

English Version:

Successful Event of 2019 Sino-German Controlling Forum on “Controlling 4.0: Efficiency & Digitilization”

from: Dr. Zhen Huang

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Nearly 120 finance & controlling managers and professionals as well as controlling-minded non-financial executives coming from the Sino-German business community participated in the 2019 Sino-German Controlling Forum in Suzhou on September 20th, 2019. With this year's number of participants, the Forum belongs to the best visited Forum events since its foundation in 2013.

The motto of this years' Forum was "**Controlling 4.0: Efficiency & Digitilization**". It provided a good platform for information, communication and experience sharing among controllers and non-controllers, who are interested in the question how to improve controlling and business efficiency in a time of increasing market uncertainties on the one hand and fast penetration of digital technology on the other hand in China.

Picture 1: Part of VIP Speakers and Moderators of 2019 Sino-German Controlling Forum



From left to right: Mr. Chaoting Chen (Schaeffler Greater China), Mr. Oliver Buergestein (ruhlamat Suzhou), Dr. Zhen Huang (Shanghai De Chen), Mr. Alexander Prautzsch (PwC China), Ms. Lily Wu (ruhlamat Suzhou), Ms. Helen Xie (SAP Lab China), Ms. Dr. Sigrid Winkler (German Chamber Shanghai); Mr. Steve Froese (PwC China), Ms. Ling Chen (PwC China), Ms. Jian Guo (WAGO Tianjin), Mr. Mason Liu (Kern-Liebers Taicang), Mr. Christian Keitel (PwC Hongkong), Ms. Andrea Keller (Trumpf China).

Not in the picture are the VIP speakers Mr. Eric Yang and Ms. Song Yang (both from Bosch China) and Ms. Yunfang Liu (Schaeffler Greater China).

Source: Organizational team of 2019 Sino-German Controlling Forum

The first keynote speaker was **Ms. Helen Xie**, Chief Operation Officer from SAP Lab China who highlighted the very importance of digital transformation of business and finance for sustainable competitive advantages in the changing world of finance & risk management.

Picture 2: Keynote Speaker Ms. Helen Xie from SAP Lab China



Source: Organizational team of 2019 Sino-German Controlling Forum

The CEO and CFO of ruhlamat China, **Mr. Oliver Buerstein** and **Ms. Lily Wu** presented in the second keynote speech their practice of and their vision on controlling in the environment of SME. ruhlamat China is a leading automation solution provider in Suzhou which belongs to a German family-owned business group.

Picture 3: Keynote Speakers from ruhlamat Suzhou, Mr. Oliver Buerstein and Ms. Lily Wu





Source: Organizational team of 2019 Sino-German Controlling Forum

Six different workshops followed in the morning and afternoon session of the Forum, which enabled the forum participants to have detailed discussion and experience sharing in the field of controlling, efficiency improvement and digitization:

In the workshop “**Sales Controlling**”, **Ms. Andrea Keller**, CFO of the Chinese subsidiary of the leading German machine tool and laser technology supplier Trumpf, delivered an interesting report on their effort to enhance sales controlling practice and to start IT-supported transformation of sales organization from a gut feeling to fact-based planning and steering of sales activities.

Picture 4: Ms. Andrea Keller from Trumpf China in the workshop “Sales Controlling”



Source: Organizational team of 2019 Sino-German Controlling Forum

In the workshop “**Digital Automation**”, **Mr. Christian Keitel**, Manager in Risk Assurance of PwC Hongkong, and **Ms. Ling Chen**, Partner in Risk Assurance of PwC China, showed latest development trends in the field of Robotic Process Automation(RPA) and the impact of RPA and AI on future finance & controlling activities, such as planning and budgeting.

Picture 5: Ms. Ling Chen and Mr. Christian Keitel in the workshop “Digital Automation”



Source: Organizational team of 2019 Sino-German Controlling Forum

In the workshop “**Advanced Profitability Analysis in Times of Digitization**”, **Mr. Mason Liu**, Controlling Manager of Kern-Liebers Group (China), introduced the audience into the current practice and tool of multi-dimensional profitability analysis at Kern-Liebers China.

