

2nd Sino-German **CONTROLLING** **FORUM**

CONTROLLING FOR GROWTH



Background & History

Excellent controlling capacities and qualified controlling personnel are key factors for a company's success especially in China. While operations in China are becoming increasingly complex and competition is intensifying, there is a shortage of qualified controllers as well as a lack of knowledge of professional controlling practices.

The Sino-German Controlling Forum 2014, which is jointly organized by the German Chamber of Commerce Shanghai, the Controller Akademie and Shanghai De Chen Management and supported by DUSA European Association Suzhou and the International Controller Association (ICV), provides a platform of networking and exchange for both financial and non-financial executives and professionals in German and Chinese business communities who would like to improve their controlling practice supporting future growth and performance excellence in China.

The first forum was held in Shanghai in October 2013. It was co-organized by Shanghai De Chen Consulting, CA Controller Akademie, the International Controller Association (ICV), and the Shanghai National Accounting Institute. The original idea for the forum was born in dialog between Dr. Zhen Huang from Shanghai De Chen Consulting, Mr. Bernd Pichler from Volkswagen China, and Prof. Dr. Utz Schaeffer from the German Business School WHU Koblenz. They are activists of "Controlling in China", an initiative with the objective to promote the dialog between German and Chinese professionals interested in modern, efficient management accounting and controlling practice.

Mr. Christoph Angerbauer

Acting President and CEO, German Chamber of Commerce Shanghai

Mr. Angerbauer is a German registered attorney-at-law. His specialization is in the area of corporate and international tax law. He has been working in major law firms in Germany and internationally. For example he worked at Rödl & Partner Vietnam as head of Ho Chi Minh City Office advising German and European clients in numerous questions regarding their market-entry and operations in Vietnam. He has been working at the German Industry & Commerce Shanghai since January 2011 as General Manager of the Service Unit of AHK GIC Shanghai, providing German companies with consulting services in various fields.



Mr. Alexander Firsching

CFO, United Automotive Electronics Systems (UAES)

Mr. Firsching is Vice President and CFO at United Automotive Electronic Systems Co., Ltd. (UAES), where he acts as a Deputy General Manager and Member of the Board. Mr. Firsching has over 20 years of experience in the fields of business development, corporate planning, as well as finance and controlling for German-based multinational companies in the engineering and automotive sectors. After holding management positions at Mannesmann AG and Bosch Rexroth Mr. Firsching joined Automotive Electronics in 2004. He moved to China in 2011, where he took on the role of Vice President at UAES, a joint venture of United Automobile Electronics Co., Ltd. and Robert Bosch GmbH of Germany. Mr. Firsching holds a degree in Economics and Law from the Open University of Hagen, Germany.

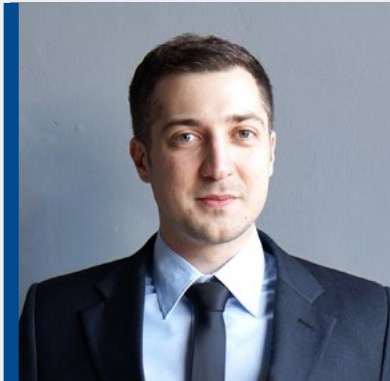


Mr. Enrico Turchet

CFO, Shanghai Brose Electric Motors Co., Ltd.

Mr. Turchet is the CFO of Shanghai Brose Electric Motors Co., Ltd. – a joint venture between Brose International and Dongfeng Motor Corporation – since February 2014. Mr. Turchet holds a master's degree in industrial engineering from Politecnico Milan (Italy), an MBA from China Europe International Business School (P. R. China) and has been living and working in China since the beginning of 2006. Throughout his career he covered several positions in the finance and controlling area in global automotive suppliers such as Siemens VDO and Continental.





Mr. Yanik Kiermeier

Finance Manager, Schenck Shanghai Machinery Co., Ltd

Mr. Kiermeier is Finance Manager at Schenck Shanghai Machinery, which is part of the Dürr Group. He is responsible for financial accounting, treasury, controlling and SAP management. He majored in Accounting & Finance, Marketing and Business Law at the University of Cooperative Education in Mannheim. After graduation, he joined Schenck RoTec GmbH in Darmstadt. Since 2011 he has worked at Schenck Shanghai Machinery, where he was - besides others - part of a project team responsible for the implementation of SAP in the Chinese subsidiary. In the course of his career, he has built up extensive expertise in the areas of accounting and controlling. He is currently completing a double degree executive MBA at Mannheim Business School and Tongji School of Management.



Mrs. Dr. Zhou Shuqin

CFO, Krones China

Dr. Zhou Shuqin graduated from the Social-Economical Faculty of Cologne University Germany. She has worked in diverse multi-national companies in Germany as KPI analyst, Financial Controller and Senior Manager until 2009. After coming back to China in 2010 she was CFO of Heinz-Glass China in Hangzhou and since 2013 she is the CFO of KRONES (Taicang) Machinery and Trading Co., Ltd.



Mr. Dirk Lange

Managing Director, Duravit China

Dirk Lange, MBA, is managing director and member of the board of Duravit AG in China. He has been living in Greater China since 1973 and working on the mainland since 1997. Dirk is an Asia entrepreneur having founded and developed numerous successful new business ventures for leading German companies in Jakarta, Hong Kong, Shanghai, Chongqing, Beijing, and Guangzhou. His track record is based on capital equipment marketing, design-built-turnkey contracting, and manufacturing / marketing of architectural luxury durables with core expertise in strategic localization and cross-cultural communication.

Ms. Robyn Wang

Partner Advisory, Ernst & Young

Ms. Robyn Wang joined Ernst & Young in 2010 as a partner leading the finance management advisory business. Before that, she had been working in IBM and PWC advisory for more than ten years and also acted as the Greater China leader of finance management in IBM Global Business Services. Her consulting experience spans finance transformation, business performance management and BI, finance shared services center, internal settlement center, consolidation and reporting, value management, internal control and risk management, supply chain improvement and implementation.



Mr. Jason Ma

Partner, Express Finance Solutions (Shanghai)

Mr. Jason Ma is partner at the business intelligence company EFS. He has been working with business intelligence solutions for 10 years and has been cooperating with Jedox, one of the leading BI companies in Germany for 4 years. He has been SAP FICO consultant in Shanghai since 2004 and since 2008 he has been working as business intelligence consultant, familiar with the products SAP BOBJ, Jedox, Qlikview and Tableaus. His BI practice focuses on business process structure, business model set up, and business module landing. His business intelligence advice always combines technical solutions and business process around strategy planning, budget & forecasting, and analysis of product profitability.



Mr. Lothar Grad

Vice-Chairman, DUSA; General Manager, Soehner Technology (Suzhou) Co., Ltd.

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 March 2014 he has been serving as Vice Chairman on the Board of DUSA European Association Suzhou, a business network with over 160 member companies in and around Suzhou, Jiangsu.



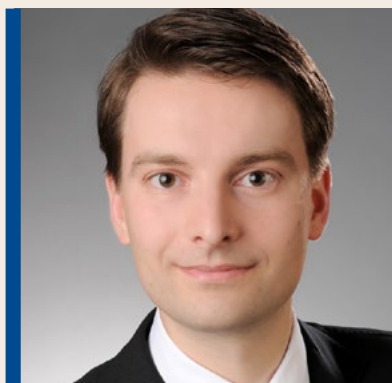
ABOUT THE MODERATORS



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.



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.

Agenda

Nov. 25th 2014, 8:30am – 5:00pm | InterContinental Hotel Pudong

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| 8:30am | Registration |
| 9:00am | Mr. Christoph Angerbauer , Acting President & CEO, German Chamber of Commerce Shanghai Opening Remarks |
| 9:10am | Key Note Speeches Mr. Alexander Firsching , CFO, United Automotive Electronics Systems (UAES) "Controlling For Growth – Experiences and Lessons Learned at UAES" Mr. Enrico Turchet , CFO, Shanghai Brose Electric Motors Co., Ltd. "Controlling For Growth – The Experience of Brose in China" Moderator: Mr. Christoph Angerbauer , Acting President & CEO, German Chamber of Commerce Shanghai |
| 10:10am | Q&A |
| 10:50am | Coffee Break |
| 11.20am | „Improving Controlling for Local Operations in China“ Mr. Yanik Kiermeier , Finance Manager, Schenck Shanghai Machinery Co., Ltd "Challenges and Practices of a German Machinery Company" Mrs. Dr. Zhou Shuqin , CFO, Kronos China "Challenges and Practices of a Mid-Sized Manufacturing Company" Moderator: Mr. Alexander Prautzsch , Director, Tax Services - China Tax & Business Advisory Services, PwC |
| 12.20pm | Q&A |
| 12:40pm | Lunch break |
| 1:30pm | "Internal Control" Mr. Dirk Lange , Managing Director, Duravit China "Enhancing the Effectiveness of Internal Control – Experiences of Duravit China" Moderator: Mr. Lukasz Mehl , Manager, Tax Services - China Tax & Business Advisory Services, PwC |
| 2:00pm | Q&A |
| 2:30pm | Coffee break |
| 3:00pm | "Business Intelligence" Ms. Robyn Wang , Partner Advisory, Ernst & Young "Business Intelligence for Controlling – What, Why and How?" Mr. Jason Ma , Partner, Express Finance Solutions (Shanghai) "Practical Experiences from Implementing Business Intelligence in China" Moderator: Dr. Zhen Huang , Managing Partner, Shanghai De Chen Enterprise Management Consulting Co. Ltd. |
| 3.30pm | Q&A |
| 4.00pm | Forum Discussion with all Speakers Moderators: Mr. Alexander Prautzsch , Mr. Lukasz Mehl , Dr. Zhen Huang |
| 4:50pm | Mr. Lothar Grad , Vice-Chairman, DUSA; General Manager, Soehner Technology (Suzhou) Co., Ltd. Closing Remarks |

Organizers



CA controller akademie®

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Corporate Performance Associates

Supported by



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