

德懋咨询

www.ChinaControlling.com



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

7th Sino-German CONTROLLING FORUM

September 20th 2019

8:30 AM - 5:30 PM, Suzhou
Pan Pacific Suzhou

**CONTROLLING 4.0:
EFFICIENCY AND DIGITALIZATION**





GERMAN CHAMBER
of Commerce in China
中国德国商会

**SUPPORT.
FACILITATE.
INFORM.
REPRESENT.**

**Boost
your
Business!**



china.ahk.de/membership

**German Chamber of Commerce
in China | North China**

0818 Landmark Tower 2
8 Dongsanhuan (N) Rd.
Chaoyang District, Beijing 100004
Tel. +86 10 6539 6688
chamber@bj.china.ahk.de

**German Chamber of Commerce
in China | Shanghai**

29/F Gopher Center
No. 757 Mengzi Road
Huangpu District, Shanghai 200023
Tel. +86 21 5081 2266
chamber@sh.china.ahk.de

**German Chamber of Commerce in
China | South and Southwest**

Room 1903, Leatop Plaza
32 Zhu Jiang East Road
Tianhe District, Guangzhou 510620
Tel. +86 20 8755 2353
chamber@gz.china.ahk.de

Welcome!

Since its inception in 2013, the Sino-German Controlling Forum has become the biggest annual conference for financial managers and professionals as well as controlling-minded non-financial executives in the Sino-German business community in East China.

Today, on September 20th, 2019, the 7th edition of the Sino German Controlling Forum takes place – now for the fourth time - in the city of Suzhou. The organizers of the Forum, the German Chamber of Commerce in China Shanghai and Shanghai De Chen Enterprise Management Consulting Co. Ltd. cordially welcome you to today's conference!

The Sino-German Controlling Forum is strongly supported by the International Controller Association (ICV) and the CA Controller Akademie, both leading institutions in the field of controlling in German-speaking countries, and by local business organizations, such as DUSA Suzhou, Taicang Roundtable TRT, Changzhou International Managers Forum CZIMF and Wuxi International Chamber of Commerce.

Since 2013, the Sino-German Controlling Forum has been addressing major challenges of building professional controlling practices for business performance excellence in China. The headlines of the past Forums were

- Controlling & Controller (2013)
- Controlling for Growth (2014)
- Controlling for More Efficiency (2015)
- Controlling for Local Excellence (2016)
- Controlling in Times of Uncertainty (2017)
- Controlling for Sustainability (2018)

China business is entering a new era: On the one side, business environment has been changing in uncertain direction: Geopolitical tension and lasting China-US trade war produce their shadow on future

business development. Companies have to become more lean and agile to cope with the increasing risks in domestic and international markets. On the other side, digitization of the economy is continuing its path of growth also in this second largest economy of the world, which brings new opportunities for companies to increase efficiency and achieve more competitive advantage in a smart way.

The leading motto of the Forum in this year is "Controlling 4.0: Efficiency and Digitalization". It aims to provide a platform of information, communication, and experience sharing among both business decision makers and controllers who would like to improve efficiency of their business and controlling practice in a world of increasing uncertainties. Besides interesting keynote speeches by representatives coming from large business groups and small-to-medium-sized companies, participants of this year's Forum will have the opportunity to visit the following 6 workshops:

- Workshop (A):
Sales Controlling for Performance Improvement
- Workshop (B):
Digital Automation - Robotic Process Automation (RPA) and Planning & Budgeting Technologies
- Workshop (C):
Advanced Profitability Analysis in Times of Digitization
- Workshop (D): Bosch: The Way to Digitization
- Workshop (E): Lean Management in Finance
- Workshop (F):
Industry 4.0 and Production Controlling

The 2019 Forum aims to offer a platform for knowledge & opinion exchange and experience sharing among all participants who would like to enhance controlling practice in China in order to improve efficiency of the business and controlling practice in a world of increasing uncertainties.

