

German Expert Forum

Seminar program
From 8 September – 10 December 2009



Presented by

Asia-Pacific Management Consulting GmbH

Media partner

CHINA CONTACT
DAS WIRTSCHAFTSMAGAZIN FÜR IHREN GESCHÄFTSERFOLG IN CHINA

www.German-Expert-Forum.com

Ladies and gentlemen

We are delighted to invite you to participate in our seminar program from 8 September – 10 December 2009.

Twelve well-known and highly qualified German experts with various specializations will offer you the greatest possible range of management trainings in Shanghai and Beijing.

The German Expert Forum responds to the great demand of international companies located in China for personnel coaching and training, based on an international standard – a standard of the highest possible quality in English!

Please have a look at the overview on the next page, you can choose the seminars which suit your personal requirements. You can easily register by filling out the form on the last page of this brochure and send it back to us via post, fax or via internet on:
www.German-Expert-Forum.com.

We look forward to fruitful seminars and a lively exchange of ideas with the participants!

Faithfully yours



Dr. rer. pol. Kuang-Hua Lin

Media partner

CHINA CONTACT
DAS WIRTSCHAFTSMAGAZIN FÜR IHREN GESCHÄFTSERFOLG IN CHINA

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Dr. Kuang-Hua Lin

Your seminar

1 or 2-day-training in **Shanghai 8./9.9.** and **Beijing 10./11.9.2009**

- Course

1st day: Risk management in China business

2nd day: Best practice sharing in China business

Risk management in China business

- Goal

Many companies and their MDs/GMs, especially the expatriates, are unaware of the risks they are exposed to in China. In this seminar, Dr. Lin will illustrate all kinds of business and personal risks in China and show how they can be avoided and dealt with.

- Target group

Top management like managing directors and general managers, especially expatriates, as well as controllers, risk and compliance managers

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none"> • Presentation of the speaker • Goals and program of the seminar
9:15 – 10:45	Risk in China business	<ul style="list-style-type: none"> • An overview of all different kinds of risks, ranked by the possible damage of these risks for (foreign) companies and expatriates in China
10:45 – 11:00	Coffee	
11:00 – 12:00 p.m.	Personal liability: What a MD or GM MUST know and comply with China – Legal requirements and their compliance	<ul style="list-style-type: none"> • Legal obligations for MDs and GMs in China and possible punishment for non-compliance • How to avoid typical pitfalls in daily operations
12:00 – 1:00	Company's liability: What a company must comply with China	<ul style="list-style-type: none"> • Overview of obligations of a (foreign invested) company in China and possible punishment for non-compliance • How to avoid typical pitfalls in daily operations
1:00 – 2:00	Lunch	
2:00 – 3:00	Damage through employees and how to prevent this	<ul style="list-style-type: none"> • Overview of risk/damage by employees: Stealing of property, business secret and know-how; corruption; cheating in expenses and tax evasion; money laundry; high turnover rates; etc. • How to avoid typical pitfalls in daily operations
3:00 – 3:15	Coffee	
3:15 – 4:30	Damage through third parties and how to prevent this	<ul style="list-style-type: none"> • Overview of risk/damage by third parties: Money collection and contract risk; brand/patent infringement; industrial espionage; government measures; etc. • How to avoid typical pitfalls in daily operations
4:30 – 5:00	Safety roles for traveling and living in China for expatriates	<ul style="list-style-type: none"> • How to travel and live safely in China – Tips and tricks, do's and don'ts
5:00 – 5:30	Final discussion	<ul style="list-style-type: none"> • Questions and answers • Feedback

Note: Both seminars are recommended to be combined with each other.

Best practice sharing in China business

- Goal

Dr. Lin will present the known best practices from his clients and project experience in China as basis for further discussion and improvements. Participants will be asked to comment on these presented best practices, and make their own recommendation on how they can implement or improve these best practices in their own business.

- Target group

Top management like managing directors and general managers

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 11:15	Best practice sharing in sales and in building/managing a sales network in China	<ul style="list-style-type: none">• Presentation of known best practices• Comments and discussion by participants• Summary of the best practice recommendations
11:15 – 11:30	Coffee	
11:30 – 1:00 p.m.	Best practice sharing in sourcing (local + global) and production	<ul style="list-style-type: none">• Presentation of known best practices• Comments and discussion by participants• Summary of the best practice recommendations
1:00 – 2:00	Lunch	
2:00 – 4:00	Best practice sharing in HR management (salary and bonus system, recruitment, contract, career development, retention, etc.)	<ul style="list-style-type: none">• Presentation of known best practices• Comments and discussion by participants• Summary of the best practice recommendations
4:00 – 4:15	Coffee	
4:15 – 5:00	Best practice sharing in finance and controlling	<ul style="list-style-type: none">• Presentation of known best practices• Comments and discussion by participants• Summary of the best practice recommendations
5:00 – 5:30	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback



Dr. Alain Belcredi

Your seminar

2-day-training in *Shanghai 15. - 16.9.* and *Beijing 17. - 18.9.2009*

- Course
1st and 2nd day: International sales organization

Note: This is a 2-day-seminar!

International sales organization

- Goal

The participants will be made familiar with today's state-of-the-art international sales and marketing set-ups as well as the use of tools to understand their own business environment. Through interactive presentations and workshops, they can challenge their own present organization.

- Target group

CEO, top management (international) sales & marketing, companies which are presently analyzing their international set-up and sales representatives starting an international career – Learn from the presenter and from the team.

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 10:30	Environment analysis	<ul style="list-style-type: none">• Market and competitor analysis
10:30 – 10:45	Coffee	
10:45 – 12:15 p.m.	Environment analysis	<ul style="list-style-type: none">• Introduction of tools and techniques• Regional specifics
12:15 – 1:30	Lunch	
1:30 – 3:00	Market-return-potential	<ul style="list-style-type: none">• Principals, tools and strategy
3:00 – 3:15	Coffee	
3:15 – 5:00	Market-return-potential	<ul style="list-style-type: none">• Workshop market-return-potential as basis of the business plan
5:00 – 5:30	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 10:30	Market entry	<ul style="list-style-type: none">• Set-up and evaluation of sales organizations
10:30 – 10:45	Coffee	
10:45 – 12:15 p.m.	Market entry	<ul style="list-style-type: none">• Interface own organization, partners and customers
12:15 – 1:30	Lunch	
1:30 – 3:00	Sales management	<ul style="list-style-type: none">• Intercultural competence
3:00 – 3:15	Coffee	
3:15 – 5:00	Sales management	<ul style="list-style-type: none">• People• Controlling
5:00 – 5:30	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback



Alexander Peter

Your seminar

1 or 2-day-training in **Shanghai 13./14.10.** and **Beijing 15./16.10.2009**

- Course

1st day: How to identify, attract and recruit the best talent

2nd day: Development and implementation of an employer brand

How to identify, attract and recruit the best talent

- Goal

The participants will be made familiar with requirements of the candidate population of selected target groups and overall trends in modern work environments. They will learn more about main processes, tools and new instruments (web 2.0 recruitment process outsourcing) and will be able to use these to build alternative, situation-sensitive recruitment organizations for their companies. They will be able to develop a successful “go to market strategy” in their relevant candidate market(s).

