

德谏咨询

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GERMAN CHAMBER
of Commerce in China • Shanghai
中国德国商会 • 上海

6th Sino-German CONTROLLING FORUM

September 7th 2018

8:30 am - 5:10 pm, Suzhou
Pan Pacific Suzhou














**CONTROLLING FOR SUSTAINABILITY
ACHIEVING ECONOMIC AND ECOLOGICAL SUCCESS IN CHINA**



Become a Partner of the Sino-German Controlling Forum

- ✓ **Raise the awareness for the role controlling plays in an organization**
- ✓ **Support the improvement of the controlling practice in China**
- ✓ **Exchange latest controlling trends**
- ✓ **Engage with industry experts in the Sino-German business community**

The 6th Sino-German Controlling Forum offers you **Extended Partnership Benefits** (new benefits marked by a ★)

Sponsorship	
Available open spots of sponsorship	6
Mention in conference speech	
Free conference registrations	2
Priority purchase of 5 entrance tickets at VIP price	VIP: RMB 600 per ticket
Partner logo on all marketing materials incl.	
German Chamber Webpage (Event Calendar Entry)	
Direct-Email Campaigns (invitations and reminders)	
Event Roll-Ups, Stage Backdrop	
Conference Program	
Logo included in infinite loop presentation of partners	
Your selection of materials in conference Give-Away-Bags	
Push-Post on the German Chamber WeChat Channel	
Stand Placement (presentation table for your materials)	
Additional Exposure	
Logo & mention in conference review in the GCTicker	
Logo & mention in Chamber Annual Report 2018	
Logo & mention in conference review on Chamber website	
Photos on Chamber website	
Sponsorship fee (excl. tax)	Member: RMB 14800 Non-Member: RMB 18800

Designed for a Unique Target Group

STRONG PRESENCE IN THE NEIGHBORING PROVINCES

Due to the last two year’s success, the 6th installment of the Sino-German Controlling Forum 2018 will take place in **SUZHOU** for the third time!

STRONG INDUSTRY FOCUS

High-level speakers from the German industry in China share their best practices and provide practical insights.

- Mr. Carsten Arntz | Head of Finance, **SAIC Volkswagen Automotive Co., Ltd**
- Mr. Alexander Tobert | Chief Financial Officer, **KERN-LIEBERS CHINA GROUP**
- Mr. Oliver Diehm | Director Controlling, **Brose China**
- Mr. Peter Corne | Managing Partner, Shanghai, Head of the Cleantech Business Group, **Dorsey & Whitney LLP**
- Dr. Yong Wang | Founding Partner, **Greenment**
- Mrs. Chasy Zhou | CFO, **Weidmüller China**
- Mrs. Lu Wang | Ms. Lu Wang | Head of Controlling Greater China, **Bayer (China) Limited**
- Mr. Francesco Ingarsia | CFO, Schaeffler Greater China & Leader of **ICV Work Group East China**
- Mr. Ramesh Moosa | Partner, Cyber Security & Forensic Technology, **PwC Management Consulting (Shanghai) Limited**
- Dr. Annie Xue | Senior Attorney, **Rui Bai Law Firm**

INCREASED PROFESSIONAL EXCHANGE & NETWORKING

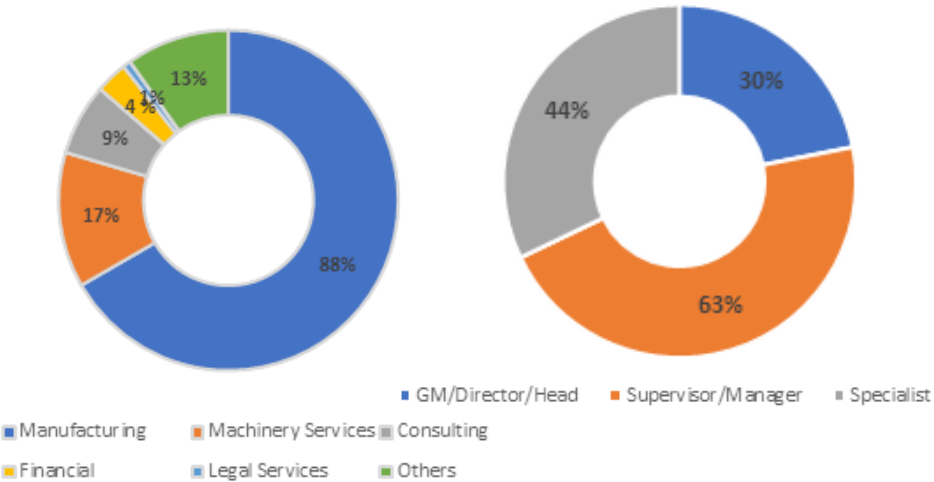
The 6th installment offers an interactive format with keynote speeches and workshop sessions - with quality networking time!