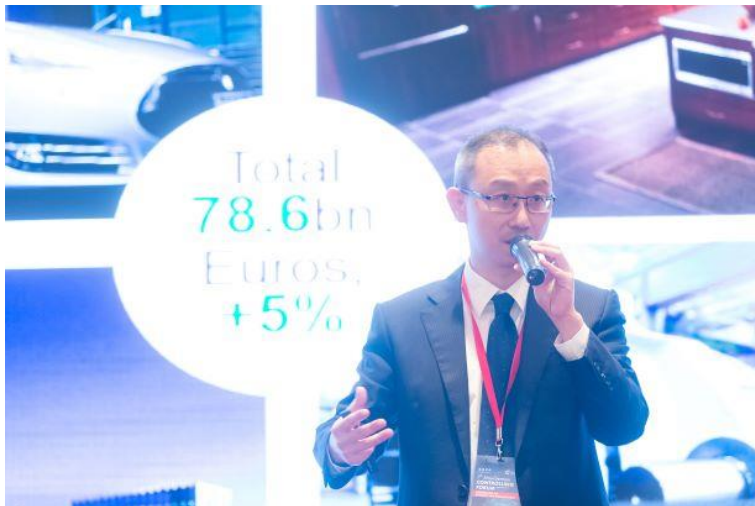
Picture 6: Mr. Mason Liu from Kern-Liebers China in the workshop “Advanced Profitability Analysis in Times of Digitization”



Source: Organizational team of 2019 Sino-German Controlling Forum

In the workshop “**The Way to Digitization**”, **Mr. Eric Yang**, Vice President Finance & Controlling in Bosch China, and **Ms. Song Yang**, Senior Manager at Accounting Center of Excellence Asia Pacific of Bosch, delivered an introduction into current practice of digitization in Bosch Group and showed some highlights, such as in the field of macro-economical analysis and forecast, controlling and finance.

Picture 7: Mr. Eric Yang and Ms. Song Yang from Bosch China in the workshop “The Way to Digitization”





Source: Organizational team of 2019 Sino-German Controlling Forum

In the workshop “**Lean Management in Finance**”, **Mr. Chaoting Chen** (Ted), Senior Director of Financial Shared Service Center (FSSC) of Schaeffler Greater China, and **Ms. Yunfang Liu** (Rebecca), Controlling Manager at Schaeffler Friction Suzhou, delivered an interesting report on how to implement lean thinking and practice in finance function and how to build lean culture for sustainable performance improvement in the field of finance & controlling.

Picture 8: Mr. Chaoting Chen and Ms. Yunfang Liu in the workshop “Lean Management in Finance”





Source: Organizational team of 2019 Sino-German Controlling Forum

In the workshop “**Industry 4.0 and Production Controlling**”, **Ms. Jian GUO**, Costing and Production Controlling Manager at WAGO Electronic (Tianjin) Co. Ltd. shared her insights and practical experience with production controlling in the context of industry 4.0 and digitization.

Picture 9: Ms. Jian Guo from WAGO Tianjin in the workshop “Industry 4.0 and Production Controlling”



Source: Organizational team of 2019 Sino-German Controlling Forum

After the workshop sessions, **Dr. Zhen Huang**, managing consultant and trainer at Shanghai De Chen Enterprise Management Consulting Co. Ltd., presented the preliminary result of “**2020 Controlling Survey**”, which is an ad-hoc online/mobile survey of Forum attendants. With 60 finally confirmed effective responses or almost 50% feedback rate, the “Controlling Survey” of this year’s Forum attracted large interest of all participants, as it tried to deliver a quick benchmarking

tool which enables companies to check where they stand in the journey towards efficiency and digitization of finance & controlling.

Before the Forum was closed by **Ms. Dr. Sigrid Winkler**, Executive Chamber Manager at German Chamber of Commerce Shanghai who also delivered the opening remark for this year's Forum, several VIP speakers went to the stage and joint the Panel Discussion on the Forum.

Picture 10: Panel discussion in the afternoon hours



From left to right: Dr. Zhen Huang (Shanghai De Chen), Ms. Jian Guo (WAGO Tianjin), Ms. Andrea Keller (Trumpf China), Ms. Christian Keitel (PwC Hongkong), Mr. Eric Yang (Bosch China), Mr. Mason Liu (Kern-Liebers China), and Mr. Alexander Prautzsch (PwC)

Source: Organizational team of 2019 Sino-German Controlling Forum

The panel discussion in the afternoon was moderated by **Dr. Zhen Huang** and **Mr. Alexander Prautzsch**, Director at Tax Services of PwC China. **Mr. Steve Froese**, Expert for International Tax & Transfer Pricing at PwC China, was – besides both afore mentioned moderator - the third moderator of the Forum.

The 7th installment of the Sino-German Controlling Forum was jointly organized by **Shanghai De Chen Enterprise Management Consulting Co. Ltd.** and **German Chamber of Commerce in China | Shanghai**. It was supported by the **International Association of Controllers (ICV)** and **CA Controller Akademie** from Germany as well as by **Taicang Round Table TRT**, **DUSA European Association Suzhou**, **Changzhou International Managers Forum**, and **Wuxi International Chamber of Commerce**.