

## **Sino-German Controlling Salon on Practice of Project Controlling successfully held in Taicang on March 22<sup>nd</sup>, 2018**

Authors: Dr. Zhen Huang

Taicang / Shanghai, March 26<sup>th</sup>, 2018

On March 22<sup>nd</sup>, 2018 afternoon, more than 60 financial & controlling managers and professionals coming from Sino-German business community attended a workshop focusing on the topic “Project Controlling in Practice” in the Training Center Taicang of Schaeffler Academy Greater China.

Image 1: Event participants in the training room of Schaeffler Academy Greater China in Taicang



Source: CCOC/ICV China

As host of the event, Mr. Francesco Ingarsia, CFO of Schaeffler Greater China and Leader of ICV Working Group China East, opened the workshop with a warmly welcome speech. Dr. Zhen Huang, managing partner of Shanghai De Chen Consulting and organizer of this event, provided to the participants a brief introduction into China Controlling Online Community / ICV China. After that, four VIP speakers from three different companies shared their expertise in the field of project controlling.

Image 2: VIPs of the event



From left to right: Dr. Zhen Huang, Managing Partner of Shanghai De Chen Enterprise Management Consulting Co. Ltd. and Co-Leader of ICV Working Group China East; Mr. Zou Tao, Head of Industrial Controlling at Schaeffler Greater China; Mr. Francesco Ingarsia, CFO of Schaeffler Greater China & Leader of ICV Working Group China East; Mr. Oliver Diehm, Head of Controlling China & Acting CFO, Brose China; Mr. Michael Ellenrieder, General Manager of Werma (Shanghai) Co., Ltd.), Mr. Haiqing Huang, Head of Project Controlling of Door System Division at Brose China

Source: CCOC/ICV China

The first speaker was Mr. Tao ZOU, Head of Industrial Controlling at Schaeffler Greater China. He presented relevant methodological concepts used by Schaeffler for project planning and project tracking.

Image 3: Picture of Mr. Tao ZOU, Head of Industrial Controlling, Schaeffler Greater China



Source: CCOC/ICV China

Based on long-year experience in the field of project management and controlling as well as strong SAP system support, Schaeffler has developed a comprehensive system for

project profitability analysis prior to a project decision and for project review and detailed plan-actual deviation analysis during the phase of project implementation. As a member of the project team, controller uses the system to collect, calculate and analyze all relevant data of the project provided by non-financial departments involved in the project. Both business / technological understanding and good communication skills are important for successful project controlling work.

The second VIP presentation was provided by Mr. Oliver DIEHM, Head of Controlling China and Acting CFO of Brose China, and his Chinese colleague Mr. Haiqing HUANG, Head of Project Controlling of the Door System Division at Brose China. Brose is a family-owned large business group with specific business model and organizational characteristics. In China, Brose has a relatively large team of project controllers many of whom have technological or non-finance background. Managing many different long-lasting projects and taking the entire life cycle of all projects as subject of controlling, Brose put emphasis on strong integration of project controlling and the remaining parts of its controlling systems, such as plant controlling and long-term business planning. In the view of Brose, a successful project controller should develop his/her competences continuously and change his/her role and mindset from Calculator through Analyzer to Navigator.

Image 4: VIP speakers from Brose China in Q&A session after their presentation



Source: CCOC/ICV China

The third VIP speaker was Mr. Michael Ellenrieder, General Manager of Werma (Shanghai) Co., Ltd. Werma is a small German family-owned company with competitive position in its specific niche market. Like many other German small-to-medium sized businesses, Werma has developed its own simple but effective way for project management and controlling. Mr. Ellenrieder showed the opportunities and risks of project management and controlling in China and shared experience and lessons learnt of the company in regards of market specification, time-to-market, quality and cost of the projects. He also pointed out that lack of qualified controllers and limited IT resources remain challenges especially small-to-medium sized companies have to deal with.

Image 5: Mr. Ellenrieder, General Manager of Werma (Shanghai) Co., Ltd. during the presentation



Source: CCOC/ICV China

In the panel discussion round at the end of the workshop, all participants had the opportunity to discuss with the VIP speakers about project controlling.

Image 6: Participants during the panel discussion



Source: CCOC/ICV China

The questions arising from the audience were ranging from methodology of project profitability analysis and project risk management to organization of project controlling, performance measurement for project controller, and how to recruit and develop qualified project controller in China. The panel discussion and all VIP presentations were facilitated by Dr. Zhen Huang.

Image 7: VIP speakers and the facilitator during the panel discussion



Source: CCOC/ICV China

The workshop took place in a big training room of Schaeffler Academy Greater China which also provided wonderful catering service to all participants. As summary, one can say that it was a highly interesting and successful event for all.

The half-day workshop in Taicang is the second Sino-German Controlling Salon Event organized by CCOC / ICV China in 2018. The first event was an evening session focusing on Risk Management & Controlling which was jointly organized by German Chamber Shanghai and CCOC/ICV China on March 13th, 2018.

- End of the News -

### **About “Sino-German Controlling Salon”**

The “Sino-German Controlling Salon” is a finance & controlling-related event series organized by “China Controlling Online Community” (CCOC) / ICV China in co-operation with diverse partners.

CCOC is an online and offline platform of information, communication and experience sharing for finance & controlling managers and specialists as well as controlling-minded non-finance executives and professionals in the Sino-German business community. The common interest of the community members is to understand and to practice “German-style” controlling philosophy and concepts for achieving business performance excellence. From the fall of 2017 on, CCOC is running in strategic partnership with the Germany-based International Association of Controllers (in German: Internationaler Controller Verein, ICV).

Founded by the alumni of the Controller Academy in 1975, ICV has more than 6500 members in over 30 countries. Shaping controlling practice in German-speaking countries for more than 40 years, ICV is the international address for controlling expertise with the special “German touch”.

More about Sino-German Controlling Salon and other activities of China Controlling Online Community /

ICV China can be found at <http://community.chinacontrolling.com>.

### **Contact Details**

**Shanghai De Chen Enterprise Management Consulting Co. Ltd.** 上海德谏企业管理咨询有限公司  
2501 Wheelock Square, 1717 Nanjing West Road, Jing An District, Postal Code 200040, Shanghai | 上海静安区南京西路 1717 号会德丰国际广场 25 楼 1 单元, 邮编 200040  
Office Line: 0086 21 6157 4970 Fax: 0086 21 6157 4971  
Email: [memberservice@community.chinacontrolling.com](mailto:memberservice@community.chinacontrolling.com)



WeChat Public Account: