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# 6<sup>th</sup> Sino-German CONTROLLING FORUM

September 7<sup>th</sup> 2018

8:30 AM - 5:10 PM, Suzhou, Pan Pacific  
Pan Pacific, 259 Xinshi Rd, Suzhou, China  
苏州吴宫泛太平洋酒店, 苏州市新市路 259 号

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# Welcome!

Since its inception in 2013, the Sino-German Controlling Forum has become the biggest annual conference for financial managers and professionals as well as controlling-minded non-financial executives in the Sino-German business community in East China.

Today, on September 7<sup>th</sup> 2018, the 6<sup>th</sup> edition of the Sino German Controlling Forum takes place – now for the third time – in the city of Suzhou. 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, both leading institutions in the field of controlling in German-speaking countries, and by local business organizations, such as DUSA Suzhou, Taicang Roundtable TRT, Changzhou International Managers Forum CZIMF, AmCham China Shanghai Suzhou Center. Additionally, we would like to thank our conference partner of this year, Dorsey & Whitney LLP and Schaeffler Holding (China) Co., Ltd. China for making this event possible.

The first 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 Management 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.

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.

Since 2013, the Sino-German Controlling Forum has been addressing major challenges of building professional controlling practices for business performance excellence in China. The headlines of the past Forums were

- Controlling & Controller (2013)
- Controlling for Growth (2014)
- Controlling for More Efficiency (2015)
- Controlling for Local Excellence (2016)
- Controlling in Times of Uncertainty (2017)

The headline of the Forum in this year is "Controlling for Sustainability – Achieving Economic and Ecological Success in China". According to the common understanding in Western business practice, a business could be seen as sustainable if it could meet three bottom lines in the same time: the financial bottom line (creating shareholder value), the ecological bottom line (making contribution to environmental protection) and the social bottom line (taking social responsibilities of each business). This reflects a more balanced objective system of modern business management which becomes more and more important also in China, if one takes the increasing requirements of major stakeholders in the country into consideration. How to keep financial success, environmental protection and social responsibility of business in balance so that all stakeholders can enjoy long-term and sustainable success of business, and what each company can do for its sustainability, are questions to be answered by managers and controllers alike. The 2018 Forum aims to offer a platform for knowledge & opinion exchange and experience sharing among all participants who would like to enhance controlling practice in China in order to support long-term sustainable business growth and performance excellence in China, in financial as well as non-financial terms.

# AGENDA 2018

September 7, 2018, 8:30 AM - 5:10 PM | Suzhou, Pan Pacific

Time	Topic
8:30 AM - 9:30 AM	Registration with Coffee and Snack
9:30 AM - 9:40 AM	Opening Remarks
<b>Key Note Speeches</b>	
9:40 AM - 10:20 AM	<p>Keynote Speech I: "Controlling for Sustainability – Experience of a Sino-German Joint Venture"  <b>Mr. Carsten Arntz</b>   Head of Finance at SAIC Volkswagen Automotive Co., Ltd.</p> <ul style="list-style-type: none"> <li>SAIC Volkswagen as Sino-German Joint Venture: Overview/short introduction</li> <li>Controlling at SAIC Volkswagen: Overall structure and current practice</li> <li>Three dimensions of sustainability: Economic, ecological and social</li> <li>Key success factors of controlling facing controlling in a Sino-German joint venture</li> <li>Major requirements and challenges for business sustainability in China: Experience or lessons learnt</li> </ul>
10:20 AM - 11 AM	<p>Keynote Speech II: "Controlling for Sustainable Business from the View of an SME"  <b>Mr. Alexander Tobert</b>   Chief Financial Officer at KERN-LIEBERS CHINA GROUP</p> <ul style="list-style-type: none"> <li>KERN-LIEBERS in China: A success story of a family-owned SME Group</li> <li>Controlling at KERN-LIEBERS: Overall structure and major fields of activities</li> <li>Controlling in a Chinese business environment: Major challenges for SMEs</li> <li>Business sustainability: KERN-LIEBERS' understanding from an economical, ecological and HR development point of view</li> <li>Enhance controlling for sustainable business in China: What SME's can do</li> <li>Key success factors for SME controlling in China</li> </ul>
11 AM - 11:15 AM	Coffee Break & networking
<b>Workshop Breakout Session</b>	
11:15 AM - 12:45 PM	<p>Workshop (A): "Project Controlling in a Changing Environment"  <b>Mr. Oliver Diehm</b>   Director Controlling, Brose China Co., Ltd.</p> <ul style="list-style-type: none"> <li>What is driving the right controlling setup?</li> <li>How is the green revolution affecting project controlling?</li> <li>What are implications on controlling in a changing environment?</li> <li>How can we keep consistency between acquisitions and planning?</li> </ul>
	<p>Workshop (B): "Plant/Production Controlling"  <b>Mr. River Yu</b>   Director Regional Controlling Greater China, Schaeffler Holding (China) Co., Ltd.  <b>Ms. Hui Xu</b>   Industrial Controlling Greater China, Schaeffler Holding (China) Co., Ltd.</p> <ul style="list-style-type: none"> <li>Production of Schaeffler Greater China: Overview and footprints</li> <li>Plant controlling at Schaeffler Greater China: Current practice &amp; structure</li> <li>Mega trends for plant controlling in the coming years from the view of Schaeffler Greater China</li> <li>Major challenges and key success factors: Experience or lessons learnt at Schaeffler Greater China</li> <li>Open issues and future outlook</li> </ul>
	<p>Workshop (C): "Environmental Compliance in China - How You Can Manage Your Company's Risks in a Stricter Regulatory Environment"  <b>Mr. Peter Corne</b>   Managing Partner, Shanghai, Head of the Cleantech Business Group Dorsey &amp; Whitney LLP  <b>Dr. Yong Wang</b>   Founding Partner of Greenment, Shanghai Greenment Environmental Information Technology Co., Ltd.</p> <ul style="list-style-type: none"> <li>China's regulatory initiatives and enforcement cases</li> <li>Impact on business processes, controlling and the need for monitoring, reporting, and KPIs</li> <li>How manufacturing companies systematically manage these challenges</li> <li>Case studies from different manufacturing industries</li> </ul>