- ◆ Project Controlling in a Changing Environment
- ◆ Plant/Production Controlling
- ◆ Environmental Compliance in China - How you can manage your company’s risks in a stricter regulatory environment

UNIQUE TARGET GROUP

The Sino-German Controlling Forum attracts **over 100-150** financial and non-financial executives and professionals with a high share of participants from the industry

Participants by Industry **Participants by Position**



Agenda 2018 Language: English

Sept. 7th, 2018, 8:30 am – 5:10 pm | Suzhou, Pan Pacific

08:30 am	Registration with Coffee and Snack
09:30 am	Opening Remarks
09:40 am –10:20 am	Keynote Speech I “Controlling for Sustainability – Experience of a Large German Business Group in China” <i>Mr. Carsten Arntz Head of Finance, SAIC Volkswagen Automotive Co., Ltd.</i>
10:20 am –11:00 am	Keynote Speech II "Controlling for Sustainable Business from the View of an SME" <i>Mr. Alexander Tobert Chief Financial Officer, KERN-LIEBERS CHINA GROUP</i>
11:00 am	Coffee Break (networking and sponsor engagement)
11:15 am –12:45 pm	Workshop (A): "Project Controlling in a Changing Environment" <i>Mr. Oliver Diehm Director Controlling, Brose China</i> Workshop (B): "Plant/Production Controlling" <i>Mr. River Yu Director Regional Controlling Greater China, Schaeffler Greater China</i> <i>Ms. Hui Xu Industrial BU Controlling, Schaeffler Greater China</i> Workshop (C): "Environmental Compliance in China - How you can manage your company's risks in a stricter regulatory environment" <i>Mr. Peter Corne Managing Partner, Dorsey & Whitney LLP Shanghai Office</i> <i>Dr. Yong Wang Founding Partner, Greenment Capital</i>
12:45 pm –02:00 pm	Lunch Break (standing lunch in the foyer; networking and sponsor engagement)
02:00 pm –03:30 pm	Workshop (D): "Cost Management & Controlling for Sustainability" <i>Mr. Keven Chen Finance and Controlling Manager, Weidmüller China</i> <i>Mrs. Chasy Zhou CFO, Weidmüller China</i> Workshop (E): "Compliance & Data Security - Challenges from tightening regulations and needs for monitoring" <i>Mr. Ramesh Moosa Partner, Cyber Security & Forensic Technology, PwC Management Consulting (Shanghai) Limited</i> <i>Dr. Annie Xue Senior Attorney, Rui Bai Law Firm</i> Workshop (F): "Planning & Budgeting for Sustainability" <i>Ms. Lu Wang Head of Controlling Greater China, Bayer (China) Limited</i>
03:30 pm	Coffee Break
03:50 pm	ICV Presentation: Green Controlling Practice in Germany – Ideas and Study Results from ICV <i>Mr. Francesco Ingarsia CFO, Schaeffler Greater China & Leader of ICV Work Group East China</i>
04:15 pm	Panel Discussion: Controlling for Sustainability
05:00 pm	Closing Remarks
05:10 pm	Networking & End of Conference

The conference is moderated by:

Dr. Zhen Huang

Managing Partner, Shanghai De Chen Enterprise Management Consulting Co. Ltd.

Mr. Alexander Prautzsch

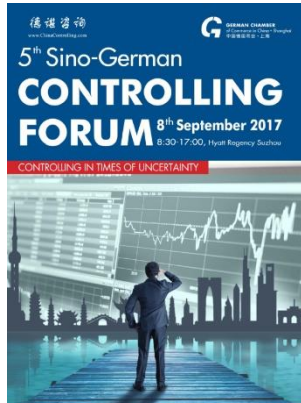
Director, Tax Services - China Tax & Business Advisory Services, PwC