- Target group

Top management, HR directors, recruitment and HR managers

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 10:45	Markets transitions, organizational changes and trends in the talent/candidate markets	<ul style="list-style-type: none">• Frame changes for the recruitment organization/function: Trends in markets and organizations• Strategic relevance of changes in the candidate market(s) – Challenges for companies• Change as a constant (management) process: Flexibility management as a key principle
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Recruitment organizations & channels to the market(s) (instruments and tools)	<ul style="list-style-type: none">• Overview: The most important channels into the market(s)• Selection: Interview and assessment center• New ways of recruitment• Elements/alternatives to build a successful recruitment organization• Many questions – no (general valid) answer: Situation sensitive (adaptive) system construction• Process model for system construction
1:00 – 2:00	Lunch	
2:00 – 4:00	Construction of an effective recruitment organization	<ul style="list-style-type: none">• Examples: Successful models of international operating companies• Corporate functions as auxiliaries: Talent management (development), marketing and PR• Input participants: Your recruitment landscape structure and course of your project (discussion)
4:00 – 4:15	Coffee	
4:15 – 5:15	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback

Note: Both seminars are recommended to be combined with each other.

Development and implementation of an employer brand

- Goal

The participants will be made familiar with objectives and methods of employer branding. This is a basic requirement for the transfer into their own companies aiming for an implementation of structures and processes related to employer branding in the context of an integrated recruitment strategy.

- Target group

Top management, HR directors, management representatives for branding and/or employer branding, marketing officers, recruitment and HR managers

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none"> • Presentation of the speaker • Goals and program of the seminar
9:15 – 10:45	Concepts, principles and objectives of employer branding	<ul style="list-style-type: none"> • The strategic relevance of employer branding • Theoretical concepts • Basic terms related to employer branding
10:45 – 11:00	Coffee	
11:00 – 11:30	Employer branding: A process model	<ul style="list-style-type: none"> • Elements and key processes of the model • Recruitment and/vs. employer branding • Varieties related to branches and organizational size
11:30 – 1:00 p.m.	Managing an employer branding audit	<ul style="list-style-type: none"> • Preparing an employer branding audit • Conducting the audit • Audit conclusions, reporting and management of improvement
1:00 – 2:00	Lunch	
2:00 – 3:00	Implementation of an employer brand	<ul style="list-style-type: none"> • Design of your implementation process • Management of stakeholder groups • Selection and training of helpers • Overcome resistance • Measurement of success • Management of the implementation project
3:00 – 3:15	Coffee	
3:15 – 3:45	Selection of vendors, suppliers and benchmark-partners	<ul style="list-style-type: none"> • Audits of supplier management systems • Premises and basic conditions • Providing a supplier audit
3:45 – 5:00	From theory to practice: Selected tools to influence the employer brand	<ul style="list-style-type: none"> • Examples and experiences
5:00 – 5:30	Final discussion	<ul style="list-style-type: none"> • Questions and answers • Feedback



Dr. phil. Guido Wolf

Your seminar

1 or 2-day-training in **Shanghai 20./21.10.** and **Beijing 22./23.10.2009**

• Course

1st day: Concept development and implementation of certified management systems

2nd day: Implementing an audit system

Concept development and implementation of certified management systems

• Goal

The participants will be made familiar with requirements of international standards on quality, environmental and occupational health management. This is a basic requirement for the transfer into their own companies aiming for a successful certification based on ISO 9001, ISO 14001 or OHSAS 18001.

• Target group

Top management like chief executive officers; management representatives for quality management, environmental management or occupational health management; process managers

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none"> • Presentation of the speaker • Goals and program of the seminar
9:15 – 10:45	Principles and objectives of management systems	<ul style="list-style-type: none"> • Basic terms of quality, environmental and occupational health management • Strategic relevance of certified management systems • Common principles of construction
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Norms and standards	<ul style="list-style-type: none"> • Overview: The most important norms and standards on quality, environmental and occupational health management • Additional notes to selected standards related to branches of trade • Many questions – one answer: An integrated management system • Certifier and certification process
1:00 – 2:00	Lunch	
2:00 – 3:00	Construction of an integrated management system	<ul style="list-style-type: none"> • Basis: Your process landscape • Structure and course of the project
3:00 – 3:15	Coffee	
3:15 – 4:30	Key aspects and tools	<ul style="list-style-type: none"> • Quality policy and quality objectives • Organizational structure and responsibilities • Identification and documentation of processes • Construction of the management system • Compliance: A special challenge • Qualification, training and communication • Audits and reviews
4:30 – 5:30	Final discussion	<ul style="list-style-type: none"> • Questions and answers • Feedback

Note: Both seminars are recommended to be combined with each other.

Implementing an audit system

- Goal

The participants will be made familiar with objectives and methods of internal or external audits. This is a basic requirement for the transfer into their own companies aiming for an implementation of structures and processes related to audits in the context of management systems.

- Target group

Top management like chief executive officers; management representatives for quality management, environmental management or occupational health management; process managers; supply chain managers

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none"> • Presentation of the speaker • Goals and program of the seminar
9:15 – 10:45	Principles and objectives of audits	<ul style="list-style-type: none"> • Basic terms related to international standards • Strategic relevance of audits • Audits and management reviews
10:45 – 11:00	Coffee	
11:00 – 11:30	Norms and standards	<ul style="list-style-type: none"> • Audits as a requirement of international standards • ISO 19011: Guideline for quality and/or environmental management systems auditing • Additional notes to selected standards related to branches of trade
11:30 – 1:00 p.m.	Managing an audit program	<ul style="list-style-type: none"> • Preparing the audit • Conducting the audit • Audit conclusions, reporting and management of improvement
1:00 – 2:00	Lunch	
2:00 – 3:00	Internal audits: Mandatory requirements	<ul style="list-style-type: none"> • Selection and training of auditors • Design of your audit process • Structure and course of the project
3:00 – 3:15	Coffee	
3:15 – 4:00	Auditing your suppliers	<ul style="list-style-type: none"> • Audits of supplier management systems • Premises and basic conditions • Providing a supplier audit
4:00 – 5:00	Selected tools	<ul style="list-style-type: none"> • Examples and experiences
5:00 – 5:30	Final discussion	<ul style="list-style-type: none"> • Questions and answers • Feedback



Joachim Armbruster

Your seminar

1 or 2-day-training in **Shanghai 27./28.10.** and **Beijing 29./30.10.2009**

- Course

1st day: Development of leadership skills

2nd day: Management skills for team work

Development of leadership skills

- Goal

A powerful introduction that focuses on developing skill sets that help executives to become stronger, more confident leaders. Skills focused in this program include

- definition of leadership (difference to management)
- leadership styles and their influence on the organization/team
- leadership skills such as communication, conflict resolution, co-worker coaching
- leadership questionnaire to reflect on different issues.

- Target group

Managers, executives, managing directors, company owners and team leaders

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 10:30	Definition of leadership	<ul style="list-style-type: none">• Evolution of leadership• Tasks and roles of leaders
10:30 – 10:45	Coffee	
10:45 – 1:00 p.m.	Leadership styles	<ul style="list-style-type: none">• Overview: The most common leadership styles and their influence on organization and team• Cooperative or directive leadership (+/-)• Resonant leadership includes different styles• Different management methods/techniques
1:00 – 2:00	Lunch	
2:00 – 3:30	Leadership skills	<ul style="list-style-type: none">• Management by objectives• Management by delegation• Effective communication• Motivation, controlling, assessment• Conflict resolution
3:30 – 3:45	Coffee	
3:45 – 5:00	Leadership by coaching – Tools and interactive exercises	<ul style="list-style-type: none">• Co-worker coaching• Using the coaching process• Working with goal setting tools• Setting of action steps
5:00 – 5:30	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback

Note: Both seminars are recommended to be combined with each other.

Management skills for team work

- Goal

The primary aim of the first seminar part is to develop a differentiated diagnosis of the performance capability of your team. The second part is dedicated to the question: What makes the difference in team leadership? This part shows you

- which value concepts facilitate successful team leadership
- how work preferences influence the team leaders' work
- how processes of change can be directed and resolved
- how team culture can be diagnosed and integrated into leadership strategy.

- Target group

Managers, executives, managing directors, company owners and team leaders

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 10:45	Team performance	<ul style="list-style-type: none">• Qualification profiles• Relationship network• Balance in the team triangle• Factors of effective meetings• Phases of team development
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Team leadership topics	<ul style="list-style-type: none">• Overview: Varied repertoire of skills• Management competence• Communication competence• Conflict management• Cultural sensitiveness
1:00 – 2:00	Lunch	
2:00 – 3:00	Team leadership specials	<ul style="list-style-type: none">• First months as a team leader• Guiding process of change• Working with expert teams
3:00 – 3:15	Coffee	
3:15 – 4:00	Team conflict	<ul style="list-style-type: none">• Examine your conflict style• Solution-oriented conflict strategies• Working with escalation
4:00 – 5:00	Case work	<ul style="list-style-type: none">• Practical experienced team work
5:00 – 5:30	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback



Peter Stark

Your seminar

1 or 2-day-training in **Shanghai 3./4.11.** and **Beijing 5./6.11.2009**

- Course

1st day: Planning and budgeting

2nd day: New methods and trends in the field of budgeting –
How to implement a standardized budgeting system

Planning and budgeting

- Goal

The participants will get an extensive overview of the aims of planning and budgeting. They will focus on several key words in order to get an overall understanding. Furthermore, they can match their actual planning rhythm with different processes and methods.

- Target group

Managers of the first and second management level (like CFOs, directors, controlling managers) as well as consultants in the field of corporate finance, restructuring and reorganization

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none"> • Presentation of the speaker • Goals and program of the seminar
9:15 – 10:45	Conceptual delimitation	<ul style="list-style-type: none"> • Vision • Mission and strategic planning • Plan • Budget • Budget/actual comparison • Forecast • Business plan
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Budgeting process	<ul style="list-style-type: none"> • Budgeting as part of the controlling process • Explaining the budgeting process • Process framework <ul style="list-style-type: none"> - Contents - Deadlines & duration - Persons involved
1:00 – 2:00	Lunch	
2:00 – 3:00	Budgeting systems	<ul style="list-style-type: none"> • Basel II • Budgeting methods • Structure of budget planning – Considerations • Profit planning using target budgeting • Overhead costs planning using zero-based budgeting • Process costs planning using activity-based planning
3:00 – 3:15	Coffee	
3:15 – 4:30	Conventional budgeting	<ul style="list-style-type: none"> • Profit center consideration • Allocations and breakdowns • Planning cost rates • Value-based management • Better budgeting • Beyond budgeting
4:30 – 5:30	Final discussion	<ul style="list-style-type: none"> • Questions and answers • Feedback

Note: Both seminars are recommended to be combined with each other.

New methods and trends in the field of budgeting – How to implement a standardized budgeting system

- **Goal**

The participants will be made familiar with classical budgeting systems and reflect those in order to realize new trends in this field. In the end, they will be able to do the transfer into their own companies aiming for an implementation of structures and processes related to a standardized budgeting system.

- **Target group**

Managers of the first and second management level (like CFOs, directors, controlling managers) as well as consultants in the field of corporate finance, restructuring and reorganization

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 10:45	Integrated planning	<ul style="list-style-type: none">• Profit and loss• Liquidity• Balance sheet• The magic triangle
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Budgeting software – Different systems	<ul style="list-style-type: none">• BI – Business intelligence• ERP Systems• MS Excel and other calculation systems• OLAP• CPM – Corporate performance management
1:00 – 2:00	Lunch	
2:00 – 3:00	Project examples	<ul style="list-style-type: none">• What to consider when implementing a system• Project description and goals• Clear goals, time table and investment
3:00 – 3:15	Coffee	
3:15 – 4:30	Systems live	<ul style="list-style-type: none">• View on different standardized controlling systems• Workshop
4:30 – 5:30	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback



Petra Mehl-Lammens

Your seminar

2-day-training in *Shanghai 10. - 11.11.* and *Beijing 12. - 13.11.2009*

• Course

1st and 2nd day: Self-management for managers – Time and life:
Success-oriented, personal work methods & strategies

Note: This is a 2-day-seminar!

**Self-management for managers – Time and life:
Success-oriented, personal work methods & strategies**

• Goal

This is an intensive seminar in which the participants will be made familiar with methods and instruments to use their time more efficiently. They will analyze their own working style and find solutions to develop and optimize that style. The seminar will find the answer to the question “How can I become more efficient by working on myself and influencing my environment as an executive?”