AGENDA 2019

September 20th, 2019, 8:30 AM – 5:30 PM | Pan Pacific Suzhou

| Time | Topic |
|------------------------------------|---|
| 8:30 AM - 9:30 AM | Registration with Coffee and Snack |
| 9:30 AM - 9:40 AM | Opening Remarks Dr. Sigrid Winkler Executive Chamber Manager at German Chamber of Commerce in China Shanghai |
| Key Note Speeches | |
| 9:40 AM - 10:20 AM | Keynote Speech I: "Empower Intelligent Decision in Digitalized Era" Ms. Helen Xie Chief Operation Officer, SAP Labs China <ul style="list-style-type: none"> Increasing importance of controlling in time of uncertainty Digitalized controlling versus traditional controlling: Key rationales for transformation Automation and efficiency improvement in controlling New opportunities arising from latest machine learning technology Using strong analytics tool for business performance improvement |
| 10:20 AM - 11 AM | Keynote Speech II: "Controlling in Changing Business Environment: Experience and Vision in ruhlamat" Mr. Oliver Buerstein Managing Director, ruhlamat Automation Technologies (Suzhou) Mrs. Lily Wu Head of Finance at ruhlamat Asia Group <ul style="list-style-type: none"> ruhlamat Suzhou: Who we are and what we do Growth in the past and challenges in a changing business environment Changing role of and increasing requirements on finance & controlling How we have tried to enhance controlling a small-to-medium sized company Key success factors and our lessons learnt |
| 11 AM - 11:15 AM | Coffee Break & Networking |
| Workshop Breakout Session I | |
| 11:15 AM - 12:45 PM | Workshop (A): "Sales Controlling for Performance Improvement" Mrs. Andrea Keller Chief Financial Officer, TRUMPF China <ul style="list-style-type: none"> Roles and responsibilities in sales funnel management Standard processes as necessary basis for digitalization – data maintenance / data quality Digital tools and efficiency Challenges and key success factors for sales funnel management Open issues and future outlook |
| | Workshop (B): "Digital Automation - Robotic Process Automation (RPA) and Planning & Budgeting Technologies" Ms. Ling Chen Partner in Risk Assurance, PwC Mr. Christian Keitel Manager in Risk Assurance, PwC Hong Kong <ul style="list-style-type: none"> Evolution of automation - the wave of Robotic Process Automation (RPA) Navigating future of finance Artificial Intelligence enabled RPA solutions to enhance corporate governance by re-enforcing 3 lines of defense New planning & budgeting technologies Selected case studies Practical challenges and considerations |
| | Workshop (C): "Advanced Profitability Analysis in Times of Digitization" Mr. Mason Liu Controlling Manager, Kern-Liebers Group (China) <ul style="list-style-type: none"> Increasing volume of business data in time of digitization Opportunity for improved data pooling for controlling Multi-dimensional profitability analysis based on data pooling Key success factors and implication for efficiency improvement |

