

The GoAP 2019 Conference December 5-6, 2019, Seoul, KOREA
Theme: "The Next Big Idea"

Before Huawei and Foxconn, there was Samsung. Before Samsung, there was Acer. And before that, there was Sony.

The list, of course, goes on. There is Tencent, whose WeChat messaging app is fast becoming the de facto operating system of life in China. People in China don't just chat on WeChat; they make payments, stream events, order food, buy tickets, make reservations with restaurants and appointments with doctors—all on WeChat. In a nod to Tencent, Facebook is going to focus more on messaging rather than its core social sharing platform.

The list of Asian companies going global—whether it's in the technology sector or another industry—goes on and on. It's not surprising that three of the world's largest economies are in Asia, Oceania, and the Asia-Pacific region.

Not only are Western companies continuing to come to Asia, Oceania, and the Asia-Pacific region to expand business opportunities, APAC companies are also increasingly going global. And with private companies such as SpaceX engaged in private sector, commercial space exploration, companies are not just going global anymore. They are going universal—into the universe! The aerospace industry—long a duopoly between the US-based Boeing and the France-based Airbus, will soon see competition from the state-owned Commercial Aircraft Corporation of China (Comac) in the next few years if China were to succeed in its "Made in China 2025" aviation industry initiative.

GoAP 2019 will be about the next set of ideas—big or small—that drive globalization and localization forward.

The Glocalization Organization of Asia Pacific (GoAP) is a global industry and trade association that focuses on the globalization efforts of companies and localization industries in Asia, Oceania, and countries in the entire Asia-Pacific region. We are seeking to promote and foster the development of globalization and localization technologies in Asia, Oceania, and the Asia-Pacific region. The geographical focus of this region will be referred to as APAC.

Sessions presented by Greek business owners

Doing Business in Europe

Speaker: Ioannis Kassios, Managing Director, [TECHNOGRAFIA LTD](#)

European economies are growing individually and collectively, creating new opportunities and making Europe a great place to go global.

Companies considering to do business in Europe need to stay on top of a constantly changing economic, political and regulatory landscape.

What are the biggest challenges and what are the best tricks to overcome them?

GDPR in 60 Seconds

Speaker: Chrysostomos Psaroudakis, Owner, [Creative People](#)

General Data Protection Regulation (GDPR) is an European regulation but it has a global impact. What are the requirements for data exchange between Asian and European organizations? Join GDPR expert Chrysostomos for a primer on GDPR.

What do Asian companies have to know about GDPR?

Learn more about the conference: <http://goap-global.com/conference/goap-seoul/>

Agenda at a glance: <http://goap-global.com/conference/goap-seoul/agenda-at-a-glance/>

Speakers: <http://goap-global.com/conference/goap-seoul/speakers/>