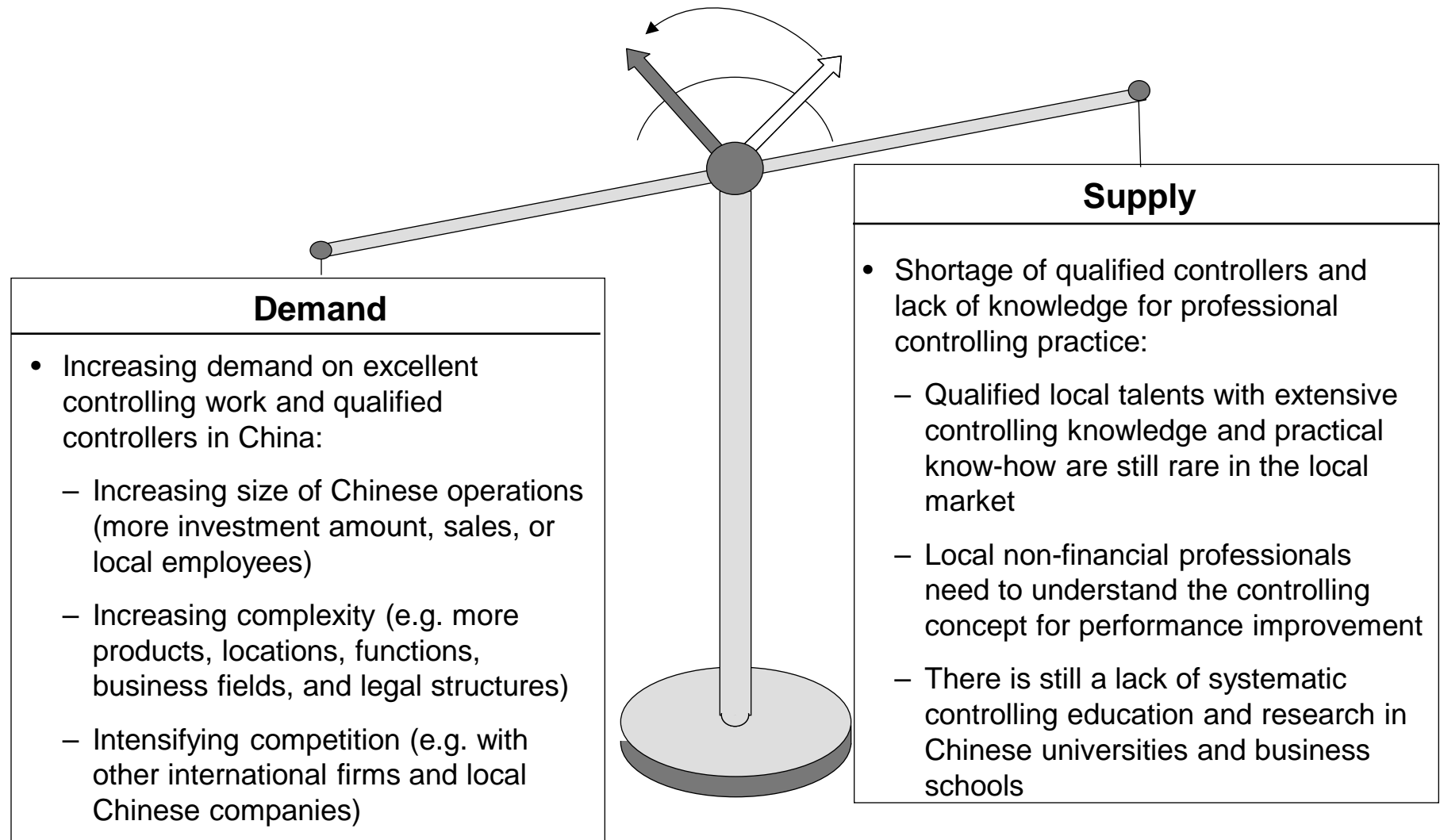


The 1st Sino-German Controlling Conference

– Conference Briefing –

Shanghai, September 2013

Excellent controlling & qualified controller: There is an imbalance between demand & supply in China



The Conference is organized by some leading institutions in German-speaking countries and in China and will invite selected media partners in China

Conference Organizers



Shanghai National Accounting Institute, Shanghai/China
(www.snai.edu/en/)



International Controller Verein
(engl.: International Controller Association) , Germany
(www.controllerverein.org)



The market leader for controlling & controller training in the German-speaking countries (www.controllerakademie.de)

Chinese Media Partners



第一财经 **China Business News (CBN)**



新理财 **Finance**



中国会计视野 **China Accounting**

This non-commercial event is financed by many supporters in business and academic community in China and German-speaking countries

Academic and other sponsors of the Conference



Shanghai National Accounting Institute - Accounting Research Institute

is the research center of SNAI in the field of financial & management accounting which is the academic sponsor of this Conference.



Shanghai Volkswagen Skoda

is a well-known international auto brand in China and the major sponsor of this Forum.

德谘咨询

Dr. Zhen Huang

Corporate Performance Associates

Shanghai De Chen Enterprise Management Consulting Co. Ltd.

is a management consulting and training firm in Shanghai founded by Dr. Zhen Huang Corporate Performance Associates. It is the exclusive training business partner of Controlling Akademie in China.

„Controlling In China“

Is a social network for dialog and exchange between Chinese and German professionals who would like to promote and optimize controlling practice in China. It is an initiative of business and academic professionals in China and German-speaking countries who are passionate about CONTROLLING. Its origin was a survey panel for controller, (management) accountants and financial managers in China in 2008/2009 which was at the that time organized and implemented by Chinese-German Center of Shanghai's Tongji-University (Prof. Dr. Wang, Xuyi and his team), WHU-Otto Beisheim School of Management (Prof. Dr. Schaeffer, Prof. Dr. Dr. h. c. Weber and their team), and many enthusiastic practitioners in Finance and Controlling in German-invested companies in China, such as the current and former controllers and managers of Shanghai Volkswagen (e.g. Mr. Bernd Pichler, Ms. Gong Ying, Mr. Zhu Yangfan etc.)



The Conference aims to promote general understanding and practice of controlling in both Chinese and German business communities in China

Information und communication

“What are the basic ideas of controlling in the German-speaking countries?”

“Why is it important for business excellence?”

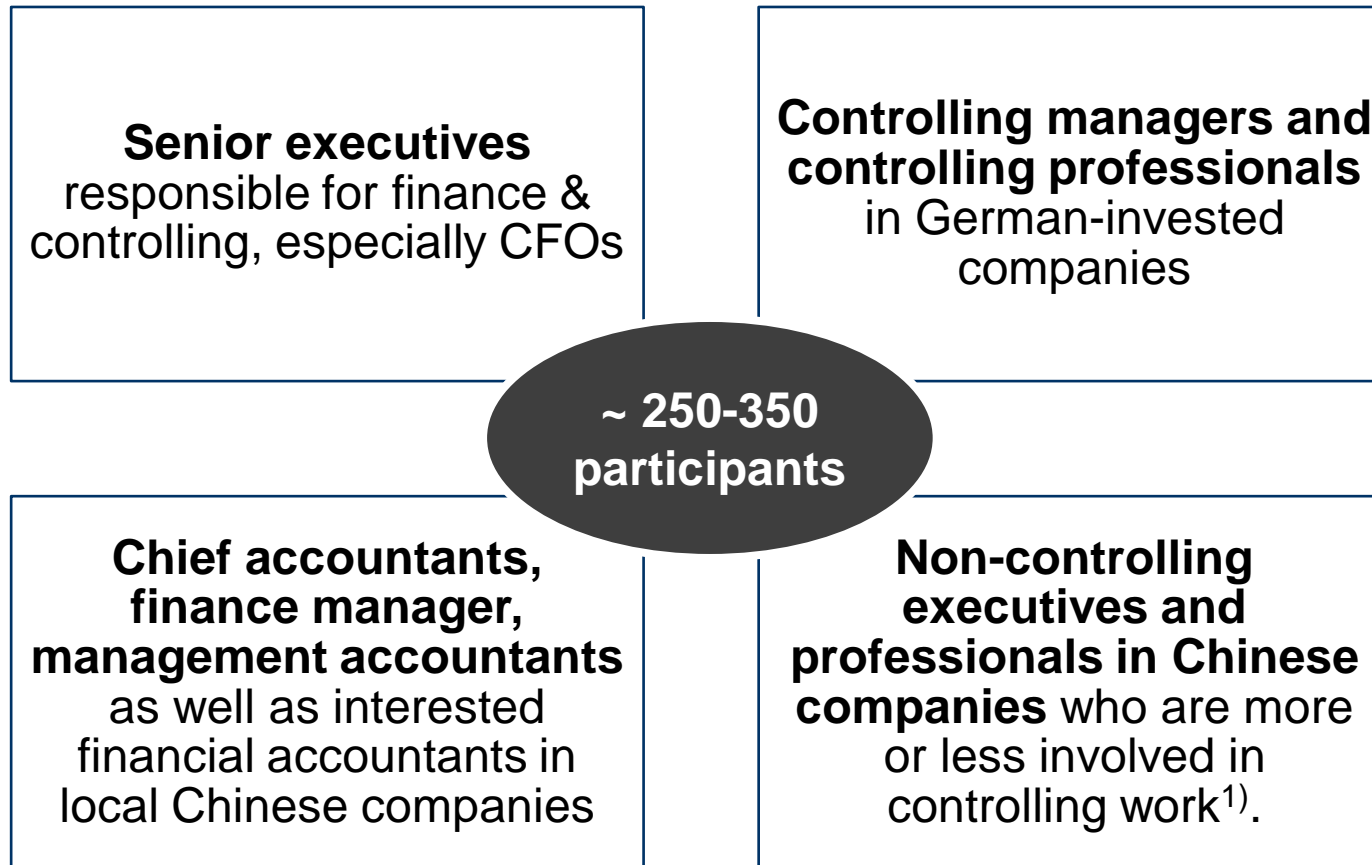
“How is controlling practiced in German and Chinese companies?”

Increasing awareness of the controlling philosophy and promoting controlling practice in China

Exchange of opinions and experience between finance & controlling professionals coming from local Chinese and German business community in China

Discussion about latest trends and approaches for achieving controlling excellence in Chinese market environment

The Conference targets mainly finance & controlling executives and professionals in local Chinese and German-invested companies in China



1) Managers of the Office of BOD, the office of General Managers / CEOs, corporate & strategy development, enterprise management department, in-house consulting unit etc..

The Conference will be held on October 26 on the Campus of SNAI in Shanghai and is free for all interested participants

| | |
|---------------|---|
| When: | October 26, 2013 (Saturday) |
| Where: | Conference Center on the Campus of SNAI, Shanghai |
| 8:30 – 9:00 | Registration |
| 9:00 – 9:15 | Welcome and opening speech (Senior management of SNAI) |
| 9:15 - 9:45 | Controlling practice in German-speaking countries: Status quo and development trends (Prof. Dr. Schaeffer from the leading German business school WHU and as representative of ICV, with a video message from the Chairman of ICV Mr. Siegfried Gaensslen, Global CEO of Hansgrohe Group) |
| 9:45 - 10:15 | Controlling practice in Chinese company (Chief Accounting Officer of Bao Steel Group) |
| 10:15 - 10:30 | Tea break |
| 10:30 - 11:00 | Controlling practice in German-invested companies in China - VW Sales Controlling as an example (Shanghai Volkswagen Automotive, Director Sales VW Marketing & Sales Division, Mr. Bernd Pichler) |
| 11:00 – 11:30 | Current state and future development of management accounting & internal control in China (Expert of SNAI) |
| 11:30 – 12:00 | Q&A |
| 12:00 – 13:30 | Lunch break |
| 13:30 – 14:00 | Excellent controlling through IT and business intelligence (Expert of LucaNet, one of the leading German business intelligence software companies) |
| 14:00 – 14:30 | Controlling is people's business: Changing management culture for excellent controlling (Dr. Zhen Huang) |
| 14:30 – 15:30 | Achieving controlling excellence in China: Challenges and Opportunities (panel discussion) |
| 15:30 – 16:00 | Closing notes: Developing management accounting and controlling in China (Senior management of SNAI) |

Shanghai National Accounting Institute is one of the leading state-owned training institutions in China in the field of finance, accounting & taxation



SNAI was founded in September, 2000, as part of the efforts of the Chinese Central Government to heighten the knowledge and abilities of Certified Public Accountants and senior financial managers. SNAI is a government-sponsored institution, affiliated with the Ministry of Finance.

Target at establishing a "senior-level, international, and e-technology" continuing education base, the Institute primarily serves senior financial managers of large state-owned enterprises and foreign-invested enterprises, Chinese CPAs, foreign CPAs offering services in China and senior government officials.

Additionally, the Institute also provides finance and accounting education to the public through the Internet.

The Institute actively seeks to cooperate with international educational organizations, invites recognized experts from China and abroad, and develops high-quality teaching materials, lectures, and courses for business and government professionals in China.

According to the recent EMBA ranking worldwide, SNAI has been ranking at No. 20 worldwide.

SNAI has been designated as the location of the Secretariat of the APEC Finance and Development Program (AFDP), which is an APEC initiative sponsored by China and the World Bank. SNAI is the base for AFDP training in China.