| Time | Topic |
|-------------------------------------|--|
| 12:45 PM - 2 PM | Lunch Break |
| Workshop Breakout Session II | |
| 2 PM - 3:30 PM | <p>Workshop (D): "Bosch: The Way to Digitization"</p> <p>Mr. Eric Yang Vice President Finance & Controlling, Bosch</p> <p>Ms. Yang Song Senior Manager, Accounting Center of Excellence Asia Pacific, Bosch</p> <ul style="list-style-type: none"> • The transformation journey of Bosch Finance • Starting point and challenges • Examples from predictive forecasting, shared service center efficiency and cost center controlling • What comes next |
| | <p>Workshop (E): "Lean Management in Finance"</p> <p>Mr. Chaoting Chen (Ted) Senior Director, FSSC Schaeffler Greater China</p> <p>Ms. Yunfang Liu (Rebecca) Controlling Manager, Schaeffler Friction Suzhou</p> <ul style="list-style-type: none"> • What are the key elements of Lean Management in Schaeffler Group? • How was the introduction journey of Lean management in Finance? • Sharing of successful lean projects in Finance • How to build up and maintain a Lean Management culture? |
| | <p>Workshop (F): "Industry 4.0 and Production Controlling"</p> <p>Ms. Guo Jian Costing and Production Controlling Manager, WAGO Electronic (Tianjin) Co. Ltd</p> <ul style="list-style-type: none"> • Industry 4.0 in WAGO • Production controlling at WAGO • Complexity analysis in production controlling • Continuous improvement in production supported by controlling |
| 3:30 PM - 3:50 PM | Coffee Break & Networking |
| Survey Results | |
| 3:50 PM - 4:10 PM | <p>Survey Results</p> <p>Dr. Zhen Huang Managing Consultant & Trainer, Shanghai De Chen Enterprise Management Consulting</p> |
| 4:10 PM - 4:50 PM | Panel Discussion |
| 4:50 PM - 5 PM | <p>Closing Remarks</p> <p>Dr. Sigrid Winkler Executive Chamber Manager, German Chamber of Commerce in China Shanghai</p> |
| 5 PM - 5:30 PM | Networking |

SPEAKERS

(According to presentation order)



Ms. Helen Xie

Chief Operation Officer at SAP Labs China

Helen Xie is Chief Operating Officer of SAP Labs China. She is running operation across 7 offices in mainland China with the aim raise the operation efficiency and foster a Great Place to Work environment to attract best talent. She is also the head of Incubation Factory in SAP Labs China, in which she achieved remarkable success in promoting innovation thought leadership, enriching innovation eco-system and create open innovation framework. Helen has extensive expertise of IT industry, technology, and is passionate about making a real difference in solving customer's business problems and helping them to implement digital solutions that enhance and support their mission critical business processes. With SAP since 2013, Helen held several leadership roles in Partner eco-system, Development, Business Development and Operations. Prior to SAP, Helen was the solution expert and project manager in Accenture.



Mr. Oliver Buerstein

Managing Director, Member of the Board at ruhlamat Automation Technologies (Suzhou)

In 2005, Mr. Oliver Buerstein joined ruhlamat Automation Technologies (Suzhou) Co., Ltd. serving as Managing Director and Member of the Board. Previously, he held the position as Sales Director of Linde-Xiamen, and later General Manager of Wuhan Thyssenkrupp Zhong-Ren Tailored Blanks Ltd. Mr. Oliver Buerstein has lived in China for 25 years, committed to expanding domestic business and promoting digital and intelligent development in the manufacturing industry in China.

Mr. Oliver Buerstein strives to build the "Industry 4.0 International Innovation Center", encourage domestic accumulation of Sino-German scientific and technological resources by combining domestic and foreign advantageous assets. He is dedicated to promoting extensive exchanges and cooperation among intelligent manufacturing enterprises in design, production, management, service and other fields. Mr. Oliver Buerstein is also devoted to propelling development of Industry 4.0 and intelligent manufacturing in China.



Mrs. Lily Wu

Head of Finance at ruhlamat Asia Group

She holds a Diploma in Finance, started her finance career job in Schindler elevator (Suzhou) company since 2001, and joined the ruhlamat Automation (Suzhou) since 2006. She was appointed as Head of Finance ruhlamat Asia, take charge of Finance, controlling, IT Function, ERP replacement project leader.



Mrs. Andrea Keller

Chief Financial Officer at TRUMPF China

Mrs Andrea Keller has been appointed as Chief Financial Officer at TRUMPF China since August 2017. She holds a Diploma in industrial engineering and has started her career in TRUMPF Headquarter in Ditzingen (Germany) in July 2006. Throughout her career she has held different positions in Quality and supplier management, business development as well as being lead auditor in the TRUMPF Group, before coming to China in 2015.

(According to presentation order)

SPEAKERS

Ms. Ling Chen

Partner in Risk Assurance at PwC

Ling Chen is a Partner with over 14 years of experience in the Risk Assurance Practice at PwC Shanghai, including five years in PwC Germany, Stuttgart. She drives the digital excellence in central region. Her experience has covered many business processes and across various IT platforms for multinational companies operating in China and Germany from various industries including Manufacturing, Real Estate, Pharmaceuticals, etc.,



Mr. Christian Keitel

Manager in Risk Assurance at PwC Hong Kong

Mr. Christian Keitel is part of the Data Analytics practice of PwC Hong Kong since 2019. Before, he has worked for PwC Germany for 8 years. Mr. Keitel has led process design and tool implementation projects in the planning and reporting area, covering topics like integrated financial planning, driver-based planning and predictive forecasting. He has experience with several performance management technologies and worked for a range of multinational clients in different industries. Mr. Keitel holds a Diploma of Economics degree of Freiburg University.



Mr. Mason Liu

Controlling Manager at Kern-Liebers Group (China)

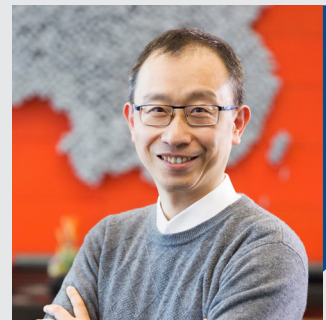
Mason Liu started his career at Kern-Liebers China since January 2015, initially with the position of assistant manager of controlling department. After promoted twice, he has been appointed controlling manager since July 2017, who now is taking care of all relevant controlling scopes in Kern-Liebers China. He has more than 14 years experience on controlling fields. Before Kern-Liebers, he worked for Suzhou Plant of B.Braun, another German enterprise in medical device & pharmaceutical industry. He owned the Bachelor degree on Finance Management from Nanjing University, and the Master of Professional Accounting (MPAcc) from Renmin University of China.



Mr. Eric Yang

Vice President Finance & Controlling at Bosch

Mr. Yang has more than 25 years working experience including over 20 years of service in multinational companies including Robert Bosch Group, EAC China, GM/Delphi Cooperation, Dascom Holding. He has 20 years of financial management experience in the manufacturing industry including being an analyst, controller, regional manager, China CFO, AP director, global business unit controlling, etc. Mr. Yang prides himself on being familiar with PRC law, GAAP and SOX requirements.



SPEAKERS

(According to presentation order)



Ms. Yang Song

Senior Manager at Accounting Center of Excellence Asia Pacific at Bosch

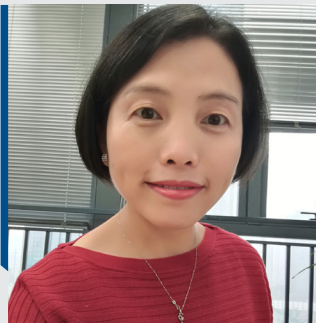
Yang Song is Head of Accounting Center of Excellence leads the team responsible for driving process standardization, automation and digitalization across Asia Pacific. Yang had more than 10 years project management and consulting experience and 2 year experience on driving Innovation center in Accounting. This includes Robotic Process Automation (RPA), Business Intelligence, Process Mining and new technology (e.g. Chatbot).



Mr. Chaoting Chen (Ted)

Senior Director at FSSC Schaeffler Greater China

Mr. Chen is leading the Financial Share Service Center. In the past years, Mr. Chen has been driving continuously process standardization and optimization. He led some lean projects and systems introduction such as OCR scanner and Trade shift for Purchasing-to-pay process, which improved the productivity & efficiency in Finance. Before he joined Schaeffler in 2012 Mr. Chen worked in GE and other multinational companies. He is FCCA, majored in Accounting from Shanghai Institute of Foreign Trade.



