

# 3<sup>rd</sup> Sino-German CONTROLLING FORUM

22<sup>nd</sup> October 2015

8:30-17:00

Shanghai InterContinental Pudong  
上海锦江汤臣洲际大酒店浦东

**CONTROLLING FOR MORE EFFICIENCY**



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# Agenda

Simultaneous translation English - Chinese will be provided  
Oct. 22<sup>nd</sup> 2015, 8:30am - 5:00pm | New Asia Ballroom, InterContinental Hotel Pudong

8:30am **Registration**

9:00am **Opening Remarks**

**Mrs. Simone Pohl**, Executive Director and Board Member of German Chamber of Commerce in China - Shanghai

**Mr. Siegfried Gänsslen**, former Global CEO of Hansgrohe Group and Chairman of ICV

## Key Note Speeches

9:10am **“Controller in Big Organisation - Roles and Functions from Top Management Point of View”**

**Mrs. Michelle Liu**, CFO Greater China, Lanxess

- What is financial Controlling ? - General framework
- Controlling task evolution - Mr Excel to excel
- Controlling function / Focus in different corporate culture and market environment
- Expectation to controllers from the management perspective

9.40am Q&A

9:55am **“Controlling for more Efficiency - The way of Small-to-Medium Sized Foreign Companies in China”**

**Mr. Lothar Grad**, General Manager Soehner Technology Suzhou and Chairman of Suzhou European Association DUSA

- Major challenges to controlling in foreign-invested SMEs in China
- Focus on efficiency through enhanced controlling on the shop floor
- How to build local team and capability for enhanced controlling
- Importance of local talent development and retention
- Lessons learnt and key success factors

10.25am Q&A

10:40am Coffee Break

## Focus Session 1: Protecting Sales Growth in the Changing Market Environment

11.00am **“Protecting Business Growth Through Better Sales Controlling”**

**Mr. Teo Zhao**, Sales Analyst, Hansgrohe Sanitary Products (Shanghai) Co., Ltd.

**Mrs. Tanja Wehrle**, Controlling, Hansgrohe Sanitary Products (Shanghai) Co., Ltd.

- Protecting business growth means higher-quality sales growth
- How to measure sales quality
- Major fields of activities of sales controlling
- How to increase sales quality through better sales controlling
- How to introduce professional sales controlling into a local organization
- Major challenges and key success factors

11:30am Q&A

**11:45am** **“Intelligent Tactical Branding (ITB) - a concept for both marketing & sales executives and controllers”**

**Mr. Bernd Pichler**, Senior Director Sales Volkswagen Brand, Shanghai Volkswagen

- Effects of tacticals (sales-incentives)
- Intelligent versus non-Intelligent Tacticals
- How can tacticals help to do branding?
- ITB-more than just a concept
- Tool for the Marketing&Sales Executive
- Tool for the Controlling Executive
- Enablers and Blockers - lessons learnt

**12.15pm** Q&A

**12:30pm** Lunch Break

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### Focus Session 2: Increasing Cost Efficiency of Local Operations

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**2:00pm** **“Preparing the organization for the harder time - The initiative for overhead cost optimization at Schaeffler”**

**Mr. Andreas Haeckl**, Director Controlling, Schaeffler Holding (China) Co., Ltd.

- Overhead functions and overhead costs
- How to plan and control overhead costs in local units
- The importance and feasibility of share service center in China
- Necessary teamwork between controller and non-financial manager
- Lessons learnt and key success factors

**2:30pm** Q&A

**2:45pm** Coffee break

**3:00pm** **“Increasing efficiency of working capital - The challenges in China and the practice of our company”**

**Mr. Pfohlmann**, Finance and Controlling Director, KSB Pump Group China

- What we understand as “Working Capital Management” (WCM)
- How to measure the performance of WCM
- How to optimize inventory in local supply chain
- How to optimize account receivable in Chinese business environment
- The roles of controller for WCM
- How to develop local controllers into change agent for WCM

**3.30pm** Q&A

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**3.45pm** Forum Discussion with all Speakers

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**4.50pm** Closing Remarks by Dr. Zhen Huang

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# About the Speakers



**Ms. Michelle Liu**, currently works as Chief Financial Officer for Lanxess Greater China and head of Merger & Acquisition and investor relationship for Lanxess Asia pacific (ex. India). She holds three different Master Degrees in Physics, finance and management. She has worked in various business areas over the last 15 years in Singapore, United States, Germany, Hong Kong and China. She joined Bayer Group in year 2000 and worked at several functions at Corporate Controlling, strategic planning, auditing, finance and Treasury at the Bayer headquarter in Leverkusen, Germany.

With the foundation of LANXESS in July 2004, Michelle Liu transferred to Asia and become country CFO for Lanxess and later also assumed the responsibility for regional M&A /investor relationship.



**Mr. Lothar Grad** is General Manager of Soehner Technology (Suzhou) Co., Ltd., an automotive supplier specialized in plastics and insert overmolding. He has been living in Suzhou, China for more than 4 years. Mr. Grad has over 30 years of experience in engineering, production, sales and general management in both automotive and aircraft industry. Since 2015 he has been serving as Chairman on the Board of DUSA European Association Suzhou, a business network with over 160 member companies in and around Suzhou, Jiangsu.



**Ms. Tanja Wehrle** is a member of the controlling team of the Hansgrohe Sanitary Products (Shanghai) Co.,Ltd. since January 2015. Mrs Wehrle holds a Bachelor degree in controlling and consulting and started her career at the Hansgrohe headquarter in Schiltach (Germany) since Oct. 2012. Throughout her career she covered two other positions in the finance and controlling area in a global manufacturer of customized machinery (design and produce batch- and single wafer wet process equipment) and a local manufacturer of molding tools.



**Mr. Teo Zhao** is a member of the controlling team of the Hansgrohe Sanitary Products (Shanghai) Co.,Ltd.. He holds a Bachelor degree in Germanistik and started his career at Hansgrohe since 2007. He is currently responsible for the local sales controlling function of Hansgrohe China. In coordination with the headquarter in Germany, he serves as an internal consultant for a local sales management team of about 90 people managing a distribution network of about 100 dealers in the Greater China market.



**Mr. Bernd Pichler** joined Volkswagen in 1998 after 12 years in the German Forces. Having spent 5 years in the Controlling department in Wolfsburg/Germany, he became Group Financial Controller in the UK Importer, then Finance Director in the Shanghai Volkswagen Sales Company, before he went to Beijing as Managing Director Commercial for Volkswagen Import. Since 12/2012 he is leading the sales of the long-time market-leader Shanghai Volkswagen, having sold 1.43million cars last year. Bernd Pichler holds a diploma in Economics from the University of the Bundeswehr/Hamburg, an Executive MBA from the GSBA in Zurich and has passed HSK 4 in Chinese language.



**Mr. Andreas Haeckl** is the Director Controlling of Schaeffler Holding (China) Co., Ltd., being responsible for the Automotive Division in Greater China. Mr. Haeckl holds a diploma degree in industrial engineering. He joined the Schaeffler Group in 2006 and has been working in China since the beginning of 2010. During this time he has gained rich experience in several Controlling positions for both Divisions Industrial and Automotive as well as Central Functions.



**Mr. Harry Pfohlmann** is the Finance and Controlling Director of KSB Shanghai Pump Co., Ltd. - a joint venture between KSB AG group and Shanghai Electric Group - since March 2014. Mr. Pfohlmann has over 28 years of experience in the fields of HR, Legal, Import & Export as well as Finance and Controlling for German-based multinational companies in the Chemical, Consumer Goods and Engineering sectors. After several management positions in Germany and Malaysia, he moved to China in 2005 where he worked for Schott Suzhou and Kaercher in Ningbo and Changshu. Mr. Pfohlmann holds a degree in Business Administration from the Berufsakademie Mannheim.

# 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.



## **Mr. Lukasz Mehl**

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

Lukas Mehl is Tax Manager at the German Business Group in the PwC Shanghai Office. He holds an LL.M. of Taxation and started his career with PwC Germany in 2007, where he has worked more than six years in the International Tax Services practice as certified tax advisor. His main fields are tax process screening and tax optimized IP-planning. In Germany, Mr. Mehl has been assistant lecturer at several universities and author of various technical articles. He continues these activities in China, being lecturer for tax law at CBL International Program and Tongji University. Besides, he contributes to the German Chamber activities by publishing articles and as future workshop leader for controlling and finance in Jiangsu province.