Time	Topic
12:45 PM - 2 PM	Lunch Break
<b>Workshop Breakout Session II</b>	
2 PM - 3:30 PM	<p>Workshop (D): "Cost Management &amp; Controlling for Sustainability"  <b>Mr. Keven Chen</b>   Finance and Controlling Manager, Weidmuller Interface (Shanghai) Co., Ltd.  <b>Mrs. Chasy Zhou</b>   Chief Financial Officer, Weidmuller Interface (Shanghai) Co., Ltd.</p> <ul style="list-style-type: none"> <li>How to setup production cost?</li> <li>How to improve production cost accuracy?</li> <li>How to reduce production cost?</li> <li>How to evaluate the production cost management performance?</li> </ul>
	<p>Workshop (E): "Compliance &amp; Data Security – Challenges from Tightening Regulations and Needs for Monitoring"  <b>Mr. Ramesh Moosa</b>   Partner, Cyber Security &amp; Forensic Technology, PwC Management Consulting (Shanghai) Limited  <b>Dr. Annie Xue</b>   Senior Attorney, Rui Bai Law Firm</p> <ul style="list-style-type: none"> <li>Impact of the Cybersecurity Law on your business, targeted industries &amp; actual enforcement</li> <li>ERP system as critical information infrastructure and other triggers that may qualify a manufacturing company as critical information infrastructure operator</li> <li>Monitoring requirements for companies qualified as network operators and/or critical information infrastructure operators</li> <li>Case studies from the manufacturing and industry service sector</li> </ul>
	<p>Workshop (F): "Planning &amp; Budgeting for Sustainability"  <b>Ms. Lu Wang</b>   Head of Controlling Greater China, Bayer (China) Ltd.</p> <ul style="list-style-type: none"> <li>Controlling in the Bayer Group and Bayer China</li> <li>How do we do planning at Bayer?</li> <li>Major challenges for planning and budgeting in the Chinese market environment</li> <li>"Green" considerations of controlling in the Bayer Group level</li> <li>Challenges for green controlling in China and future outlook</li> </ul>
3:30 PM - 3:50 PM	Coffee Break
<b>ICV Presentation</b>	
3:50 PM - 4:15 PM	<p>Green Controlling Practice in Germany – Ideas and Study Results from ICV  <b>Mr. Francesco Ingarsia</b>   Chief Financial Officer at Schaeffler Holding (China) Co., Ltd. &amp; Leader of ICV Work Group East China</p> <ul style="list-style-type: none"> <li>Ecological challenges in business management</li> <li>Developing focus on sustainability</li> <li>Controlling as comprehensive steering model</li> <li>Tasks and organisation of green controlling</li> <li>Methods and tools of green controlling</li> </ul>
4:15 PM - 5 PM	Panel Discussion: Controlling for Sustainability
5 PM - 5:10 PM	Closing Remarks

**Mr. Carsten Arntz**

Head of Finance at SAIC Volkswagen Automotive Co., Ltd.

