



ProSME China



The Manager Training Programme of the  
Federal Ministry of Economics and Technology  
with China

**"Fit for Business with China"**  
**Cooperation Forum for Chinese and German Companies**  
**on 24 April at Hannover Messe 2012**  
Room 3B, Convention Center, Hannover Messe

**- Programme -**

**2:00-2:30 pm**      **Registration**

**2:30-2:45 pm**      **Opening**

- Luiz Ramalho, *Senior Director, GIZ Deutsche Gesellschaft für Internationale Zusammenarbeit, Bonn*
- Qin Zhihui, *Director General, ProSME China Center for Promotion of SME Development, Beijing*

**Welcoming speeches**

- Liu Lihua, *Vice Minister, MIIT Ministry of Industry and Information Technology, Beijing*
- Dr. Karl-Ernst Brauner, *Vice Minister for Trade and International Financing, Federal Ministry of Economics and Technology, Berlin*

**2:45-3:45 pm**      **Part 1 – Framework for successful business relationships in China**

2:45-3:00 pm      Results, experiences and prospects for successful cooperation between Chinese and German companies within the frame of the BMWi Manager Training Programme

- Qin Zhihui, *ProSME*
- Luiz Ramalho, *GIZ*

3:00-3:15 pm      Terms of financing in the context of Chinese-German business partnerships

- Tian Wendong, *Deputy Director General of International Cooperation Bureau, CDB China Development Bank*
- (to be decided), *KfW Kreditanstalt für Wiederaufbau*

- 3:15-3:30 pm Protection of Intellectual Property in China
- Zhang Yu, *Deputy Director, CPIC China Patent Information Centre*
  - (to be decided), *BDI Federation of German Industry*
- 3:30-3:35 pm Ideal conditions for the pilot programme "Fit for Business with China 2012" in Jiangsu Province
- Xu Yiping, *Secretary of Party Committee, Director General, Economy and Information Technology Committee, Jiangsu Province*
- 3:35-3:45 pm Signing of Chinese-German cooperation agreements
- 3:45-4:00 pm Coffee break**
- 4:00-5:30 pm Part 2 – Contact and cooperation meetings for German companies with decisions-makers from Chinese companies from the BMWi-Manager Training Programme**
- Moderation:  
Inga Markwart, *DMAN Deutsche Management Akademie Niedersachsen*
- Reports on German-Chinese cooperation experience:
- Guan Yongjian, *Secretary, Working Committee of the Lianyungang Economic and Technological Development Zone, Lianyungang Municipality*
  - Zhu Wanli, *Director, Administrative Committee of the Taicang Economic and Technological Development Zone, Deputy Mayor of Taicang*
  - Jörg Kienast, *Head of Central Sales and Distribution Machine Tools, TRUMPF Werkzeugmaschinen GmbH + Co. KG*
  - Carsten Zaremba, *Commercial Director, SINOI GmbH*

Good contacts are essential for achieving success abroad. The contact and cooperation forum offers German companies the opportunity to have direct talks with potential business partners from Chinese companies and clearly define cooperation projects. The Chinese companies come from the following industries, among others: construction engineering (roads, airports, railway stations, architecture); biotechnology (amino acids); chemical (silicone, silicon metal); environmental technology (exhaust emission filters, waste water, energy-efficient air conditioning systems and ventilators); industrial laser and welding equipment; IT (cloud computing); electronics (circuits, wireless heat sensors) and food production (juices, flour, plant extracts).

The talks will be coordinated and facilitated by Deutsche Management Akademie Niedersachsen on the basis of the profiles submitted in advance.

In addition to the meetings, the German companies have the opportunity to have in-depth talks on all aspects of business in China with the representatives from the organisations and companies attending. ProSME

and GIZ are at your disposal to answer any questions concerning the BMWi Manager Training Programme; the bank representatives provide information on financing and promotion; SIPO and the administration of Jiangsu Province will inform you of the legal and economic framework conditions in China. The representatives from German companies already successful in China will share their practical experience gained in doing business with China from the first step onwards.

Within the scope of the BMWi Manager Training Programme, the Chinese company representatives will spend four weeks in Germany so that there will also be opportunities for continuing talks beyond the event. DMAN has been entrusted by GIZ with the conduction of the group programme.

**Languages:**

**Opening and Part 1**                      Simultaneous interpretation Chinese - German

**Part 2**                                      Individual talks in English

---

**Contact:**

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Hanna Bätz

BMWi Manager Training Programme

Tel : +49 228 4460 1592

Fax : +49 228 4460 2592

E-mail : [hanna.baetz@giz.de](mailto:hanna.baetz@giz.de)