

Invitation

EU-China Business & Technology Co-operation Forum 2012

Wednesday, 25th April 2012, 13:00-17:00 h

HANNOVER MESSE, Hall 13,
Global Business & Markets, Business Forum 2



Stephen Philips, Chairman EUCBA

The “EU-China Business & Technology Co-operation Forum” (EUCBT) is organized by the German-Chinese Business Association (DCW) in collaboration with EU-China Business Association (EUCBA). The forum presents and discusses political, technological and economical connections between China and Europe.

In his key-note, EUCBA chairman Stephen Philips gives an outline on the bilateral relations between China and EU. DCW ambassador Britta Heidemann will encourage China businesses to expand their investments in Germany and Europe.

Leading experts will expound strategies for both European companies in China, and Chinese companies investing in Europe. They will disclose findings of recent surveys among German invested companies in China as well as Chinese enterprises doing business in Europe. In addition, Chinese managers will share their practical experiences on German and European markets.

Program

13:00 Welcome and Moderation

Representative of German Chinese Business Association (DCW)

13:05 Perspectives of EU-China Economic and Technological Co-operation

Key-note (Language: English)

Stephen Philips

Chief Executive, China-Britain Business Council (CBBC)
Chairman, EU-China Business Association (EUCBA)

13:40 Company Report on China market (subject TBD)

Harald Nehring

Manager Energy Chains, igus GmbH

14:00 Current Sales and Distribution Strategies in China

Presentation of Survey Findings (Language: English)

Thaddaeus Mueller

Associate Director, Fiducia Management Consultants
AGN International Ltd.

14:30 Patents in China and Germany – The same Idea?

Presentation (Language: English)

Gottfried Schüll

Patent Agent, COHAUSZ & FLORACK

15:00 Chinese Investors – Welcome to Germany and Europe!

Presentation (Language: English)

Britta Heidemann

Olympic champion, Beijing 2008

Ambassador of German Chinese Business Association (DCW).

15:30 China Outbound Investments in Germany and Europe

Presentation of Survey Findings (Language: Chinese with English and German translation)

Lutz Berners

Managing Director, Berners Consulting

16:00 Chances and Challenges for Chinese Companies Investing in Europe

Panel (Language: Chinese with English and German translation)

WU Yi

General Manager, Lead GmbH

Board of German Chinese Business Association (DCW)

Lutz Berners

Managing Director, Berners Consulting

Patrick Heid

Office Managing Partner (Shanghai), Graf von Westphalen

ZHANG Shengshi.

Tax Consultant, BDO AG

Dr. CHEN Yikai

Managing Director, Taihua Group

End 17:00 h

Participation is free of charge for visitors of HANNOVER MESSE 2012.
Registration is required. **Please register via email:** hannovermesse@dcw-ev.de

For more information about the EUCBT and other activities of DCW at HANNOVER MESSE 2012 please visit:
www.dcw-ev.de/hannovermesse

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