• Target group

Managers, managing directors, company owners and specialists

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none"> • Presentation of the speaker • Goals and program of the seminar
9:15 – 11:00	Introduction of participants	<ul style="list-style-type: none"> • For what question on this topic do I want to find an answer? • How can we influence our work-life balance by perfect goal settings? (Exercise)
11:00 – 11:15	Coffee	
11:15 – 1:00 p.m.	The typical way of blocking my efficiency	<ul style="list-style-type: none"> • Why don't we have time for the important things? What is important to me in life? (Exercise) • Realistic planning and priorities to achieve my goals
1:00 – 2:00	Lunch	
2:00 – 2:30		<ul style="list-style-type: none"> • Analysis of my planning system to become more efficient (Exercise)
2:30 – 3:30		<ul style="list-style-type: none"> • How can we include our staff in the system? • How to delegate and control properly? (Exercise)
3:30 – 3:45	Coffee	
3:45 – 5:45		<ul style="list-style-type: none"> • How to cope with pressure and stress? • Filling out of the “driver test” for the next day
5:45 – 6:00	Closure	

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 10:00 a.m. 10:00 – 11:00	The information overkill	<ul style="list-style-type: none">• How to cope with it?• How to make meetings much more efficient and create results?
11:00 – 11:15 11:15 – 12:30 p.m.	Coffee	<ul style="list-style-type: none">• How to train our environment for more efficiency?• How to care for disturbance?• How do we and other people disturb us?
12:30 – 1:30 1:30 – 2:30	Lunch	<ul style="list-style-type: none">• How to train our environment for more efficiency? The colleagues, the boss, the staff• How to organize our filing system in paper and computer, our desk and our data?• Workplace organization
2:30 – 3:00 3:00 – 3:15 3:15 – 4:15	Coffee What drives me? (Using the “driver test” of the first day)	<ul style="list-style-type: none">• Why is it difficult to say no, what influences my efficiency?• Which are the strong points of each driver?• How can the different drivers influence each other?
4:15 – 4:30 4:30 – 4:45 4:45 – 5:00	Are all questions answered? Transfer Closure	<ul style="list-style-type: none">• Questions and answers• What do we put into practice in daily life?• Feedback



Prof. Dr. Hartmut Binner

Ihr Seminar

2-Tage-Training in *Schanghai 17. - 18.11.* und *Peking 19. - 20.11.2009*

- Seminar in deutscher Sprache
- 1. und 2. Tag: Integriertes Organisations- und Prozessmanagement

Notiz: Dies ist ein 2-Tage-Seminar in deutscher Sprache!

Integriertes Organisations- und Prozessmanagement

• Ziel

Die Teilnehmer erfahren in diesem Kompaktseminar, wie Prozesse strategiekonform ausgerichtet werden können. Prof. Dr. Binner zeigt, wie sich Arbeitsprozesse Schritt für Schritt von der richtigen Zieldefinition bis hin zur sicheren Prozessdokumentation optimieren lassen. Die Teilnehmer erfahren, wie sie die Voraussetzungen für ein erfolgreiches Prozessmanagement schaffen und praxiserprobte Methoden für Prozessorganisation, Prozessmanagement, Prozessverbesserung und -bewertung einsetzen können.

• Zielgruppe

Fach- und Führungskräfte, die in Unternehmen für die Einführung oder Verbesserung des Prozessmanagements verantwortlich sind sowie alle Mitarbeiterinnen und Mitarbeiter, die sich für die Prozessverbesserung bei ihrer Arbeit interessieren.

Programm 1. Tag

<i>Zeit</i>	<i>Titel</i>	<i>Inhalt</i>
9:00 – 9:15 a.m.	Begrüßung und Einführung	<ul style="list-style-type: none"> • Vorstellung des Seminarleiters • Ziele und Seminarprogramm
9:15 – 10:45	Warum ist Prozessmanagement so wichtig? Aktuelle Herausforderungen für Ihr Unternehmen	<ul style="list-style-type: none"> • Wettbewerbsfähigkeit steigern • Neue Managementkonzepte und Prozessdenken • Beschreibungsmodelle zur integrierten Organisation und Prozessgestaltung • Integrierte Managementsysteme
10:45 – 11:00	Kaffee	
11:00 – 1:00 p.m.	Aktuelle Strategien und Managementkonzepte im Überblick	<ul style="list-style-type: none"> • Wichtige Methoden und ihr Nutzen • Gestaltung betrieblicher Veränderungsprozesse • Handlungsfelder erkennen und verknüpfen • Prinzipien für die optimale Anwendung
1:00 – 2:00	Mittagessen	
2:00 – 3:00	Paradigmenwechsel	<ul style="list-style-type: none"> • Prozessorientierte Organisationsentwicklung • Führungsstrukturveränderungen • Dezentralisierungsstrukturen • Bewertungskriterien
3:00 – 3:15	Kaffee	
3:15 – 4:30	Unternehmensziele in Prozessen abbilden	<ul style="list-style-type: none"> • Strategische Positionierung und Anforderungsanalyse • Unterscheidung von Prozessarten • Formale Zielerfüllung und sachliche Zielableitung • Durchgängige Zielkaskaden bilden

Programm 1. Tag (Fortsetzung)

<i>Zeit</i>	<i>Titel</i>	<i>Inhalt</i>
3:15 – 4:30	Unternehmensziele in Prozessen abbilden	<ul style="list-style-type: none">• Ziele-Maßnahmenbäume nutzen• Aktionsprogramme und strategische Aktionen• Zielvereinbarungen treffen• Anreizsysteme finden und implementieren
4:30 – 5:30	Abschließende Diskussion	<ul style="list-style-type: none">• Fragen und Antworten• Feedback

