

HANNOVER MESSE
Global Business & Markets

EU–China Economic Cooperation (EUCEC) Forum 2017

April 27 | Start: 14:00 h | Hall 3 – Business Forum 2



The term “New Normal” is used to describe the transformation of the Chinese economy from a rather quantity-focused to a more quality-orientated strategy, which will consequently lead to a soft landing in terms of GDP growth rates.

As labour costs in China rise to an all-time high an increasing emphasis is put on household consumption and the service sector, moving away from an export-led growth model. The implementation of new structural reforms aims at reducing income inequality between Chinese households, encouraging consumption and therefore strengthening labor market flexibility. This strategy should ensure the successful transition for China to a consumption-based growth model and thus to reach the economic goals stated in the new five-year plan.

For the German economy, the transformation process of Chinese economy includes risks as well as new opportunities. With China being Germany’s fourth largest destination for exports worldwide, its market changes lead to immediate effects for the German GDP. According to the German central bank, an economic slowdown in China implies a serious risk for growing losses for German companies. Nevertheless, China’s increasing focus on high-technology and environmental solutions will likely benefit exports of specialized German companies in the future.

Program

14:00 Moderation

Thomas Scheler

General Manager

D C W GmbH – A Subsidiary of German-Chinese Business Association (DCW)

14:05 The Latest Trends in EU-China Economic Relations

Silke Besser

General Manager

German-Chinese Business Association (DCW)

14:15 Chinese M&A in Europe: Beyond the Headlines

Sheryl Tang

German Chancellor Fellow

German-Chinese Bureau of Economic Research

14:30 Investing in China: Recent Legal Developments

Dr. Benjamin Kroymann

Squire Patton Boggs (US) LLP

Rechtsanwälte, Steuerberater und Attorneys-at-Law

15:00 Reaching China in Milliseconds: How to Reach China with your Industry 4.0 Applications

Chris Townsley
Director of Sales
CDNetworks Europe, Co. Ltd

15:30 Fruits of Intercultural Management or when to send a pear

Rainer Lukas
prospector business development - Information. Kommunikation. Beratung

16:00 TBA

16:30 Questions & Answers

17:00 Get Together at DCW International Joint Booth
(Hall 3; G23/1)

Participation is free of charge for visitors of HANNOVER MESSE. Registration is required.
Please register via e-mail: registration@dcw-gmbh.de

Visit the International Joint Booth “Doing Business with China” in Hall 3, G23/1!

For more information about other activities at HANNOVER MESSE please visit:
www.dcw-ev.de/hannovermesse

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Speakers' Profiles

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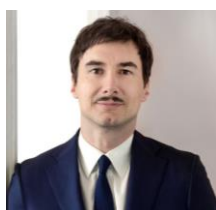
Thomas Scheler is General Manager of D C W GmbH – a subsidiary company Ltd. of the German Chinese Business Association (DCW). Thomas Scheler studied Chinese economy, political science and geography at Zhejiang University as well as at the Institute of East Asian Studies (IN-EAST) of Duisburg-Essen University and attained a German diploma (equivalent to a master's degree). Before joining the German-Chinese Business Association in 2011, he worked for Aker Kvaerner OGPE Projects Co. Ltd. in Shanghai. Mr. Scheler was employed as Project Manager Corporate Relations for the German Chinese Business Association (DCW) in 2012 and became General Manager of D C W GmbH in 2013.



Silke Besser is General Manager of the German Chinese Business Association (DCW). Completed her M.A. in history, German studies and political sciences, as well as the first state examination for the teaching profession. Before starting her career at the German-Chinese Business Association in 2008, Silke Besser had been active as an instructor and lector at the Cologne Institute for Economic Research, the think-tank of German economy. Working in different positions, she could establish contacts with numerous companies and associations. In 1995, she started her job in the marketing department of the business magazine "AKTIV", an entrepreneur-financed economic newspaper for employees. During her studies, she could gather professional experience in various consulting companies, in the fields of public relations and lectorship, and also in economic and historical research projects in the Rhenish Industrial Museum.



Sheryl Tang is a German Chancellor Fellow visiting scholar at the German-Chinese Bureau of Economic Research, an institute of the German-Chinese Business Association (DCW). Her research focuses on the sustainable development of the European businesses that are acquired by Chinese companies. Her research partner in China is Listed Company Research Center, PBC School of Finance, Tsinghua University. Ms. Tang holds a Master's degree in Organizational Behavior and is M.A. Strategy and International Management candidate of University of St. Gallen.



Dr. Benjamin Kroymann is a partner at the international law firm Squire Patton Boggs. Based in Shanghai and Berlin, he advises national and international clients predominately on issues related to capital markets law, mergers and acquisitions, and corporate law. He possesses more than 13 years of experience in China and advises medium-sized and listed companies on a regular basis on projects related to the Chinese market. One focus of his work includes German-Chinese transactions and advising automobile manufacturers and suppliers in China. Dr. Kroymann is frequently a guest speaker at symposia and conferences on the topics of investing in China, the Chinese automobile market and legal developments in China. He is also the author and co-author of many books and articles on Chinese law.



Chris Townsley is Director of Sales for CDNetworks, a global content delivery provider with fully integrated cloud security solution for an almost instant delivery of web content even in hard-to-reach geographies such as China, South East Asia and Russia. Chris has been in the CDN Industry for the past 10 years and has over 25 years of international sales experience. Having worked across a large number of industries and companies Chris truly understands the challenges faced by companies looking to expand their online presence beyond domestic borders.



Rainer Lukas is the founder and CEO of prospector business development, a consulting company that works locally and globally with a major focus on global enterprises and the Asian market. He has many years of experience in corporate and project management as well as IT on a national and international level. Together with his innovative and international team, he develops targeted solutions for the individual requirements of companies in Germany, France and China. Thereby profiting from his experiences and contacts gained through his many years of living and working in China. Authenticity, quality and internationality are the values that characterize his work.

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