Mr. Carsten Arntz started his career at Freudenberg Dichtungs- & Schwingungstechnik KG in Weinheim (Germany) in May 1999 and joined ZF Sachs AG in Schweinfurt (Germany) in 2000 taking care of all subsidiaries abroad in all relevant finance topics. Throughout his career, he has held management positions in finance for Sachs Huizhong Shock Absorber Co, Ltd. (2003-2007) and Volkswagen Transmission Co., Ltd. (2008-2010). From January 2011 to October 2017 he worked for Volkswagen (China) Investment Co., Ltd. as Senior Finance Director in Beijing (China). Since October 2017 he has been working for SAIC Volkswagen Automotive Co., Ltd. as Head of Finance in Shanghai (China). For the past 15 years, he gained comprehensive working experience in China.

**Mr. Alexander Tobert**

Chief Financial Officer at KERN-LIEBERS CHINA GROUP

Mr. Alexander Tobert has been appointed Chief Financial Officer at KERN-LIEBERS CHINA GROUP since October 2016. Mr. Tobert holds a diploma in business administration and started his career at the KERN-LIEBERS headquarter in Schramberg (Germany) in August 1997. Throughout his career, he has held different positions in business administration, finance, controlling, and IT in Germany, USA, Mexico, Czech Republic, and India. Before he came to China in 2016, he was Head of Internal Audit in the headquarter of the KERN-LIEBERS Group in Germany.

**Mr. Oliver Diehm**

Director Controlling at Brose China Co., Ltd.

Mr. Oliver Diehm is a controlling professional with 15 years of controlling experience in the automotive industry. During his career, he has worked on five continents and has experienced, how cultural backgrounds influence controlling behavior and expectation. Since March 2015, Mr. Diehm is working at Brose Shanghai controlling department and is now the Head of Controlling and Cost Management China.

**Ms. Hui Xu**

Industrial Controlling Greater China at Schaeffler Holding (China) Co., Ltd.

Ms. Xu Hui (Elena) belongs to the industrial business unit controlling of Schaeffler Greater China. She joined Schaeffler since 2014 and worked as plant controller for several years. She graduated from university in 2010 with a bachelor's degree in financial management and has got intermediate accounting qualification as well as CPA qualification.

**Mr. River Yu**

Director Regional Controlling Greater China at Schaeffler Holding (China) Co., Ltd.

Mr. Jiang (River) Yu has over 22 years working experience and joined Schaeffler Greater China since 1998 working in several finance functions. Since July 2014, he is the Director Regional Controlling Greater China. Mr. Yu holds a bachelor's degree in finance and a master's degree in business administration as well as the CPA qualification.

**Mr. Peter Corne**

Managing Partner, Shanghai, Head at Cleantech Business Group, Dorsey & Whitney LLP

Mr. Peter Corne has been helping foreign companies identify and implement projects in the Chinese market since 1995 and has been focusing on the clean technology and environmental sector since 2004. He has developed a robust clean technology and renewable energy practice in China focusing on M&A, greenfield projects and collaborations with Chinese parties, and dispute resolution. Mr. Corne is currently Vice-Chair of the Environmental Working Group of the European Chamber of Commerce in China and is a mediator at Shanghai Commercial Mediation Centre (part of JAMS International). As an arbitrator at Shanghai International Arbitration Centre, he presided over the first arbitration in the Shanghai Free Trade Zone, which involved a solar industry dispute.

**Dr. Yong Wang**

Founding Partner of Greenment

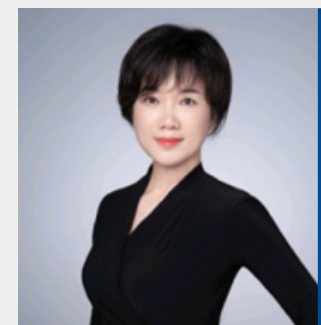
Shanghai Greenment Environmental Information Technology Co., Ltd.

Dr. Wang is the Founding Partner of Greenment and the Board Director of the Jane Goodall Institute-Shanghai. Dr. Wang found Greenment in 2010 to provide financial, managerial and technical support to green business in China. Dr. Wang has over 30 years of academic, consulting and investment experience in the environmental industry. He specializes in environment, health and safety (EHS) management and leadership, sustainable development, M&A, and green business strategy. He has successfully managed M&A environmental risk management programs for key clients including Alcoa, BHPBilliton, BP, Carlyle, CNOOC, Intel, Nissan, Pfizer, Shell, SinoChem, etc. and provided MNCs and Chinese governments with strategic advice on sustainability and risk management of M&A and regional development.

