

4th Sino-German **CONTROLLING** **FORUM**

9th September 2016

8:30-17:00

Pan Pacific Suzhou

苏州吴宫泛太平洋酒店

CONTROLLING FOR LOCAL EXCELLENCE



MORE PRESENCE IN THE NEIGHBORING PROVINCES

The 4th installment of the Sino-German Controlling Forum 2016 is coming to **SUZHOU** this fall!

STRONG INDUSTRY FOCUS

High-level speakers from the German industry in China share their best practices and provide practical insights.
Confirmed Speakers:

Confirmed Speakers 2016:

- ✓ **Continental China** | Cherrie Cen, Head of Central Controlling
 - ✓ **E.G.O. Components** | Marc von Busse, Finance Director
 - ✓ **Schaeffler China** | Francesco Ingarsia, CFO
 - ✓ **Shanghai Operations** | Dr. Gerd Möhrke, Principal
 - ✓ **Wacker Chemie** | Peter Richter, Head of Controlling,
 - ✓ **UAES** | Dr. Hans-Henning Toepper, Senior Director
 - ✓ **United Grinding** | Jo Santens, General Manager
 - ✓ **Deloitte China** | James Zhao, Partner
 - ✓ **E.G.O. Components** | Helmut Schoeneberger
Managing Director Operations
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INCREASED PROFESSIONAL EXCHANGE & NETWORKING

The 4th installment offers a more interactive format with key note speeches and workshop sessions - with quality networking time!

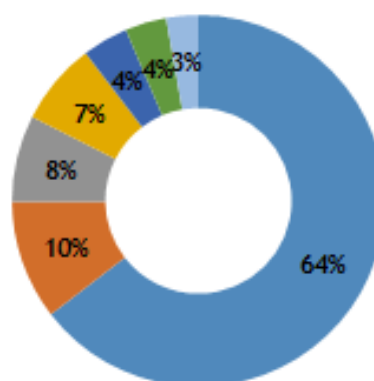
Keynote Speeches & Workshops include:

- **Fast track reporting for HQ and local management**
 - **Forecast and planning in volatile business environment**
 - **Sales controlling for maintaining healthy growth**
 - **Transfer pricing & controlling**
 - **Lean management & controlling**
 - **Supply chain integration & inventory controlling**
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UNIQUE TARGET GROUP

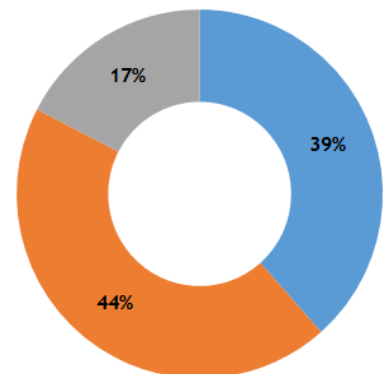
The Sino-German Controlling Forum attracts **over 100-150** financial and non-financial executives and professionals with a high share of participants from the industry

Participants by Industry



■ manufacturing
■ other
■ financial
■ consulting
■ machinery services
■ construction
■ legal services

Participants by Position



■ GM/Director/Head
■ Supervisor/Manager
■ Specialist

Agenda 2016

Language: English

Sept. 9th 2016, 8:30am - 5:00pm | Suzhou, Pan Pacific Hotel Suzhou

08:30am **Registration with coffee and snack**

09:00am **Opening Remarks**

09:10am - **Key Note Speech**

09:50am **Mr. Francesco Ingarsia**, CFO, Schaeffler China

“Controlling for Local Excellence - The Practice of Schaeffler China”

- Growth path of Schaeffler China and its local controller community
 - How local controlling is organized, and why
 - How local controller are supporting local business growth and performance improvement
 - How to recruit, develop and retain qualified local controllers
 - Major challenges, success factors and “lessons learnt”
-

09:50am - **Key Note Speech**

10:30am **Mr. Marc von Busse**, Finance Director, E.G.O. Components (China) Co., Ltd.