The International Controller Verein (ICV) is one of the leading associations of finance & controlling executives and professionals in Europe



The Internationaler Controller Verein e.V. (ICV) [International Controller Association] has more than 6,000 members, mainly from the German-speaking area. They perform practical controlling in small and medium-sized as well as in large-scale enterprises.

The association was established in 1975 by the trainers and alumni of Controller Akademie in Germany.

It is a meeting platform for controllers, popularises the philosophy and use of controlling, promotes exchange of experiences and enables its members to increase professional qualifications.

It acts as a representative body and serves as a model of managerial and operational competence represented by members of the association in relations with the public.

The exchange of experiences and communication among the members as well as focusing on the future-oriented issues constitute essential objectives of the association's strategy.

Controller Akademie is the market leader for controlling & controller training in the German-speaking countries with more than 40 years of experience



- Controller Akademie (CA, -> www.controllerakademie.de) is the leading training institution in the German-speaking countries (Germany, Austria, and the Switzerland) specializing on controlling & controller training
- It was founded in 1971 by Dr. Albrecht Deyhle, one of the leading experts (“gurus”) who has been shaping the controlling practice and controller training in the German-speaking countries for more than 40 years
- With headquarter located in Gauting near Munich, CA delivers a comprehensive program of public seminars and workshops as well as in-house training & coaching services in the field of controlling.
- The flagship product of CA is the “controller’s educational and training program in 5 stages” which is an established public seminar program focusing on the practical usage of controlling concepts and tools. At the end of this program, the participants will receive the “Controller’s Diploma” which documents their competences in the field of controlling gained through participation on the program. Both the program and the “Controller’s Diploma” are well known in the German-speaking countries.
- CA complies with the quality standard ISO 9001:2000 and its diploma program is certified by the International Group of Controlling (IGC). IGC (-> www.igc-controlling.org) is an international organization focusing on promotion and certification for training service providers in the field of controlling.
- In China, CA co-operates with Shanghai De Chen Enterprise Management Consulting Co. Ltd. which is CA's exclusive training partner in China. More about this partnership can be found at www.ChinaControlling.com.

Contact for further information (1)

Mr. QIU, Tie 邱铁先生

Senior Director Marketing 市场部高级经理

Shanghai National Accounting Institute 上海国家会计学院

No. 200 Pan Long Road 蟠龙路200号

Shanghai Xu Jing Town 上海徐泾镇

Shanghai 201702, China 上海邮编 201702

Tel.电话: 0086 21 697 68506

Fax 电传: 0086 21 697 68073

Mobil 手机: 0086 13761380727

Email 电子邮箱: qiutie@snai.edu

www.snai.edu/en/

Contact for further information (2)

Dr. Zhen Huang 黄震博士

Management Consultant & Trainer

Dr. Zhen Huang Corporate Performance Associates

- Your Partner for Achieving Total Performance Excellence -

Contact in Germany:

Selma-Lagerlöf-Strasse 116
81829 München / Munich
Deutschland / Germany
Tel.: 0049 89 62000 392
Fax: 0049 89 62000 393

Contact in Shanghai:

Shanghai De Chen Enterprise Management Consulting Co. Ltd.
2501 Wheelock Square, 1717 Nanjing West Road, Jing An District
Shanghai 200040, China
Tel.: 0086 21 6157 4970
Fax: 0086 21 6157 4971

Email: info@corporateperformance.de

www.corporateperformance.de

www.ChinaControlling.com

The 1st Sino-German Controlling Conference 首届中德管理控制论坛会议

Registration 参会报名

FAX电传 0086 21 6157 4971

Email 电子邮箱: giutie@snai.edu or 或 zhenhuang@chinacontrolling.com

For registration please send this page to the fax number above or send your email with the following information to the above mentioned email address (*: the field must be entered so that we could send you our confirmation via email or SMS). | 请将此报名传真到上述电传号码或把下列信息发电子邮件至上述邮箱 (*: 该栏必须填写, 以便我们发给您确认邮件或SMS)。

Name 姓名* _____

Company 公司名称* _____

Address 公司地址 _____

Tel / Mobile 电话或手机* _____

Fax 电传 _____

Email 邮件信箱* _____

Signature 签名* _____

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<https://adobeformscentral.com/?f=0BDnQUz7hNVTUBjX4LN6Bw>

For any questions regarding the seminar and registration please contact 若您对本研讨会及其报名有疑问, 请直接联系

Dr. Zhen Huang 黄震博士 (Tel. 电话: 0086 21 6157 4970)

Mr. QIU, Tie, from SNAI 上海国家会计学院邱铁先生 (Tel.电话: 0086 21 697 68506)