**Ms. Chasy Zhou**

Director Finance and Controlling at Weidmuller Interface (Shanghai) Co., Ltd.

Ms. Chasy Zhou is the Director Finance and Controlling at Weidmuller Greater China. Ms. Zhou has over 20 years experience in overall finance leadership role in fortunate 500 companies (consumer good industry and auto parts industry) and shows solid business and leadership skills in financial planning and analysis, controllership and finance management across a heavily-matrixed organization.







**Mr. Keven Chen**

Finance and Controlling Manager at Weidmuller Interface (Shanghai) Co., Ltd.

Mr. Keven Chen joined Weidmuller group as Operations Controlling Manager Greater China from 2015 which also includes production, quality, procurement, and supply chain management. Before that, he was a business unit overall finance role for China in a fortune 500 company. During this period, he successfully led long term profitability improvement campaigns to improve the EBIT significantly. He holds a Master of Business Administration degree from Nanjing University and a CPA certification.



**Mr. Ramesh Moosa**

Partner at Cyber Security & Forensic Technology, PwC Management Consulting (Shanghai) Limited

Mr. Ramesh Moosa is a partner in the consulting practice in China/Hong Kong and leads cyber security and forensic technology services. He has over 23 years of experience and worked with PwC in China, Hong Kong, US, and Singapore. Mr. Moosa was a founding committee member of the Association of Information Security Professionals in Singapore. He has extensive cyber security experience, including conducting security assessments for critical infrastructure, implementing security solutions, directing investigations into cyber breaches, data/IP theft and malware incidents and has provided expert testimony in court.



**Dr. Annie Xue**

Senior Attorney at Rui Bai Law Firm

Dr. Annie Xue is a senior compliance lawyer and Senior Manager of Beijing Rui Bai Law Firm ("Rui Bai"), specializing in antitrust, anti-corruption, data protection and cyber security, multilateral development bank compliance, and various regulatory compliance. Ms. Xue received her doctoral degree from the University of Illinois at Urbana Champaign after more than four years of comprehensive legal and economic training in the field of antitrust/competition law. Apart from practicing in legal compliance, Ms. Xue is also a post-doctoral research fellow at the Institute of Law of the Chinese Academy of Social Sciences, focusing on research of market definition. Before joining Rui Bai, she was a Senior Associate of a Chinese law firm and has obtained extensive practice experience in compliance.



**Ms. Lu Wang**

Head of Controlling at Bayer (China) Ltd.

Ms. Lu Wang has started her career in Schneider Electric (China) Limited. She joined Bayer as a business controller since 2001. Throughout her career, she has been working in different roles with increased responsibilities. As a candidate for Bayer talent development program, Ms. Wang was expatriated to Canada and has worked in Bayer Canada between 2013-2014. Lu holds a master's degree in business administration.

**Mr. Francesco Ingarsia**

Chief Financial Officer at Schaeffler Holding (China) Co., Ltd. & Leader of ICV Work Group East China

Mr. Francesco Ingarsia is Chief Financial Officer at Schaeffler Holding (China) Co., Ltd. responsible for the financial activities of the Schaeffler Group in the region Greater China. Mr. Ingarsia started his career in the field of audit and tax consulting for Rödl & Partner in Italy, then joined Schaeffler in 2002 in the Corporate Internal Audit Department. Prior to working in China, he served as Chief Financial Officer for Schaeffler Group in Australia from 2006 to 2009. Mr. Ingarsia is a guest lecturer at the MBA School of Business at the East China University of Science and Technology in Shanghai.





**Dr. Zhen Huang**

Managing Partner at 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 at 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.



**Ms. Sarah Oemmelen**

Tax Manager at China Tax & Business Advisory Services, PwC

Sarah Oemmelen is Tax Manager at PwC in the department of Tax & Business Development Services. She works at the Shanghai office and is member of the German Business Group. Sarah graduated in Management and Economics (Diplom-Ökonomin) and is a German certified tax advisor (Steuerberaterin). She has more than six years of experience in advising companies in German Tax Law. Her activities focus on tax advisory, issuing of tax comments and financial statements, tax calculations and tax structuring projects. Therefore, 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.

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For local public seminars and in-house training in China, please contact our local business partner, Shanghai De Chen Enterprise Management Consulting Co. Ltd. (0086 21 61574970), or visit [www.ChinaControlling.com](http://www.ChinaControlling.com)

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