“Controlling for Local Excellence - The way of Small-to-Medium Sized Foreign Companies in China”

- Business development E.G.O China till today and the development of controlling
 - Value adding of controlling for the local operation (how to shorten reporting and planning processes and integrating controlling more into the subsidiary needs)
 - How E.G.O’s controlling changed from “controlling” into business partner
 - How controlling changed for E.G.O in the last years
 - Upcoming challenges for controlling in E.G.O
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10.30am **Coffee Break** (networking and sponsor engagement)

11:00am - **Workshop (A): Fast Track Reporting for HQ and Local Management**

12:30am **Speaker: Mr. Peter Richter** | Head of Controlling, Wacker Chemie

- Local controlling practice at Wacker Chemie China
- Fast-track reporting in view of HQ and local business
- How to realize fast-track reporting
- Pre-requests for success
- IT and people: what is more important
- Do’s and Don’s

Workshop (B): Forecast and Planning in Volatile Business Environment

Speaker: Ms. Cherrie Cen | Head of Central Controlling, Continental China

- Major challenges for planning and budgeting in Chinese market
- What is the approach of Continental China for local planning & budgeting
- What can controller do for better planning & budgeting
- What can non-financial managers/non-controllers help to improve the process
- Key success factors and lessons learnt

Workshop (C): Sales Controlling for Maintaining Healthy Growth

Speaker: Mr. Jo Santens | General Manager, United Grinding / Schleifring

- What is sales controlling - The understanding of United Grinding
- Major fields of activities in local sales controlling
- How sales controlling has been introduced into local organization
- How to organize local sales controlling and develop the people for it
- Key success factors and lessons learnt

12:30pm - **Lunch Break** (standing lunch in the foyer, networking and sponsor engagement)
02:00pm

02:00pm - 03:30pm **Workshop (D): Transfer pricing and controlling**
Speaker: Dr. James Zhao | Partner, Deloitte, Shanghai, China

- Transfer pricing and China business: the tax perspective
- Transfer pricing from controllers's point of view
- How to calculate transfer price
- How to document transfer pricing for external and internal audits
- How HQ can help
- Do's and Don's

Workshop (E): Lean Management & Controlling
Speaker: Dr. Helmut Schoeneberger | Managing Director Operations, E.G.O. Components

- What does lean management really mean
- Which toolbox is available for lean management in local business
- Which financial impact can lean management have on local business?
- How to introduce lean management practice into local organization?
- What are the success factors and pitfalls?

Workshop (F): Supply Chain Integration & Inventory Controlling
Speaker: Dr. Hans-Henning Toepper | Head of Logistics, UAES

- Inventory management in China - Challenges from the view of UAES
- How to integrate local suppliers for solving problems in inventory
- Supply Chain Financing - the view of OEMs and Suppliers
- Win-win co-operation in local supply chain: vision or reality
- Future trends and brainstorming for improvement

03:30pm Coffee Break

04:00pm **Closing Speech: Industry 4.0 in China - The new world of automation and transparency**
Speaker: Dr. Gerd Möhrke | Principal, Shanghai Operations

- Made in China 2025
- Automation investment structure & digital factory in China
- Online/ offline integration, customer/ supplier integration, factory management, intelligent automation, cloud service support
- Real life examples

04:45pm Closing Remarks

05:00pm Networking & End of Conference

The conference is moderated by:

Dr. Zhen Huang

Managing Partner, Shanghai De Chen Enterprise Management Consulting Co. Ltd.

Mr. Alexander Prautzsch

Director, Tax Services - China Tax & Business Advisory Services, PwC

Mr. Lukasz Mehl

Manager, Tax Services - China Tax & Business Advisory Services, PwC

About the Speakers



Mr. Marc von Busse

Managing Director Administration, E. G. O. Components (China) Co., Ltd.

Marc von Busse is managing director administration at E.G.O. Components (China) Co., Ltd, a worldwide leading supplier for components in the white good industry. After his studies in business administration in Switzerland he joined E.G.O. as group controlling where he gained experience in a wide range of controlling topics. After his master studies in controlling he came to China to take over the responsibility over the financial and controlling department for E.G.O. Components (China) Co., Ltd. Since 2015 he has been taken over the responsibility for the whole administration of E.G.O. in China.



Ms. Ruiyan Cen

Director Central Controlling, Continental Automotive Holding Co., Ltd.

Ms. Ruiyan Cen (Cherrie) is the director central controlling of Continental Automotive Holding Co., Ltd, being responsible for the central controlling tasks of both Automotive and Rubber group in mainland China. Ms. Cen is a certified CICPA and was working for KPMG before joining Continental Group in 2010.



Dr. Hans-Henning Toepper

Senior Director of Logistics, United Automotive Electronic Systems Co., Ltd.

Dr. Hans-Henning Toepper is the senior director of logistics UAES (United Automotive Electronic Systems Co., Ltd.), a joint venture between Robert Bosch GmbH, Germany and Zhong-Lian Automotive Electronics Co., Ltd., China. His business scope is developing, producing and supplying automotive components to Chinese OEM. Dr. Toepper joined the BOSCH Group in 1995 and has been working in China since 2007. During this time Dr. Toepper has gained rich experiences in all areas of supply chain management in Chinese automotive industries like supply chain network design, local for local as well as lean logistics with suppliers as well as with customers.



Dr. Gerd Moehrke

Principal, Shanghai Operations

Dr. Gerd Moehrke is the principal of Shanghai operations with 19 years of consulting experience, and has worked in China for the past eight years. Dr. Moehrke's relevant expertise includes turnaround management, productivity and quality improvement, supply chain management, product/market strategies, and post-merger integration.



Mr. Peter Richter

Head of China Controlling, WACKER CHEMICALS (CHINA) Co., Ltd.

Mr. Peter Richter has been the head of China controlling at WACKER CHEMICALS (CHINA) Co., Ltd. since August 2015. Mr. Richter holds a diploma in business administration and started his career at the WACKER headquarter in Munich (Germany) in August 2011. Throughout his career he has held other positions in controlling for WACKER and Telefónica Deutschland Holding AG, a mobile phone company in Germany. Before he came to China in 2015, he spent two years working in the Corporate Strategy department of WACKER.



Mr. Jo Santens

General Manager, United Grinding (Shanghai) Ltd.

Mr. Jo Santens is a civil engineer in construction. After university in 1996 Mr. Santens left Belgium and moved to Asia as a customer care engineer on behalf of a Belgian Group Machine Tool Company representing their various brands Haco, Mubea, Kingsland, Bret/Bliss, Elas, Sima/Saca, FAT. He was based in Thailand for five years and climbed the ladder to become the managing director for South-East Asia. In 2001 he moved to Malaysia as the MD for Asia and in 2005 moved again, this time to Ningbo in Zhejiang province to start-up two production facilities and a trading company (Saca, Hamudu, Haco Trading) for the same Belgian based machine tool group. In 2013 Mr. Santens joined United Grinding (Shanghai) Ltd as vice general manager and became the general manager in 2014.



Mr. Francesco Ingarsia

CFO, Schaeffler Holding (China) Co., Ltd., China

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.



Mr. James Zhao

Partner, Deloitte, Shanghai, China

James Zhao is a partner in the transfer pricing service team of Deloitte China, based in Shanghai. Mr. Zhao is one of the most experienced transfer pricing economists in China. He has more than 16 years of experience in transfer pricing audit defense, advance pricing agreement (APA) negotiations, transfer pricing policy planning, valuation, and documentation.

Mr. Zhao has been the preferred transfer pricing advisor for many top-ranking Fortune 500 multinational companies, including some of the largest in the automotive components, chemical, pharmaceutical, franchise, technology, information and media, and trading industries. Mr. Zhao was consecutively nominated as one of the leading transfer pricing advisors by Euromoney/Legal Media in its [Guide to the World's Leading Transfer Pricing Advisers since 2009](#). He is a key economist group member in Deloitte China and the Asia Pacific region, and has contributed many new ideas and methodologies to resolve complicated transfer pricing planning and audit defense issues. He is also a key contributor to Deloitte China thought leadership publications on transfer pricing. He has published many articles in various professional and economic research journals, including BNA's *Transfer Pricing Report*, Tax Analyst's *Tax Notes International*, and CCH.

Mr. Zhao is a frequent speaker on transfer pricing at conferences and seminars organized by professional organizations and universities. He has also been invited by the State Administration of Taxation in Beijing and by many local tax authorities - including those in Shanghai, Suzhou, Wuxi, Hangzhou, Shenzhen, Guangzhou, Dalian, and Xiamen -- as a lecturer for transfer pricing seminars and conferences.



Dr. Helmut Schoeneberger

Managing Director Operations, E. G. O. Components (China) Co., Ltd.

Dr. Helmut Schoeneberger is managing director operations at E.G.O. Components (China) Co., Ltd, a worldwide leading supplier for components in the white good industry.

His career in international management functions spans more than thirty years.

He has his own consulting and restructuring / coaching company in Shanghai (SBC).

He has been living in Shanghai since 2010. His first contact to China dates back to 1997. Since then there have been several mandates in China, the Americas (USA and Mexico) and Europe (Poland, France, Germany, and Belgium) as well in automotive as non-automotive Industries.

Lean management became a core principle of working and living in companies around the world since 1996. Leading and controlling companies with lean management tools is one of the most efficient ways of making companies successful.

Controlling and lean are supplementary and lean practice helps controllers become business partners in developing their companies together with the management.

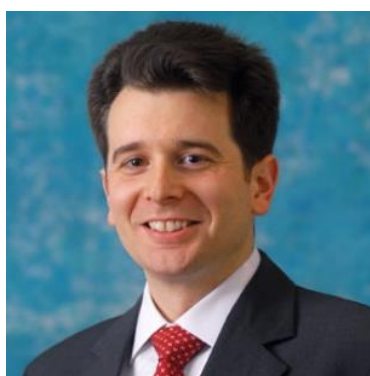
About the Moderators



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.



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 is the workshop leader for controlling and finance in Jiangsu province.

A well established conference series



1st Sino-German Controlling Forum 2013: "Controlling and Controller"

2nd Sino-German Controlling Forum 2014: "Controlling for Growth"

3rd Sino-German Controlling Forum 2015: "Controlling for More Efficiency"

4th Sino-German Controlling Forum 2016: "Controlling for Local Excellence"

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 wants to raise the awareness for the role controlling plays in an organization and simulate the exchange of the latest controlling trends and approaches among the Sino-German business community.

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.

The 2nd and 3rd Sino-German Controlling Forums in 2014 and 2015 were jointly organized by the German Chamber of Commerce Shanghai, the Controller Akademie and Shanghai De Chen Consulting and supported by DUSA European Association Suzhou and the International Controller Association (ICV). 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 approaches.

Previous Speakers

Speakers 2015

Mrs. Michelle Liu | CFO Greater China, Lanxess

Mr. Lothar Grad | General Manager Soehner Technology Suzhou and Chairman of Suzhou European Association DUSA

Mr. Teo Zhao | Sales Analyst, Hansgrohe Sanitary Products (Shanghai) Co., Ltd.

Mrs. Tanja Wehrle | Controlling, Hansgrohe Sanitary Products (Shanghai) Co., Ltd.

Mr. Bernd Pichler | Senior Director Sales Volkswagen Brand, Shanghai Volkswagen

Mr. Andreas Haeckl | Director Controlling, Schaeffler Holding (China) Co., Ltd.

Mr. Pfohlmann | Finance and Controlling Director, KSB Pump Group China

Speakers 2014

Mr. Alexander Firsching | CFO, United Automotive Electronics Systems (UAES)

Mr. Enrico Turchet | CFO, Shanghai Brose Electric Motors Co., Ltd.

Mr. Yanik Kiermeier | Finance Manager, Schenck Shanghai Machinery Co., Ltd

Mrs. Dr. Zhou Shuqin | CFO, Kronos China

Mr. Dirk Lange | **Managing Director, Duravit China**

Ms. Robyn Wang | Partner Advisory, Ernst & Young

Mr. Jason Ma | Partner, Express Finance Solutions (Shanghai)

Speakers 2013

Prof. Dr. Utz Schaeffer | German business school WHU,

Mr. Bernd Pichler | Shanghai Volkswagen,

Dr. Zhen Huang | Shanghai De Chen Consulting,

Ms. Xiangyun Meng | Bao Steel Group

Vice professor Mr. Bailin Jiang | SNAI

Impressions



Payment Instructions

Conference fee:

780 RMB/person for Members; 1380 RMB/person for Non-Members

Discount policy:

- First participant pays 100% of the original registration fee
- Second participant pays 95% of the original registration fee
- Third and more participants pay 90% of the original registration fee only

Registration and payment - 5 easy steps to get your ticket:

1. Register:
 - Fill in your company information and indicate your membership status
 - Select number of participants
 - Fill in participants' information
2. You will receive a payment notice after your registration on the website.
3. Complete your payment after you have received the payment notice.

Please pay the total participation fee to the following bank account by September 2nd:

Account No.:	32560 10000 18170 175341
Account Owner:	Pan Pacific Hotel Suzhou 苏州吴宫大酒店有限公司苏州吴宫泛太平洋酒店
Bank Name:	Bank of Communications Suzhou Branch City Center Sub-branch 交通银行苏州分行城中支行
Remitting Purpose:	"GCC SGCF 20160909"

4. Email your payment confirmation to the German Chamber.
5. You will receive your ticket by email.

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