Ms. Sarah Oemmelen

Tax Manager, PwC Shanghai Office

Become a Partner of the Sino-German Controlling Forum

Partner Logo on Conference Brochure



Partner Logo on Conference Roll-Up



Partner Logo on Infinite Loop Presentation & Conference Bags

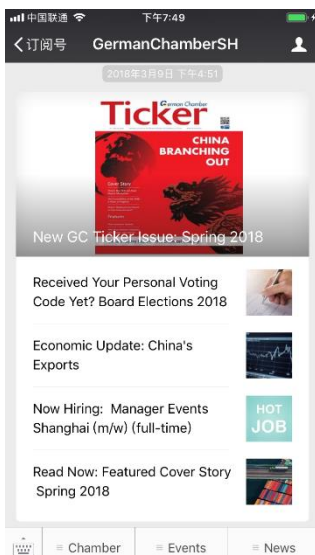
Sponsored by/赞助商:



Your Stand Placement with your materials & banner



Push-Post on the GCC WeChat Channel



Additional Exposure

- ✓ Logo in conference review in GCTicker
- ✓ Logo in Annual Report
- ✓ Photos on German Chamber website
- ✓ Mention in conference review on German Chamber website

About the Moderators



Dr. Zhen Huang

Managing Partner, Shanghai De Chen Enterprise Management Consulting Co. Ltd.

Dr. Huang, Diplom Kaufmann & Dr. rer. pol., is Managing Partner at Shanghai De Chen Enterprise Management Consulting, a consulting and training company specializing on controlling and strategy performance management. He has been working as strategy and management consultant in Germany and China for nearly 20 years. Before he set up his own business in 2003, he had worked for leading international consultancies for many years, such as Roland Berger Strategy Consultants and Horváth & Partners. Dr. Huang is the exclusive training partner of CA Controller Akademie in China. CA Controller Akademie is the market leader for controlling and controller training in the German-speaking countries.



Mr. Alexander Prautzsch

Director, Tax Services - China Tax & Business Advisory Services, PwC

Alexander Prautzsch is a Tax Director at PwC Shanghai Office and member of the European Business Group. Mr. Prautzsch is committed to advising European clients on their investments in China. He focuses on Chinese, German and international tax matters for corporate clients and their employees. Typical projects include investment advisory, restructurings, profit repatriation planning, employee assignments, cost cross-charges and supply chain planning. Mr. Prautzsch is a certified tax advisor and has lived and worked in Shanghai since October 2005. Prior to working in China, he worked for three years in the international tax department in Frankfurt. He is a German native speaker and fluent in English and Mandarin.



Ms. Sarah Oemmelen

Tax Manager, China Tax & Business Advisory Services, PwC

Sarah Oemmelen is Tax Manager at PwC in the department of Tax & Business Development Services. She works at the Shanghai office and is member of the German Business Group.

Sarah graduated in Management and Economics (Diplom-Ökonomin) and is a German certified tax advisor (Steuerberaterin). She has more than six years of experience in advising companies in German Tax Law. Her activities focus on tax advisory, issuing of tax comments and financial statements, tax calculations and tax structuring projects. Therefore, Sarah brings expertise in the field of corporate tax, individual income tax and value added tax in the national as well as the international context.

In Shanghai, she utilizes this knowledge in serving German clients on their inbound investments.

A well-established conference series

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- 1st Sino-German Controlling Forum 2013: “Controlling and Controller”
 - 2nd Sino-German Controlling Forum 2014: “Controlling for Growth”
 - 3rd Sino-German Controlling Forum 2015: “Controlling for More Efficiency”
 - 4th Sino-German Controlling Forum 2016: “Controlling for Local Excellence”
 - 5th Sino-German Controlling Forum 2017: “Controlling in Times of Uncertainty”
 - 6th Sino-German Controlling Forum 2018: “Controlling for Sustainability”

Excellent controlling capacities and qualified controlling personnel are key factors for a company’s success, especially in China. While operations in China are becoming increasingly complex, and competition is intensifying, there is a shortage of qualified controllers as well as a lack of knowledge of professional controlling practices. The Sino-German Controlling Forum wants to raise the awareness for the role controlling plays in an organization and simulate the exchange of the latest controlling trends and approaches among the Sino-German business community.

The first forum was held in Shanghai in October 2013. It was co-organized by Shanghai De Chen Consulting, CA Controller Akademie, the International Controller Association (ICV), and the Shanghai National Accounting Institute. The original idea for the forum was born in dialog between Dr. Zhen Huang from Shanghai De Chen Consulting, Mr. Bernd Pichler from Volkswagen China, and Prof. Dr. Utz Schaeffer from the German Business School WHU Koblenz. They are activists of “Controlling in China”, an initiative with the objective to promote the dialog between German and Chinese professionals interested in modern, efficient management accounting and controlling practice.

