

HANNOVER MESSE
Global Business & Markets

EU-China Economic Cooperation (EUCEC) Forum 2016

28 April | Start: 14h | Hall 3 - Business Forum 2



In 2015, the Chinese economy has experienced its lowest growth rate since the last 25 years, going along with strong devaluation of the Renminbi and falling Chinese stocks. Although numerous sources have therefore expressed their concerns about the sustainability of the Chinese growth model, it is necessary to consider that the planned 6.5% minimum growth rate announced by the Chinese government for the next five years is still high compared to most industrialized countries. Furthermore, the absolute growth of China's GDP from 47 trillion US-dollars in the first decade of the 21st century to 50 trillion until 2015 does not fail to impress.

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 labour market flexibility. This strategy should ensure the successful transition for China to a consumption-based growth model and therefore 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 biggest 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 *(tentative)*

14:00 Moderation

Thomas Scheler

General Manager, DCW GmbH – A Subsidiary of German-Chinese Business Association (DCW)

14:10 Introduction: Latest Trends in China-Business

Silke Besser

General Manager, German-Chinese Business Association (DCW)

14:30 M&A China and Germany - Latest Trends and Ways to Success

Frank-Christian Raffel

Co-founder and Managing Partner, MelchersRaffel Ltd.

15:00 Protecting and Enforcing Intellectual Property Rights in China

Erik Schäfer

Partner, COHAUSZ & FLORACK Patent Attorneys and Attorneys-at-law

15:30 “One Road, One Belt”: Linking Europe and Hong Kong

Michael Ries

Marketing Manager, Hong Kong Trade Development Council (HKTDC)

16:00 Intercultural Communication: Business Etiquette in different Regions of China

Wu You

General Manager, WUYOU GmbH

16:30 Q&A with all Speakers

17:00 Get Together at DCW International Joint Booth (Hall 3, H02)

Participation is free of charge for visitors of HANNOVER MESSE 2016. Registration is required.

Please register via email: registration@dcw-gmbh.de

Visit the International Joint Stand „Doing Business with China“ in Hall 3, H02!

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Speakers' Profiles

(in order of their appearance at the EUCEC Forum)



Thomas Scheler is General Manager of DCW 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 promoted to General Manager of DCW 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. Silke Besser is married with three children.



Frank-Christian Raffel is co-founder and Managing Partner at MelchersRaffel Ltd.

MelchersRaffel has teams in Shanghai, Hong Kong, Singapore and Munich. MelchersRaffel is advising clients for strategy- and M&A-projects in the main regions of Asia and in German-speaking countries www.melchersraffel.com

MelchersRaffel is part of Melchers Group, a German based business development service organisation with 25 offices throughout Asia, a China history of 150 successful years and 1.600 motivated employees www.melchers.de



ERIK SCHÄFER is Partner, COHAUSZ & FLORACK Patent Attorneys and Attorneys-at-law

Erik Schäfer studied law at the universities of Freiburg, Dijon and London. He passed his second state examination (bar examination) in 1987. After working as counsel at the Secretariat of the International Court of Arbitration of the International Chamber of Commerce (ICC) in Paris, he worked as an in-house counsel in a patent department starting 1992. In 1993 he joined the Dresden office of a Hamburg based law firm of attorneys at law and patent attorneys. He joined COHAUSZ & FLORACK in 1997 and was made a partner in 2002.

Erik Schäfer represents clients before all German Small Claims-, District- and Courts of Appeal (Higher Regional Courts), the German Federal Patent Court, the Office for Harmonization of the Internal Market (Trade Marks and Designs) (OHIM) as well as the European General Court and the ECJ. Erik Schäfer advises clients in the fields of intellectual property and related areas (copyright law, trademarks and names, unfair competition law, technology transfer, licensing, research and development contracts) as well as in contract law (general/project contracts/marketing), international commercial and private law and as party counsel in court. Since 1994 he has been party counsel or arbitrator in national and international arbitration proceedings. Erik Schäfer is a trained mediator (WIPO, DAA, INTA). Mr. Schäfer chairs the Task Force on IT & Arbitration and co-chaired the Task Force on Expertise Proceedings of the ICC Commission on Arbitration. He was member of the eDisclosure Task Force and chaired the Austrian German Section of the CEA. He is member of GRUR, LES, MARQUES, ASA, CEA, IBA, ICCA, and DIS. He is a trained mediator.



Michael Ries is Marketing Manager at Hong Kong Trade Development Council

Michael Ries joined the Hong Kong Trade Development Council's (HKTDC) European Regional Office in Frankfurt/Main as Marketing Manager in 2010. In this capacity he supports the multi-faceted marketing and business development program to foster business cooperation between Hong Kong, Germany and other European markets.

Before joining HKTDC, he worked for several years for international marketing, communications and advertising networks throughout Germany. This brought him first to Hong Kong and China in 1997, more recently he spent several years with a leading Japanese marketing and media agency at their European/German office in Dusseldorf.

Michael Ries has studied economics and business management in UK, France and Germany and holds a degree from the European Business School in London.



Wu You is General Manager of WUYOU GmbH

Wu You is the 105th recorded generation of Family WU (吴) according to "WU SHI TONG SHU" (吴氏通书), which is a traditional history book that records streamlined generations with family name Wu since Taibo Wu, uncle of Emperor Zhou - the Xi Zhou dynasty (770 B.C – 256 B.C).

She is an intercultural communication trainer and founded WUYO Culture & Coach in Germany 2012 / 2013, and later on established WUYO GmbH in 2015. She has an educational background in international communication (China Media University, China) and MA international relations (Sussex University, UK). Her current works focus on culture awareness and integration enhancement in business sectors in order to help companies and individuals cooperating effectively in a multicultural environment, especially with China.

Having a journalistic working experience in media, where You Wu was trained and employed by Phoenix TV (London) and Associated Press in BBC TV center at early career stage; combined with training/coaching skills which were acquired during later employment as a trainer/consultant with Aconex in Australia and now working as a representative of China National Coating Industry association with European market, You Wu brings her unique insights in relations to "Working with China" in a global context according to a close observation and hands-on experiences.

What is noticeable is that apart from the professional work, You Wu has always had a strong personal interest in arts and traditional Chinese culture since childhood, which had earned her free pass to university as an elite student due to an extra excellent performance in arts & culture. She has been since then learning and developing the knowledge and understanding in this area. Therefore, during the presentation "Business and social Etiquette when working in different regions of China", Wu You will be able to show not only the practical tips regarding to business acumen - behavior & gesture, but also to explain the reasons with artistic appreciation and unspoken cultural rules behind them.

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