

22nd
October 2015

Event: 3rd Sino-German CONTROLLING FORUM 2015 "Controlling For More Efficiency"
Venue: InterContinental Pudong
Speakers: Mrs. Michelle Liu | CFO Greater China, Lanxess
 Mr. Lothar Grad | General Manager Soehner Technology Suzhou & 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, BusinessUnits Automotive, Schaeffler Holding (China) Co., Ltd.
 Mr. Heribert Pfohlmann | Finance and Controlling Director, KSB Pump Group China
Moderators: 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
 Mr. Lukasz Mehl | Manager, Tax Services - China Tax & Business Advisory Services, PwC



German and Chinese finance and non-finance professionals used the forum as a platform for networking and information exchange. In order to advance the information exchange in the controlling field even more and allow for in-depth discussion among Sino-German professionals, this year's forum was hosted in English and Chinese. We would like to thank the sponsorship partners of the third Sino-German Controlling Forum 2015: ABAS Force Business Solution (Shanghai) Ltd., artax Audit & Tax Consulting (Shanghai) Co., Ltd.,

Express Finance Solution (Shanghai) Co., Ltd., FORCAM CHINA, Rödl & Partner Management Consulting (Shanghai) Co., Ltd, for enabling this advancement.

Under the headline "Controlling for more Efficiency" the forum addressed the challenges of building efficient accounting and controlling practices for operations in China and provided a lively platform for dialogue and exchange amongst German and Chinese professionals.

The forum was organized around four sessions focusing on key aspects of professional controlling practices and performance excellence in China. Seven high-level speakers shared best practices and provided valuable insights into their controlling operations in China. After the opening remarks by Ms. 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 sent a video message from Germany to the audience in Shanghai. The first two key note speeches highlighted the differing points of view on controlling in MNCs and SMEs. Mr. Lothar Grad, general manager Soehner Technology Suzhou & chairman of Suzhou European Association DUSA, elaborated on key aspects of efficient controlling in small-to-medium sized foreign companies in China. Approaching the topic from the perspective of a multinational corporation, Ms. Michelle Liu, CFO Greater China, Lanxess discussed the roles and functions of controllers from a top management's point of view. The two key note speeches were followed by the first focus session that dealt with the question of how



to protect sales growth in the changing market environment. Mr. Theo Zhao, Sales Analyst and Ms. Tanja Wehrle, Controlling, at Hansgrohe Sanitary Products showed by means of Hans & Grohe's example of how better sales controlling can contribute to business growth. Mr. Bernd Pichler, senior director Sales at Volkswagen, closed this focus session with his presentation about "Intelligent Tactical Branding" which elaborated on the use of this concept at the interface between marketing, sales and controlling. During the subsequent lunch break, participants and speakers enjoyed a buffet and quality networking time together. Zooming in on the characteristics of the local Chinese market, the second focus session was dedicated to the topic of increasing cost efficiency of local operations. While Mr. Andreas Haeckl, controlling director at Schaeffler China, gave an example of overhead cost optimization at Schaeffler, Mr. Pfohlmann, finance and controlling director at KSB Pump Group China concluded by giving a presentation about increasing efficiency of working capital in China.

The topics and themes presented in the course of the day were wrapped up in a panel discussion, followed by a short closing speech by Dr. Zhen Huang, managing partner of Shanghai De Chen Enterprise Management Consulting Co. Ltd. With seven presentations, in-depth Q&A sessions and plenty of opportunity for networking and exchange. The third Sino-German Controlling Forum offered a lot of valuable insights for improving controlling practices and supporting future growth in China.

Organized by/ 主办方 : **Supported by/ 协助方 :**



26th
October 2015
Event: Workshop Legal & Tax: "Leasing Structures in China - Opportunities and Tax Consequences"
Venue: Grand Kempinski Hotel Shanghai
Speakers: Mr. Philipp Marxen | Vendor Relationship Manager China, Deutsche Leasing
 Ms. Hui Yu | German Desk Manager China, Deutsche Leasing
 Ms. Vivian Yao | Tax Advisor, Partner, Rödl & Partner
Moderator: Mr. Roger Haynaly | Partner, Rödl & Partner

27th
October 2015
Event: Taicang Praktikantenstammtisch
Venue: Wechselnde Locations



27th
October 2015
Event: TAICANG: Workshop „Richtig versichert im Ausland? Worauf deutsche „Expatriates“ in China achten sollten“
Venue: AHK Office Taicang
Speakers: Mr. Klaus-Peter von der Eltz | Sinologist and Insurance Specialist
 Dr. Iris Duchetsmann | Attorney-at-law at Eversheds LLP in Shanghai

29th
October 2015
Suzhou
Event: Inter-Chamber Fall Mixer
Venue: CHI Whisky Oyster Bar & Restaurant