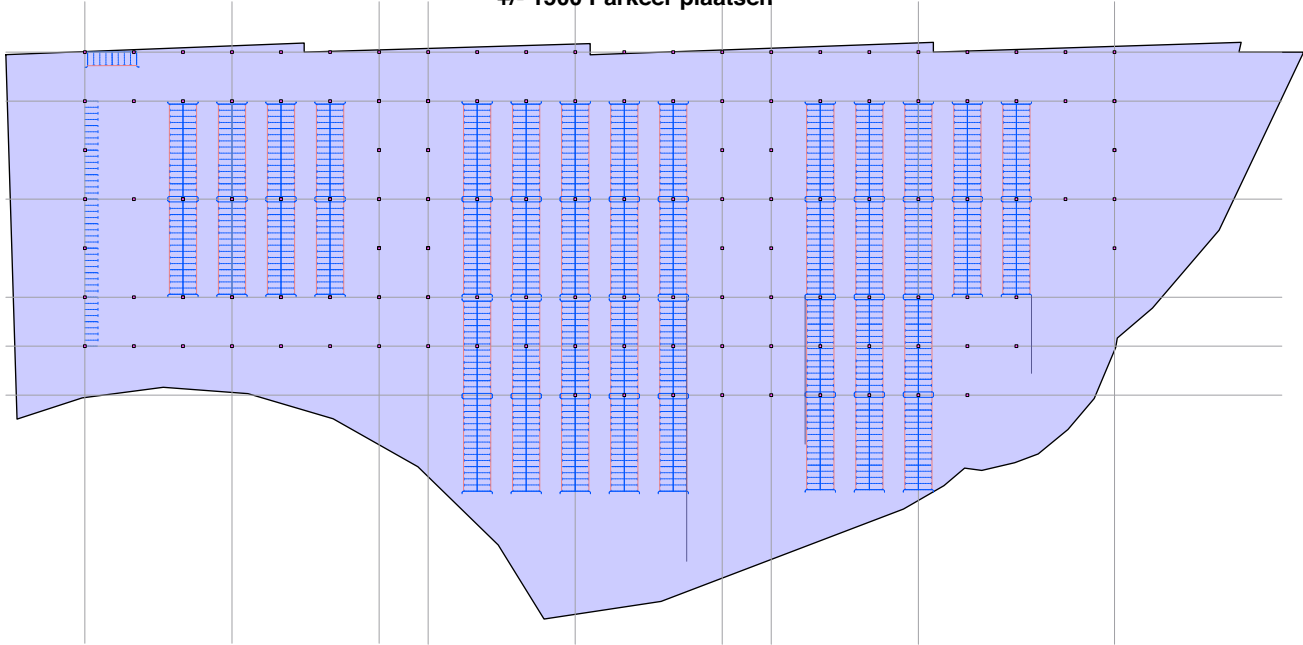








Parkeer garage
+/- 1500 Parkeer plaatsen

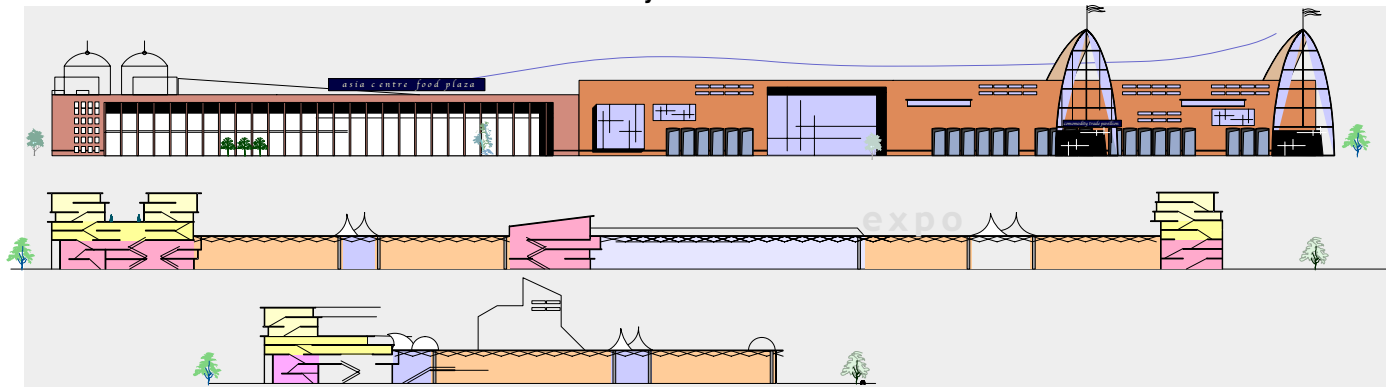


Commodity Trade Pavillion

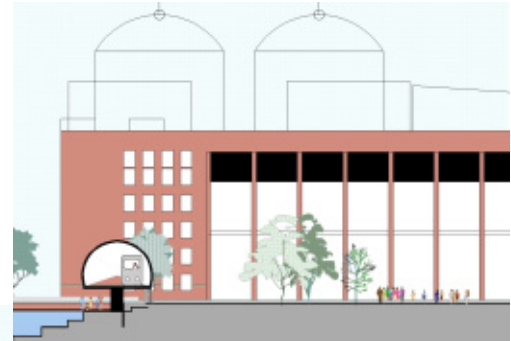




Commodity Trade Pavillion

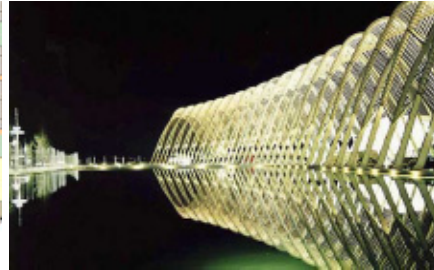


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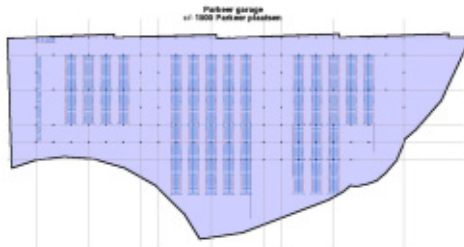