Programm 2. Tag

<i>Zeit</i>	<i>Titel</i>	<i>Inhalt</i>
9:00 – 9:15 a.m.	Begrüßung und Einführung	<ul style="list-style-type: none">• Anknüpfung an Tag 1• Ablauf und Ziele für den 2. Tag
9:15 – 10:45	Prozessorganisation: Effiziente und dauerhafte Strukturierung Ihrer Arbeitsprozesse	<ul style="list-style-type: none">• Prozessanforderungen• Maßnahmen für festgelegte Prozessziele definieren• Prozessarten und -modellentwicklungen• Prozessgestaltungsmethoden• Prozessgestaltungsprinzipien• Normen und Rechtsvorschriften
10:45 – 11:00	Kaffee	
11:00 – 1:00 p.m.	Prozessmanagement: Potenziale aktivieren und Unternehmenskräfte bündeln	<ul style="list-style-type: none">• Prozesse effizient führen• Dispositive und operative Prozessplanungsfunktion• Integrierte Managementsysteme• Prozesse zielgerecht steuern
1:00 – 2:00	Mittagessen	
2:00 – 3:00	Prozessmonitoring und Controlling: Leistungen immer im Blick behalten!	<ul style="list-style-type: none">• Positionierung von Monitoring und Controlling im Prozessregelkreismodell• Prozessmonitoring (BDE) und Qualitätsprüfungen• Balanced Scorecard als Prozesskennzahlensystem
3:00 – 3:15	Kaffee	
3:15 – 4:30	Prozessverbesserung und -bewertung: Permanente Optimierung und Synergiebildung	<ul style="list-style-type: none">• Gezielte Prozessschulung und Qualifizierungsverbesserung der Mitarbeiter• Skillmanagement: Mitarbeiterfähigkeiten verwalten• Kontinuierlicher Verbesserungsprozess (KVP)• Interaktive Problemlösungsprozesse gestalten (PDCA-Zyklus)• Prozessreifegrad als Voraussetzung für Benchmarking• Prozesspotenziale (Zeiten/Kosten)• Prozessbewertung• EFQM-Modell
4:30 – 5:30	Abschließende Diskussion	<ul style="list-style-type: none">• Fragen und Antworten• Feedback



Katy Kasiske

Your seminar

2-day-training in *Shanghai 24. - 25.11.* and *Beijing 26. - 27.11.2009*

- Course
1st and 2nd day: Soft skills for top and middle management

Note: This is a 2-day-seminar!

Soft skills for top and middle management

- Goal

The participants will be made familiar with techniques which make their presentations and negotiations even more effective.

- Target group

Top and middle management with high expertise in communication and presentation skills

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 11:00	First self-presentation	<ul style="list-style-type: none">• Self-presentation of participants and first feedback• Feedback, how to give and get
11:00 – 11:15	Coffee	
11:15 – 12:30 p.m.	Theoretical foundation of leadership communication	<ul style="list-style-type: none">• Overview: The most important leadership communication situations• Perception and your own map• Schulz von Thun• Exercise: Taxi driver
12:30 – 1:30	Lunch	
1:30 – 3:30	Personal success factors of managers	<ul style="list-style-type: none">• Non-verbal features• Verbal and para-verbal features
3:30 – 3:45	Coffee	
3:45 – 5:45	Design and stages of presentations	<ul style="list-style-type: none">• The “presentation burger”: Introduction, content, conclusion• Exercise: Short presentation with video feedback
5:45 – 6:00	Final discussion	<ul style="list-style-type: none">• Questions and answers• Feedback

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:20 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of 2nd day agenda• Review of 1st day
9:20 – 10:45	Use and visualization of media	<ul style="list-style-type: none">• Exercise: Presentation of different media types (advantages, disadvantages, visualization tips)• Feedback
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Conflict management	<ul style="list-style-type: none">• Definition of conflict• Handling of difficult situations• Harvard concept
1:00 – 2:00	Lunch	
2:00 – 3:15	Presentation of own professional presentation	<ul style="list-style-type: none">• Preparation of own presentation• Presenting the presentation• Video feedback
3:15 – 3:30	Coffee	
3:30 – 4:30	Presentation of own professional presentation	<ul style="list-style-type: none">• Preparation of own presentation• Presenting the presentation• Video feedback
5:00 – 5:30	Final discussion	<ul style="list-style-type: none">• Open questions and answers• Feedback



Hans W. Jablonski

Your seminar

2-day-training in *Shanghai 1. - 2.12.* and *Beijing 3. - 4.12.2009*

- Course
1st and 2nd day: Change management

Note: This is a 2-day-seminar!

Change management

- Goal

This interactive seminar/workshop has the following goals: Participants ...

- will be made familiar with the change management approach
- will obtain a profound understanding of change and change processes
- will be made familiar with how change management can be implemented in companies
- become aware of change management tools
- will understand on how change affects people and organizations
- will understand how to deal with resistance and how to motivate people to fully contribute.

Participants will have the opportunity to work on case studies, but they can also work on their own change case, which they may currently be facing.

- Target group

Top management executives, HR managers, managers who have to deal with change

Program of day 1

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar
9:15 – 10:45	Introducing change	<ul style="list-style-type: none">• The business case of change for companies• Chances & challenges of change• The risk of not managing change
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Change models	<ul style="list-style-type: none">• Introducing a useful change model: Understanding complex interdependencies and a structured approach
1:00 – 2:00	Lunch	
2:00 – 3:00	Approach on change	<ul style="list-style-type: none">• 5 steps of change management: How to handle change? Hard & soft facts of change management
3:00 – 3:15	Coffee	
3:15 – 4:30	Key aspects and tools of change	<ul style="list-style-type: none">• Stakeholders: Roles & responsibilities• Identification of critical factors on change• Implementation of change & measurement of success
4:30 – 5:30	Final discussion	<ul style="list-style-type: none">• Questions and answers - Exchange of experience• Feedback

Program of day 2

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 10:45 a.m.	Need for change	<ul style="list-style-type: none">• Design for change: Gap-analysis of current & desired state
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Stakeholder analysis	<ul style="list-style-type: none">• Commitment for change and promoting change<ul style="list-style-type: none">- The role of leadership in change processes- Motivation: Setting up a convincing communication strategy- Promoters of change (ambassador model)- Psychological aspects of change
1:00 – 2:00	Lunch	
2:00 – 3:00	A deeper dive	<ul style="list-style-type: none">• Details on 5 steps of change management<ul style="list-style-type: none">- A model of “change agents” facilitating the change- Dealing with and overcoming resistance- Handling conflicts during change phases
3:00 – 3:15	Coffee	
3:15 – 4:30	Change tools	<ul style="list-style-type: none">• Change management tool box and instruction guide<ul style="list-style-type: none">- Checklists for change management- Major change tools and good practices
4:30 – 5:00	Final discussion	<ul style="list-style-type: none">• Questions and answers<ul style="list-style-type: none">- Exchange of experience



Steve Kroeger

Your seminar

1 day-training in *Shanghai 1.12.* and *Beijing 3.12.2009*

- Course
7 Summits Strategy – Setting & achieving extraordinary goals

7 Summits Strategy – Setting & achieving extraordinary goals

- Goal

After this workshop participants will

- motivate themselves to reach peak performances
- find a new challenge and reach their personal summit
- climb to success and go beyond the limit
- overcome defeat, fear and self-doubt
- create lasting change and strive for excellence
- use their full potential and do what they have always wanted to do.

- Target group

Business owners, managers & leaders

Program

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:15 – 9:30 a.m.	Welcome and introduction	<ul style="list-style-type: none">• Presentation of the speaker• Goals and program of the seminar• If it “clicks!” you’re on track!• The first three steps out of base camp
9:30 – 11:00	Passion Courage	<ul style="list-style-type: none">• Solo fighters join the rope team• Perfectly prepared for the summit
11:00 – 11:15	Coffee	
11:15 – 12:45 p.m.	Trust Fitness and health	<ul style="list-style-type: none">• Ascending baggage-free
12:45 – 1:45	Lunch	
1:45 – 2:30	Weightlessness	<ul style="list-style-type: none">• When the mind begins to carry the body• Sharing the success
2:30 – 2:45	Coffee	
2:45 – 3:30	Discipline	
3:30 – 4:15	Sustainability	
4:15 – 4:30	Coffee	
4:30 – 5:15	Final discussion	<ul style="list-style-type: none">• Questions and answers



Jan Scholl

Your seminar

1 day-training in *Shanghai 8.12.* and *Beijing 10.12.2009*

- Course
Global sourcing – Strategies, organization, tools, risk management

Global sourcing – Strategies, organization, tools, risk management

- Goal
The participants will be made familiar with typical motivations for global sourcing, best practice methods and tools. Opportunities and threads are discussed. The requirements of a global sourcing organization will be defined based on the Harburger Modell©. Risk management in global sourcing has a special emphasis.

- Target group
Top management like chief operations officers; management representatives for procurement, supply management, supply chain management; process managers

- Target branches
Mechanical and plant engineering, automotive industry, agricultural and construction engineering, electrical and medical technologies

Program

<i>Time</i>	<i>Title</i>	<i>Content</i>
9:00 – 9:15 a.m.	Welcome and introduction	<ul style="list-style-type: none"> • Presentation of the speaker • Goals and program of the seminar
9:15 – 10:45	Going global	<ul style="list-style-type: none"> • Market overview • Typical reasons/typical failures • Global sourcing as a strategy – Organizational requirements as in the Harburger Modell©
10:45 – 11:00	Coffee	
11:00 – 1:00 p.m.	Best practice in global sourcing	<ul style="list-style-type: none"> • Cost analysis – Cost structure analyses are the basis of individual sourcing strategies • Supplier research – Information base, RfI/RfQ, software, communication • Supplier selection and qualification
1:00 – 2:00	Lunch	
2:00 – 3:00	Material group management	<ul style="list-style-type: none"> • Material group strategy • Supplier portfolio management • Up-and-coming material segments
3:00 – 3:15	Coffee	
3:15 – 4:30	Risk management	<ul style="list-style-type: none"> • Supply chain risk management • Quality management • Financial risk management
4:30 – 5:30	Final discussion	<ul style="list-style-type: none"> • Questions and answers • Feedback



Joachim Armbruster

Joachim Armbruster was born in 1958 and holds a master's degree of business administration VWA (Dipl. Betriebswirt). Furthermore, he is an accredited psychotherapist (HP Psych.) at the Public Health Department in Munich. Before he started his career as a consultant, trainer and coach, he worked for more than 12 years as a designer and marketing manager in his own agency. He is the founder and managing director of *Life Works* (Consulting, Coaching, Training) and *Life Events* (Communication, Events, New Media).

Since 2002, Mr. Armbruster has been engaged as a certified instructor and trainer for personnel development by various companies and organizations, offering the following core competencies: Communication skills, conflict solutions and crisis management, coaching skills and team building, resonant leadership and change processes.

He is also experienced in the field of systemic constellation work. This is a method which supports managers and their team in different kinds of processes. In 2008, the expert extended his working environment and started to offer his trainings and coaching in Asia, mainly in Singapore. Mr. Armbruster provides quality training in communication and leadership skills for corporate organizations of various countries. His seminars and customized in-house trainings are tailored to help professionals developing new workplace skills, or enhance existing skills. His customers are, among others, *BMW, Siemens Communication, Esprit, HypoVereinsbank, Mercer Consulting, Electrolux* and *IG Metall*.



Dr. Alain Belcredi

Dr. Belcredi was born in 1957 and is one of the founders of *Belcredi & Partner Corporate Finance Consulting*. In that function he has managed private equity funds and their portfolio companies since 2006 in order to optimize the companies' return on investment. For this, and in close cooperation with his clients, he developed and implemented a segmented shareholding-controlling-system.

Furthermore, his work focuses on the development and implementation of international structures, especially regarding sales, marketing, local producing and key account management. For this, his extensive experience in the industrial sector has been extremely valuable.

Before founding his consulting company, Dr. Belcredi worked for a *Siemens'* subsidiary, then for the enterprise which took over this subsidiary and *Siemens* itself. During these 10 years he had various positions, the last of which was director of export sales, with worldwide responsibility. By that time he had already gained extensive experience in the consulting branch, because after being awarded with a doctorate in biochemistry and zoology, he was employed by various consulting companies, starting his consulting career at the *Boston Consulting Group*, where he worked for 5 years.

His clients value his pragmatism and goal-orientated mentoring. Dr. Belcredi has a strong international and intercultural background. Apart from his studies in Vienna/Austria and at London Business School, he has worked in various European countries, the United States, Australia, Israel, Singapore and Thailand.



Prof. Dr. Hartmut Binner (German Speaker)

Prof. Dr. Binner ist 1944 geboren und promovierte nach seiner Ingenieursausbildung sowie einem Studium des Maschinenbaus am Institut für Fabrikanlagen an der Universität Hannover. Während seiner beruflichen Laufbahn sammelte er reichhaltige Erfahrung in Industrie, Verwaltung, Forschung und Lehre sowie als Unternehmer und in Fachverbänden.

Nach seinem Karrierestart als Planungsingenieur bei *Daimler Benz* war er als Dezernent für Hochschulbau MWK in Niedersachsen tätig, bis er 1978 für eine Professur an die Fachhochschule Hannover berufen wurde. Während dieser Zeit stellte er auch das Prozessmanagement-Tool SYCAT auf der CeBIT vor (1988).

1994 gründete der Experte das Unternehmen *Dr. Binner Consulting & Software*, welches 2007 an dessen Nachfolgesellschaft *binner IMS GmbH* verkauft wurde. Zugleich gründete er die *Prof. Binner Akademie* – seither ein sehr erfolgreiches Bildungsinstitut.

Prof. Dr. Binner's Expertise liegt in der Analyse und Gestaltung von Managementsystemen sowie in der Entwicklung von integrierten Methoden, Techniken und Tools zur Modellbildung, insbesondere für die Bereiche: Change Management, Organisationsmanagement, Prozessmanagement, Wissensmanagement sowie Qualitäts-, Risiko- und Projektmanagement. Als gefragter Experte und Referent hat er bereits 15 Fachbücher sowie über 480 Veröffentlichungen in Zeitschriften und Lose-Blatt-Werken publiziert.



Hans W. Jablonski

Mr. Jablonski is a senior consultant and managing director of *JBD – Jablonski Business Diversity*, based in Cologne, Germany. He works for international companies, his expertise focusing mainly on change and diversity management. He has gained more than 16 years of practical experience of people and organizational development in different sectors. The expert holds a degree in economics (M.A.) and is a certified "change master" and coach. He also gained the 6-Sigma Green Belt, which allows him an even higher qualification as a consultant.

Throughout his career, Mr. Jablonski has worked as a manager in companies of various branches (automotive industry, chemical industry and finance), which made him familiar with the (management) practice of companies operating worldwide. He is an acknowledged expert in these subjects and a favored interviewee both in print media and on TV.

In 2007, he founded his own company *JBD*. Since that time, he has consulted several companies in introducing and conducting change and diversity management.

Hans Jablonski is an excellent moderator for various topics, addressing a wide range of target groups. He is a sought-after keynote speaker regarding organizational issues and the development of human resources. He regularly publishes articles in books and journals.



Katy Kasiske

Mrs. Kasiske holds a degree in communication science (M.A.) combined with psychology, economics and politics. She was born in 1974.

After her career start in an agency for communication, she started working as a trainer and international project manager at *S4M (Solutions for Media GmbH)* seven years ago. From 2003 to 2005, she extended her knowledge and shaped her profile by attending different retrainings, varying from systemic consultation (*sys.team, Fulda*) to presentation and rhetoric skills (*Neuland & Partner, Fulda*) to leadership and management (*Malik Management Zentrum, St. Gallen*).

With André Kasiske she founded the company *kasiske:com consulting* in 2008. Since that time, she has been offering trainings for the company. In addition, she teaches various subjects of presentation skills and communication at the Institute of Communication Science of the University of Muenster, Germany.

The expert focuses mainly on specific workshops and consulting in presentation and rhetorical skills, communication, leadership communication, conflict management and moderation. Among her clients are: *Gliss GmbH Caffee Gruppe, MTV Asia (Singapore), RTL Television, Postbank AG* and *Toyota Informations Systeme GmbH*.



Steve Kroeger

Mr. Kroeger was born in 1977 and is a well-known motivational speaker and a fitness expert. He has already gained over 10 years experience of teaching and coaching. In addition to his "7 Summits Tour", Mr. Kroeger has developed a complex motivational training which guides his clients to their personal mental summits. The "7 Summits" are the highest peaks on each of the seven continents. His personal and professional goal is to finish the tour by 2013, completing the expedition at Mount Everest, the highest point on earth.

Participants of his seminars learn to overcome defeat, fear and self-doubt and to motivate not only themselves but also their executives to discover and use their full potential.

The expert is a professional member of the German Speakers Association (GSA), the International Federation of Professional Speakers (IFPS) and one of the top 100 trainers of Trainers Excellence (Germany).

In addition, Mr. Kroeger lectures at the German Trainer Academy, educating future fitness experts and personal performance coaches. He has published many articles on motivation, fitness and health.



Dr. Kuang-Hua Lin

Dr. Lin was born in 1963 and received a bachelor's degree in electrical engineering before coming to Germany. In Freiburg, Germany, he studied business administration and economics and received his master's degree (Diplom) with the highest grades and honours in the examination and was rewarded the "Friedrich-von-Hayek Prize" by *Deutsche Bank*.

After receiving his PhD degree in economics (Dr. rer. pol.), he joined *The Boston Consulting Group (BCG)* in Duesseldorf, Germany and became a top management consultant. He was responsible for many strategic and implementation projects for renowned European companies both in Europe and in Asia.

In January 1997, he resigned from *BCG* and founded the company *Asia-Pacific Management Consulting GmbH (APMC)*, which develops and implements business strategies for German and European enterprises in Asia. Meanwhile, his company has supported over 300 European companies in their business activities and expansions in Asia and in China with great success.

Dr. Lin's expertise focuses on management and HR consulting in an international and intercultural context. He is a well-known expert for Asia/China and highly in demand as a speaker at conferences and seminars, e.g. at *Management Circle* and *EuroForum* in Germany. He has also written numerous articles for professional journals and other media.



Petra Mehl-Lammens

Mrs. Mehl-Lammens was born in 1957 and holds a degree in business economics and intercultural studies. She started her career at a famous German Bank in Munich and Nuernberg.

Since 1996, she has been working as an independent HR development consultant in the field of organization and personnel development, as an executive coach and as a cross-culture-trainer for India and Germany.

From 1988 to 1996, she worked as an in-house HRD consultant and management trainer at a major bank. In that function, she was responsible for the change management department, the assessment center processes and team development.

The expert is a member of ASTD (American Society for Training & Development), SIETAR (Society for Intercultural Education, Training and Research) and IMCI (Institute of Management Consultants of India).

Mrs. Mehl-Lammens has extensive experience in working in an international context, with the moderation of workshops as well as consulting. The focus of her work is problem solving, team building, change processes and cross-cultural topics at an executive level.

Her clients are, among others, *Volkswagen, Audi, MAN, Siemens Business Services, Credit Suisse* and *O2*.



Alexander Peter

Mr. Peter was born in 1970 and holds a degree of social sciences (M.A.). He has more than 10 years of experience in the field of HR and recruiting. In his current position as talent resources manager at the IT-company *Cisco Systems* he is responsible for recruitment and HR marketing in Germany, Austria, Switzerland and Belgium.

Before that, he worked as a consultant and project manager on topics like employer branding, change of recruitment organizations and HR marketing in the automotive industry.

He also worked as a senior HR and recruitment officer for different consulting companies, including *Ernst & Young*. He is a sought-after speaker on conferences and also lectures at German universities.

As a trainer and consultant he has extensive experience in the key issues of employer branding, recruitment, interview training and communication.



Jan Scholl

Mr. Scholl was born in 1971 and holds a master's degree in business administration. He has more than 10 years of consulting experience. Since his career start in 1998 at the *Pleyma GmbH*, he has remained loyal to the company. He now holds the position of managing partner.

The expert is a lecturer of procurement and supply chain management, regarding enterprises workshops. Mr. Scholl has also written numerous articles and studies on these two topics.

He has gained extensive experience in the transport, engineering, agricultural machinery and automotive industry and focuses on the following key issues: Development and implementation of process conceptions (SCM), potential analyses (regarding purchasing, relocation options etc.), outsourcing of welded assemblies and development of manufacturing conceptions (including scheduling expenses of manufacturing processes and tooling).



Peter Stark

Mr. Stark was born in 1967 and earned a CEMS master's degree from the Business School in Copenhagen, after having graduated from the Vienna University of Economics and Business.

He started his career in the field of controlling in an international paper company and gained also experience in analyzing and creating business plans for a venture capital company in the United States. After that, he worked in the finance, controlling and marketing department of an Austrian company, analyzing and preparing its market entry in the Czech Republic.

10 years ago, he started working as a senior partner for *WINTERHELLER* software, a company which specializes in supporting managers. There Mr. Stark has successfully implemented company controlling systems in small and medium-sized companies. He was promoted to a management position. Now in charge of establishing new branch offices, he is mainly occupied with planning, budgeting and ongoing reporting.

In addition, the expert lectures at universities in the German-speaking region and is a sought-after speaker at conferences. Mr. Stark is the author of the book "Das 1x1 des Budgetierens" ("The basics of budgeting"), which was published by *Wiley* at the beginning of 2006. In the same year, it was listed among the 10 most important business books by the *Financial Times Germany*.



Dr. Guido Wolf

Dr. Wolf was born in 1959 and holds a master's degree in communication science. He was a senior partner at a consulting company in 1990 and also worked as a marketing manager for a famous German company in the chemical industry. After he worked 8 years as a professional consultant, Dr. Wolf founded the *conex. Institute for Consulting, Training, Management Support* and has been the director ever since.

The expert is a certified member of DQS Germany, a well-known German association for certifying management systems. As a consultant and certified auditor for quality management, Dr. Wolf is in demand as a speaker at conferences and has written many articles on management systems, process management and management of internal communication.

In addition, he lectures at German and Dutch universities and has an international background. He is experienced in the design and implementation of companies' policies, objectives and strategies, as well as in the implementation of the balanced scorecard method.

Dr. Wolf has also focused on conceptual design and implementation of integrated management systems (related to quality-, environmental- and occupational health and safety management). Furthermore he is experienced in the design and implementation of process management systems and the implementation and improvement of audit systems. On top of that, he has also given communication trainings for quality and environmental management in various industries and service sectors.

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By quoting the name of the seminar, the participant may book a hotel room with a cooperating hotel at a special rate. Please contact the hotel directly for booking.

Renaissance Shanghai Hotel: No.2099 Yan An Xi Road, Changning District, 200336 Shanghai, China, phone +86 21 62750000.

Renaissance Beijing Hotel: No. 36 Xiaoyun Road, Chaoyang District, 100027 Beijing, China, phone +86 10 64689999.

German Expert Forum - Registration

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 Phone: + 49 (0) 2 11 / 82 89 42 – 0 • Fax: + 49 (0) 2 11 / 82 89 42 – 15 • Web: www.German-Expert-Forum.com

I want to register for the following seminars:

<i>Presenter</i>	<i>Title</i>	<i>Shanghai</i>	<i>Beijing</i>
Dr. Lin	Risk management in China business	<input type="checkbox"/> 08 Sept.	<input type="checkbox"/> 10 Sept.
	Best practice sharing in China business	<input type="checkbox"/> 09 Sept.	<input type="checkbox"/> 11 Sept.
Dr. Belcredi	International sales organization	<input type="checkbox"/> 15-16 Sept.	<input type="checkbox"/> 17-18 Sept.
Mr. Peter	How to identify, attract and recruit the best talent	<input type="checkbox"/> 13 Oct.	<input type="checkbox"/> 15 Oct.
	Development and implementation of an employer brand	<input type="checkbox"/> 14 Oct.	<input type="checkbox"/> 16 Oct.
Dr. Wolf	Concept development and implementation of certified management systems	<input type="checkbox"/> 20 Oct.	<input type="checkbox"/> 22 Oct.
	Implementing an audit system	<input type="checkbox"/> 21 Oct.	<input type="checkbox"/> 23 Oct.
Mr. Armbruster	Development of leadership skills	<input type="checkbox"/> 27 Oct.	<input type="checkbox"/> 29 Oct.
	Management skills for team work	<input type="checkbox"/> 28 Oct.	<input type="checkbox"/> 30 Oct.
Mr. Stark	Planning and budgeting	<input type="checkbox"/> 03 Nov.	<input type="checkbox"/> 05 Nov.
	New methods and trends in the field of budgeting – How to implement a standardized budgeting system	<input type="checkbox"/> 04 Nov.	<input type="checkbox"/> 06 Nov.
Mrs. Mehl-Lammens	Self-management for managers – Time and life: Success-oriented, personal work methods & strategies	<input type="checkbox"/> 10-11 Nov.	<input type="checkbox"/> 12-13 Nov.
Prof. Dr. Binner	Integriertes Organisations- und Prozessmanagement (German language!)	<input type="checkbox"/> 17-18 Nov.	<input type="checkbox"/> 19-20 Nov.
Mrs. Kasiske	Soft skills for top and middle management	<input type="checkbox"/> 24-25 Nov.	<input type="checkbox"/> 26-27 Nov.
Mr. Jablonski	Change management	<input type="checkbox"/> 01-02 Dec.	<input type="checkbox"/> 03-04 Dec.
Mr. Kroeger	7 Summits Strategy – Setting & achieving extraordinary goals	<input type="checkbox"/> 01 Dec.	<input type="checkbox"/> 03 Dec.
Mr. Scholl	Global sourcing – Strategies, organization, tools, risk management	<input type="checkbox"/> 08 Dec.	<input type="checkbox"/> 10 Dec.

Prices: 8,000 RMB for 1-day-seminars; 12,000 RMB for 2-day-seminars or 2 seminars which are combinable.

Location: All seminars take place in the Renaissance Hotel in Shanghai or Beijing.

Renaissance Shanghai Hotel: No.2099 Yan An Xi Road, Changning District, 200336 Shanghai, China

Renaissance Beijing Hotel: No. 36 Xiaoyun Road, Chaoyang District, 100027 Beijing, China

After your registration, you will receive our invoice and a confirmation with further details and a location plan.

My contact details:

Name: _____
 Position: _____
 Company: _____
 Address: _____
 Telephone: _____
 Fax.: _____
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Place

Date

Signature



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