The 2nd, 3rd, 4th, and 5th Sino-German Controlling Forums in 2014, 2015, 2016, and 2017 were jointly organized by the German Chamber of Commerce Shanghai, the Controller Akademie and Shanghai De Chen Consulting and supported by DUSA European Association Suzhou and the International Controller Association (ICV). Through the involvement of the German Chamber of Commerce China Shanghai, the Sino-German Controlling Forum enhanced the industry focus and put a stronger emphasis on building a bridge between German and Chinese controlling approaches.

Previous Speakers

Speakers 2017

Mr. Matthias von Daacke | Member of the Board, Internationaler Controller Verein eV (ICV) & Member of the Management Board and Director Controlling, BLANCO Group
Mr. Oliver Diehm | Head of Controlling China, Brose China Co., Ltd.
Mr. Tobias Bichler | Director Plant & Functional Controlling, Brose China Co., Ltd.
Mr. Philipp Senff | Partner, CMS China
Mr. Tun Sen Loo | General Manager, Fissler China Ltd.
Ms. Jane Xue | Finance Director, Fissler China Ltd.
Ms. Jing Tang | Finance Risk Manager, Porsche (China) Motors Limited
Ms. Christine Chang | Accounting Advisory Manager in Shanghai, PwC
Mr. River Yu | Director Controlling Central Function, Schaeffler (China) Co., Ltd.
Ms. Grace Wang | Automotive Business Division Controlling, Schaeffler (China) Co., Ltd.
Mr. Kelly Yang | Industrial Controlling & Sales Controlling in Greater China & Asia Pacific, Schaeffler (China) Co., Ltd.

Speakers 2016

Mr. Francesco Ingarsia | CFO, Schaeffler China
Mr. Marc von Busse | Finance Director, E.G.O. Components (China) Co., Ltd
Mr. Peter Richter | Head of Controlling, Wacker Chemicals
Ms. Cherrie Cen | Head of Central Controlling, Continental China
Mr. Jo Santens | General Manager, United Grinding (Shanghai) Ltd.
Mr. James Zhao | Partner, Deloitte, Shanghai, China
Dr. Helmut Schoeneberger | Managing Director Operations, E.G.O. Components
Dr. Hans-Henning Toepper | Senior Director Demand Planning & Logistics, United Automotive Electronic Systems Co., Ltd.
Dr. Gerd Möhrke | Principal, Shanghai Operations

Speakers 2015

Mrs. Michelle Liu | CFO Greater China, Lanxess
Mr. Lothar Grad | General Manager Soehner Technology Suzhou and Chairman of Suzhou European Association DUSA
Mr. Teo Zhao | Sales Analyst, Hansgrohe Sanitary Products (Shanghai) Co., Ltd.
Mrs. Tanja Wehrle | Controlling, Hansgrohe Sanitary Products (Shanghai) Co., Ltd.
Mr. Bernd Pichler | Senior Director Sales Volkswagen Brand, Shanghai Volkswagen
Mr. Andreas Haeckl | Director Controlling, Schaeffler Holding (China) Co., Ltd.
Mr. Pfohlmann | Finance and Controlling Director, KSB Pump Group China

Speakers 2014

Mr. Alexander Firsching | CFO, United Automotive Electronics Systems (UAES)
Mr. Enrico Turchet | CFO, Shanghai Brose Electric Motors Co., Ltd.
Mr. Yanik Kiermeier | Finance Manager, Schenck Shanghai Machinery Co., Ltd
Mrs. Dr. Zhou Shuqin | CFO, Kronos China
Mr. Dirk Lange | **Managing Director, Duravit China**
Ms. Robyn Wang | Partner Advisory, Ernst & Young
Mr. Jason Ma | Partner, Express Finance Solutions (Shanghai)

Speakers 2013

Prof. Dr. Utz Schaeffer | German business school WHU,
Mr. Bernd Pichler | Shanghai Volkswagen,
Dr. Zhen Huang | Shanghai De Chen Consulting,
Ms. Xiangyun Meng | Bao Steel Group
Vice professor Mr. Bailin Jiang | SNAI

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Impressions



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