



6th Sino-German **CONTROLLING FORUM 2018**

September 7th 2018
8:30 am - 5:10 pm, Suzhou | Pan Pacific Suzhou

CONTROLLING FOR SUSTAINABILITY

Key Note Speech II

“Controlling for Sustainable Business from the View of an SME”

Mr. Alexander Tobert

Chief Financial Officer, KERN-LIEBERS CHINA
GROUP

- Kern-Liebers in China: A success story of a family-owned SME Group
- Controlling at Kern-Liebers: Overall structure and major fields of activities
- Controlling in a Chinese business environment: Major challenges for SMEs
- Business sustainability: Kern-Liebers' understanding from an economical, ecological, and HR development point of view
- Enhance controlling for sustainable business in China: What SME's can do
- Key success factors for SME controlling in China: