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5th Sino-German CONTROLLING FORUM 8th September 2017

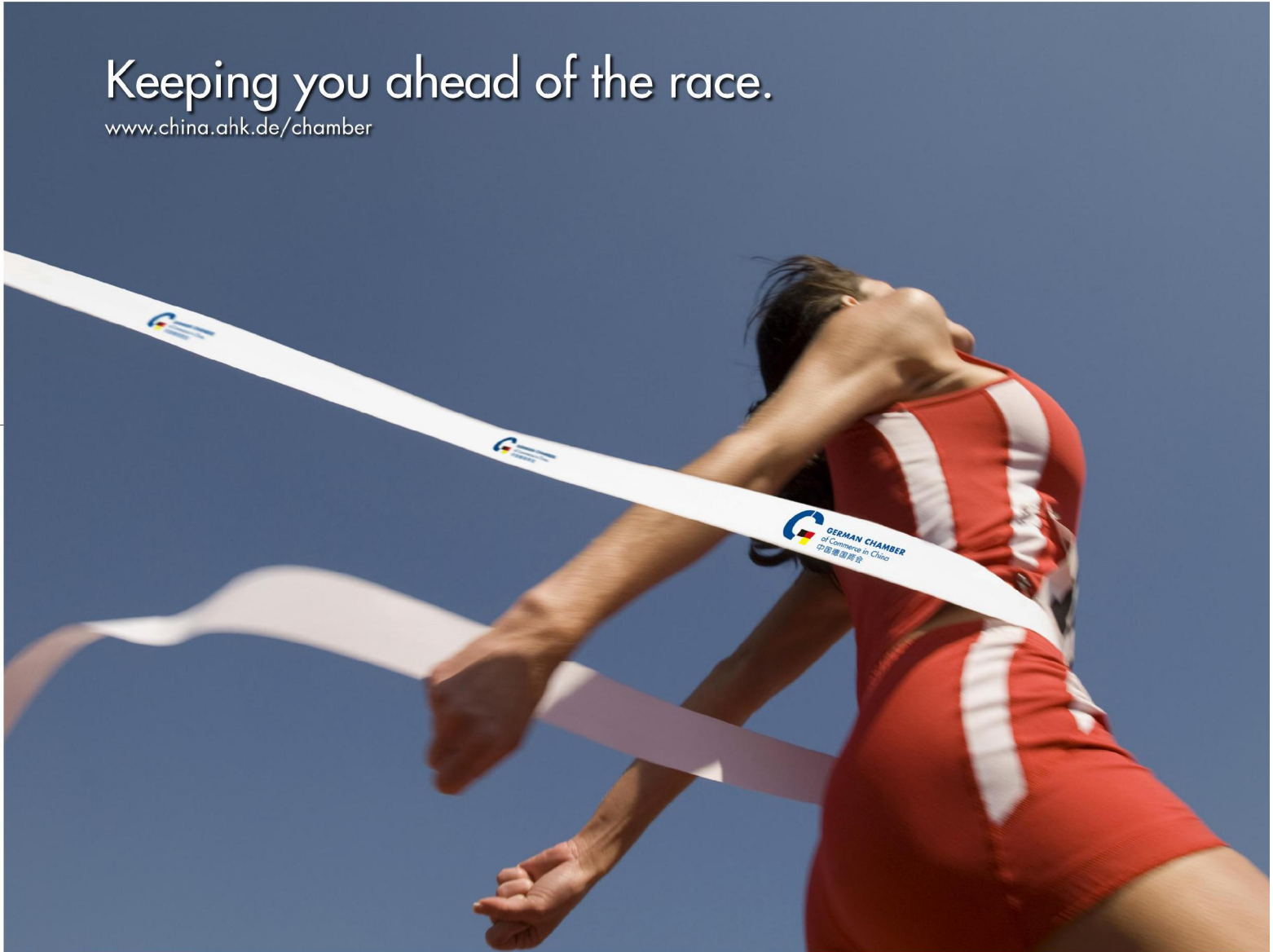
8:30-17:00, Hyatt Regency Suzhou

CONTROLLING IN TIMES OF UNCERTAINTY



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Welcome!

Since its inception in 2013, the Sino-German Controlling Forum offers a platform for professional controlling practices and for business performance excellence in China. Today, on 8th September 2017, the 5th edition of the Sino-German Controlling Forum takes place. After a successful debut in 2016, it returns to the city of Suzhou under the headline "Controlling in Times of Uncertainty".

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.

Additionally, we would like to thank our conference partners for making this event possible:

ABAS Force Business Solution (Shanghai) Ltd.,
HRS.com - Hotel Reservation Service (HRS Greater China)
ECOVIS Ruide Certified Public Accountants Co., Ltd.
CP Corporate Planning AG

The 1st forum was held in Shanghai in October 2013. It was co-organized by Shanghai De Chen Enterprise Management Consulting Co. Ltd., CA Controller Akademie, the International Controller Association (ICV), and the Shanghai National Accounting Institute.

The original idea for the forum was born in dialogue between Dr. Zhen Huang from Shanghai De Chen Enterprise Manag-

ement Consulting Co. Ltd., Mr. Bernd Pichler from Shanghai Volkswagen, and Prof. Dr. Utz Schaeffer from the German Business School WHU Koblenz. They are activists of "Controlling in China", which was at the time an initiative with the objective to promote the dialog between German and Chinese professionals interested in modern, efficient management accounting and controlling practice.

In 2014, 2015, and 2016 under the headline "Controlling for Growth", "Controlling for more Efficiency", and "Controlling for Local Excellence" respectively, the 2nd, 3rd, and 4th Sino-German Controlling Forum addressed the challenges of building professional controlling practices for business performance excellence in China.

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 practices.

Agenda

8th September, 2017, 8:30 – 17:00 | Hyatt Regency Suzhou

Time	Topic
8:30	Registration with coffee and snacks
9:30	Opening Remarks
	Mr. Jan Jovy General Manager of German Industry and Commerce – Shanghai
Key Note Speech	
9:40	<p>“Controlling in Times of Uncertainty - The Approach of a German Hidden Champion”</p> <p>Mr. Matthias von Daacke Member of the Board Internationaler Controller Verein eV (ICV) and Member of the Management Board and Director Controlling, BLANCO Group</p> <ul style="list-style-type: none"> • Organization and roles of the controllers in the BLANCO Group • Group planning process or How we manage the uncertainties and the risks • SPA (Sales Planning Application): What controllers can do for sales managers and other non-controller colleagues • Key success factors and lessons learnt in our view
Partner Talk	
10:10	<p>“Controlling Challenges in Times of Uncertainty”</p> <p>Sam Yang Head of Sales at ABAS Business Solution China</p> <p>Carsten Müller Chief Sales Officer of Cp Corporate Planning</p> <p>Kimi Jiang Vice President of HRS in Asia Pacific</p> <p>Pingwen Hu Senior Partner of ECOVIS</p>
10:40	Coffee Break & Networking
Workshop Breakout Sessions	
	<p>Workshop A: “Risk Management Controlling - Systematic Risk Management”</p> <p>Ms. Tang Jing Finance Risk Manager, Porsche China</p> <ul style="list-style-type: none"> • Basics of Risk Management • Risk Management at Porsche China • Challenges and success factors • Outlook: Integrated Risk Management 360-degree approach
11:00 – 12:30	<p>Workshop B: “Business Intelligence for Controlling - Digitization & Tools for Controlling”</p> <p>Mr. Tun Seng Loo General Manager, Fissler China</p> <p>Ms. Jane Xue Finance Director, Fissler China</p> <ul style="list-style-type: none"> • What does Business Intelligence mean for Fissler China? • Why did Fissler China made the decision for building an internal BI database? • How do the people at Fissler China currently work with the BI platform? • What are positive experiences and “lessons learned”? <p>Workshop C: “Sales Controlling & KPIs”</p> <p>Mr. River Yu Director Controlling Central Function, Schaeffler China</p> <p>Ms. Grace Wang Automotive Business Division Controlling, Schaeffler China</p> <p>Ms. Kelly Yang Industrial Controlling and Sales Controlling in Greater China & Asia Pacific, Schaeffler China</p> <ul style="list-style-type: none"> • Schaeffler’s sales controlling approach: success factors and improvement points • Rating of sales controlling maturity at Schaeffler China

Time	Topic
12:30	Lunch Break
Panel Discussion I	
13:30	<p>"Planning & Budgeting in Times of Uncertainty"</p> <ul style="list-style-type: none"> • Challenges of the planning & budgeting process • Specifics of planning & budgeting in the Chinese environment • Process efficiency and planning for future developments • Level of detail in the planning process • Perceived value of planning & budgeting • Alternatives to the traditional budgeting process
Workshop Breakout Sessions	
14:00-15:30	<p>Workshop D: "IFRS New Release"</p> <p>Mr. Jürgen Berghaus Assurance Partner & Head of German Business Group in Shanghai, PwC</p> <p>Ms. Christine Chang Accounting Advisory Manager in Shanghai, PwC</p> <ul style="list-style-type: none"> • IFRS 15 - Revenue recognition / IFRS 16 - Leasing / IFRS 9 - Financial Instruments • Overview and recent developments • Transition methodology and implementation challenges • Implications for practitioners in China
	<p>Workshop E: "Purchasing Controlling & Compliance"</p> <p>Mr. Philipp Senff Partner, CMS</p> <p>Ms. Chris Ding Head of Finance Controlling, Reporting AP, ZF (China) Investment</p> <ul style="list-style-type: none"> • Getting more transparency in the supply chain • Mitigating product liability risks on the procurement side • Avoiding shadow companies as suppliers due to quality and compliance risks • Shifting controlling and quality risks to customers? • Dealing with suppliers, which are proposed by the customer
	<p>Workshop F: "Product & Project Controlling"</p> <p>Mr. Oliver Diehm Head of Controlling China, Brose China</p> <p>Mr. Tobias Bichler Director, Plant & Functional Controlling Asia, Brose China</p> <ul style="list-style-type: none"> • How does project controlling work at Brose and what are our expectations to project controllers? • How does plant controlling work at Brose and what are our expectations towards plant controlling? • How can we integrate these functions to establish an alignment process in day to day business that supports the integrated planning process of Brose?
15:30	Coffee & Break
Panel Discussion II	
16:00	<p>"Business Partnering, Local Controller Development and Controller Performance Measurement"</p> <ul style="list-style-type: none"> • Business Partnering - a major trend in the finance & controlling community in China? • How can one recruit local controllers in China? • What are the to pqualifications for a controller? • How to measure the performance of a controller? • How to develop local controller excellence?
16:45	Closing Remarks
17:00	End of Conference

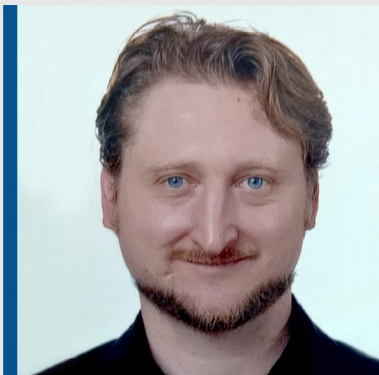
About the Speakers by company name (alphabetical order)



Mr. Matthias von Daacke

**Member of the Board Internationaler Controller Verein eV (ICV)
Member of the Management Board and Director Controlling BLANCO Group**

Mr. von Daacke has over 20 years of business experience in medium-sized companies as a controller and manager. He worked 11 years in the automotive industry, with three and a half years in the U.S.A. He joined BLANCO in 2007 being responsible for International Controlling and Sales Controlling as well as serving as a member of the Boards of Directors of BLANCO's subsidiaries in Canada, China and Turkey. Since January of 2017, he is member of the Management Board and Director Controlling of BLANCO Group. He has been a member of the ICV (International Association of Controllers) since 1993 and became a member of the Board in 2015.

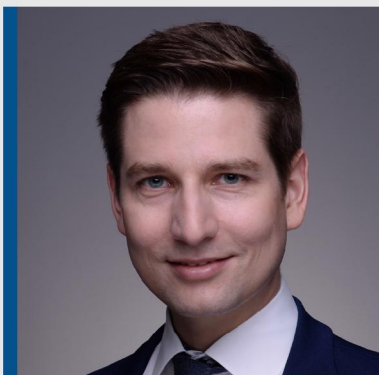


Mr. Oliver Diehm

**Head of Controlling China
Brose China Co., Ltd.**

Mr. Oliver Diehm is a controlling professional with almost 15 years of controlling experience in the automotive industry. During his career, he has worked within five continents and has experienced, not only, how demands towards controllers have increased during the last decade, but also, how cultural background influences controlling behavior.

Since March 2015, Mr. Diehm has been working at Brose Shanghai controlling. He started as Head of Project Controlling and since January 2017, he has been working as head of Controlling China.



Mr. Tobias Bichler

**Director Plant & Functional Controlling
Brose China Co., Ltd.**

Mr. Tobias Bichler has been the head of plant and functional controlling at Brose of the region China and East Asia since 2015. Before that, he was a corporate strategist at the Brose headquarters in Germany focusing on M&A and joint venture transactions. Mr. Bichler holds a diploma in Business Administration from the University of Bayreuth, Germany.

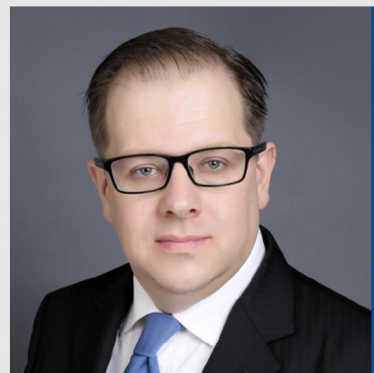
About the Speakers by company name (alphabetical order)

Philipp Senff

Partner

CMS, China

Mr. Philipp Senff is heading the firm's Compliance Practice Group in China. He is recognized as a leading corporate, compliance and risk management lawyer with over 12 years of China related legal work and business experience. His legal practice includes prevention and crisis management with an emphasis on strategic corporate governance, internal investigations and whistle-blower management in conjunction with corporate crime matters. He also advises senior executives on personal risk management strategies. Mr. Senff has published the German book "Compliance Management in China" (Haufe Verlag), which is addressed to German executives doing business in China.

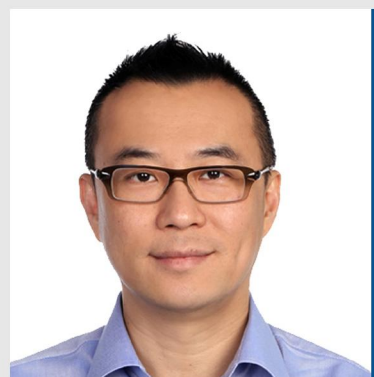


Mr. Tun Sen Loo

General Manager

Fissler China Ltd.

Mr. Tun Sen Loo has more than 20 years of experiences with premium houseware products as Regional Director of Fissler GmbH in Asia Pacific region & Managing Director of Fissler China Ltd. He successfully introduced Fissler into China, Hong Kong, Vietnam, the Philippines, Thailand, New Zealand & Sri Lanka. Besides Fissler in China, Mr. Loo also introduced other German brands like Wuesthof knives, Nachtmann glassware, Kahla porcelain in China and founded Fissler Academy in China, first in the Fissler Group.



Ms. Jane Xue

Finance Director

Fissler China Ltd.

Ms. Jane Xue has more than 17 years working experience in retail business, particular in the luxury brand area. Since 2008, she is the finance director of Fissler (China) and Fissler (HK). Before that, Ms. Xue worked for Lifeng HK for seven years, which is a one of the top selling garments brands for men. She holds a CPA certification and a diploma from Tongji University.



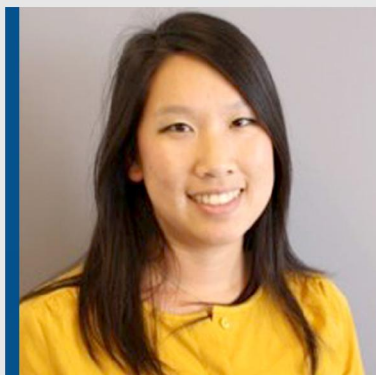
About the Speakers by company name (alphabetical order)



Ms. Jing Tang

Finance Risk Manager
Porsche (China) Motors Limited

Before taking over this newly established position in April 2017, Ms. Jing Tang worked in the Controlling department for five years, with relevant expertise in Importer, Own Retail and Project Controlling. Prior to working in China, Ms. Tang worked and studied in Germany for almost 15 years.



Christine Chang

Accounting Advisory Manager in Shanghai
PwC

Ms. Christine Chang is currently on an international assignment in PwC's Shanghai office. She advises clients on technical accounting matters in accordance with US GAAP and IFRS, SEC disclosure and reporting requirements, and delivering conversion projects for new accounting standards. Ms. Chang's client experience has included US IPOs, business combinations, valuations, share-based compensation, financial instruments, and a variety of revenue recognition matters.



Jürgen Berghaus

Partner Assurance
PwC

Mr. Jürgen Berghaus has been in China since August 2016 and is taking care of European, especially German clients, on their investments in China. He specializes in the provision of assurance services to multinational companies in particular those reporting under IFRS and German GAAP ("HGB"). His focus is on audits of multinational companies primarily in the automotive and chemicals industry. During the past years, Mr. Berghaus lead the group audit team of a large multinational company with a strong presence in Asia-Pacific. He is a German Public Accountant and German certified Tax Advisor and holds a diploma in business administration from the "Westfälische Wilhelms-University in Münster".

About the Speakers by company name (alphabetical order)

Mr. River Yu

**Director Controlling Central Function
Schaeffler (China) Co., Ltd.**

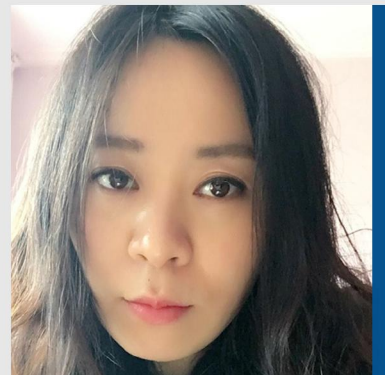
Mr. River Yu has over 21 years working experience and joined Schaeffler China since 1998 working in several finance functions. Since July 2014, he is the Director of Controlling Central Function. Mr. Yu holds a bachelor degree in Finance and a Master degree in Business Administration as well as the CPA Qualification.



Ms. Grace Wang

**Automotive Business Division Controlling
Schaeffler (China) Co., Ltd.**

Ms. Grace Wang has over ten years of business experience in medium-sized/large companies as a controller supervisor. She worked three years in the automotive interior industry, thereof, five years in the automotive mechanic industry. She joined Schaeffler China in 2012 being responsible for Project Profit Analysis Controlling. Since 2013 she takes the responsibility of Automotive Business Division Controlling covering the area of sales, project, working capital controlling of the Chassis Business Division.



Ms. Kelly Yang

**Industrial Controlling and Sales Controlling in Greater China & Asia
Pacific
Schaeffler (China) Co., Ltd.**

Ms. Kelly Yang has over ten years of experience as a Controller and Financial Analyst. She joined Schaeffler in 2009 being responsible for Industrial Controlling and Sales Controlling in Greater China as well as Asia Pacific. Before joining Schaeffler, she worked in Bao Steel Group and Metso Paper as a Financial Analyst.



About the Moderators



Dr. Zhen Huang

Managing Partner

Shanghai De Chen Enterprise Management Consulting Co. Ltd.

Dr. Zhen 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**

Mr. 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

**Deputy Manager at China Tax & Business Advisory Services
PwC**

Ms. Sarah Oemmelen is Deputy Manager at the German Business Group in the PwC Shanghai Office. She graduated in Management and Economics and is a German certified tax advisor. She has more than six years of experience in advising companies in German Tax Law. 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. Sarah already gained experience in moderating by holding lectures at the Tongji University (CDHK) and presenting at PwC-Events. Furthermore, she was involved in German Chamber activities by publishing articles in the German Chamber ticker and is the workshop leader of the German Chamber's Finance & Controlling Workshop Series in the Jiangsu province.



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