Ms. Yunfang Liu (Rebecca)

Controlling Manager at Schaeffler Friction Suzhou

Rebecca Liu has more than 20 years professional experience in Finance, including project management and lean management. She has good experiences on finance process optimization, successfully developed and implemented the lean management system in the Finance area. Rebecca Liu has graduated in Management and Business Administration at Zhejiang University and has rich working experience in manufacturing companies.



Ms. Jian Guo

Costing Production Controlling Manager at WAGO Electronic (Tianjin) Co. Ltd.

Ms. Guo Jian is manager of WAGO Electronic (Tianjin) Co. Ltd. who responsible for cost accounting, production controlling and master data management etc. She is nearly 20 years experiences in WAGO and more focus on manufacturing cost accounting / margin analysis and production controlling area. Especially with Industry 4.0 implement in WAGO, she gained experiences to set up controlling in production and develop complexity analysis for manufacturing, make production operation continuous improvement and provide analysis / feasible suggestion to top management.

Dr. Zhen Huang

Managing Consultant & Trainer at Shanghai De Chen Enterprise Management Consulting Co. Ltd

Dr. Huang, Diplom Kaufmann & Dr. rer. pol. has been working as management consultant and trainer in Germany and China for nearly 25 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 member of International Association of Controllers and 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 at Tax Services - China Tax & Business Advisory Services of 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.



Mr. Steve Froese

International Tax & Transfer Pricing Expert at PwC Shanghai Office

Steve is an International Tax & Transfer Pricing Expert and member of the European Business Group in Shanghai, where he focuses on German and European clients in China. He has significant international tax practice and focuses on transfer pricing issues, with an emphasis on transfer pricing policy design, global documentation and controversy with tax authorities. His primary industry focuses are pharmaceuticals and life sciences, financial institutions, asset management, automotive, electronics, chemicals, consumer goods, gaming, fashion and luxury products. He routinely represents multinational clients in transfer pricing matters, including advanced pricing agreements, with local and foreign tax authorities. Steve holds two Master's degrees, a MBA from the Humboldt University of Berlin and a LL.M. (International Tax Law) from the Vienna University of Economics and Business.





Take the lead. Step by step to Controlling Excellence.

Worldwide Controlling, Finance and Accounting Training

The Original – since 1971. Designed for people who want to make a name for themselves as successful company controllers.

Controllers Training Program in five Stages.

A systematic and modular education program.

Each stage can be booked individually and is scheduled many times throughout the year, making it easy to include in your busy calendar. Our flagship seminar – Stage I Controllers Best Practice – has been conducted to date more than 1,400 times as public seminars and in-house trainings.

To help you apply your newly acquired skills in practice, numerous feedback sessions are held in small groups to ensure you have a thorough understanding of the contents.

Step by step to the Controllers Diploma CA

| | |
|-----------|---|
| Stage V | Presentation and Moderation for Controllers |
| Stage IV | Planning and Implementation |
| Stage III | Reporting and Communication for Controllers |
| Stage II | Financial and Management Accounting |
| Stage I | Controllers Best Practice |

Contact & Information in Germany

For further information about our international program, please visit www.controllerakademie.de/international

Local Contact in China

For local public seminars and in-house training in China, please contact our local business partner, Shanghai De Chen Enterprise Management Consulting Co. Ltd. (0086 21 61574970), or visit www.ChinaControlling.com

Organized by



德堪咨询

www.ChinaControlling.com

Supported by



Taicang | Roundtable



Contact

German Chamber of Commerce in China • Shanghai

German Chamber of Commerce in China • Shanghai
29/F Gopher Center | No. 757 Mengzi Road
Huangpu District | Shanghai 200023 | P.R. China
Tel: +86(0)21 5081 2266
Email: chamber@sh.china.ahk.de
Web: www.china.ahk.de

Shanghai De Chen Enterprise Management Consulting Co. Ltd.

2501 Wheelock Square, 1717 Nanjing West Road
Jing An District, Shanghai 200040
Tel: +86(0)21 6157 4970
Email: zhenhuang@chinacontrolling.com
Web: www.ChinaControlling.com