Congress
theme

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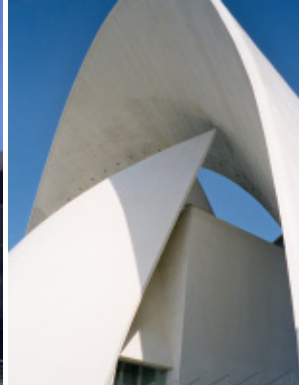
Congress
theme



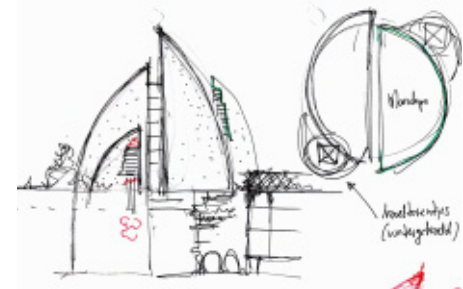
Bazaars

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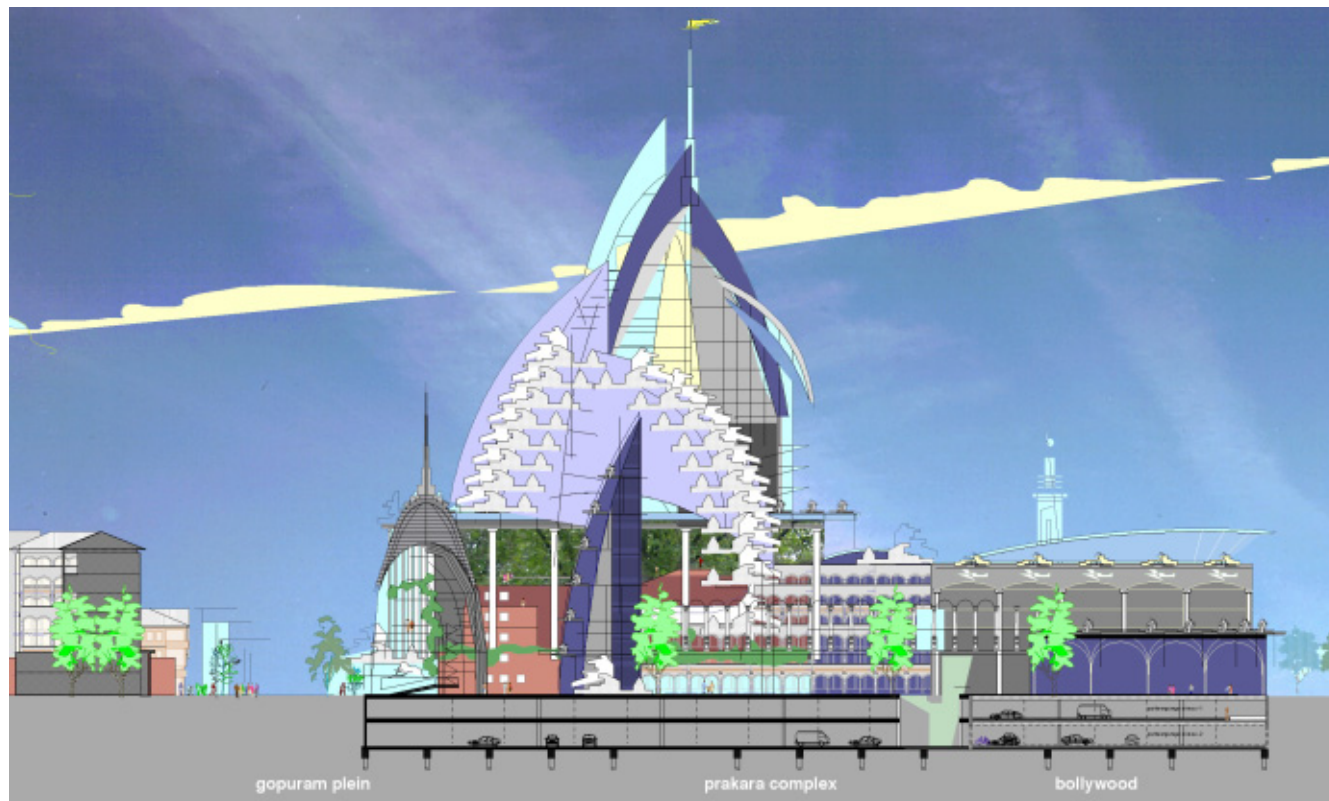
flames & blobs/ sikhara's



inspiraties:
mandapa and
sikhara



ASIA CENTRE EUROPE



ASIA CENTRE EUROPE

impressies



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