

CHKD-Academy 2021-11

Successful set-up of organizations and sustainable leadership in Germany

25th of November 2021 (Thursday), 9:00 am- 12:00 pm | click [Registration](#)

Training venue: Online Webinar

Target group: Chinese members of company boards and other company executives

Language: English

Certificate: every participant will receive a course certificate issued by the Chinese Chamber of Commerce in Germany e.V. and the China Netzwerk Baden Württemberg e.V.

Course Content:

How does a German company manage and lead their employees successfully? What is a suitable organization of a company in Germany? What are suitable international cooperation set-ups for Chinese owned enterprises in Germany? How does the German management lead their people, what is the best way to motivate employees and to organise teams? What is the state of the art in Germany?

In order to be successful in the German market, Chinese companies in Germany need to pay special attention to their internal organization considering the needs and requirements of their employees. They are not only competing with German companies for the best employees, they also face the challenge to comply to the German rules, regulations, and laws as well as at the same time to cover requirements and targets from their Chinese headquarter. What are the implications on this are of conflict, what needs to be done?

This webinar shows how successful companies in Germany are organized and how international cooperation with the Chinese headquarters can be managed successfully. It will also discuss basic organizational requirements for the management to run a company in Germany. Moreover, approaches to retain employees and how to enable the management to lead the company in an efficient way will also be shown.

The seminar focusses on organisational aspects, internal and international processes as well as on the management of teams and individuals. Having the big picture in mind, the trainer will discuss with the participants their questions regarding organizational setups in Germany. With the results of the seminar they will be able to optimize their own organisations.

Trainer Profile:

Dr.-Ing. Elmar Stumpf worked for BSH Bosch and Siemens Home Appliances Group for which he was more than 6 years in China. During this term he was responsible for a regional product division successfully introducing new product categories into the Chinese market. Back in Germany he headed the worldwide company strategy, innovation, and M&A activities of nobilia, the European market leader for built-in kitchen. In those assignments he was not only responsible for operational divisions but also for marketing and sales activities. Dr. Stumpf is now the CEO of conneum, a strategic consulting company, and President of the China Network Baden-Württemberg. He received his Diploma Degree at the University of Hannover, a Master of Science at the University of Wisconsin-Madison, USA, and his doctorate degree at the University of Stuttgart.



Agenda

8:45– 9:00	Login
9:00 - 9:15	Introduction of participants and trainer
9:15 - 9:45	Organisation of companies in Germany – legal background, challenges, chances, and sustainability
9:45 - 10:15	Employee Management – Motivation and trust
10:15 - 10:30	Coffee Break
10:30 - 11:00	Leadership in Germany and cooperation with the international / Chinese headquarter – communication and expectations and examples
11:00 - 11:45	Scenario simulation training
11:45 – 12:00	Summary and Q&A

Registration Deadline: the 22nd of November 2021 (Monday). Max. 12 participants can attend the training. Due to the small number of free places, please register as soon as possible, if you are interested in the course. Please register [online](#) or contact Ms. Eva Fischkina (info@chk-de.org) with your personal information (name, company, position, E-Mail address and Bill address). We will confirm your registration after receiving your transfer.

Price¹: members² **295,-*** / non members **395,***
Package Price (5 Seminars) members: 1.195,-*
Package Price (5 Seminars) non members: 1.595,-*

1 Due to the strict number of participants in the course, the paid application fee is not refundable.

2 CHKD Members and CNBW Members

* All prices are exclusive of German statutory value-added tax // If the seminar is cancelled the course will be credited to you as a voucher, which can be used for any CHKD Academy seminar.

Registration

CHKD Academy

2021-11

Successful set-up of organizations and sustainable leadership in Germany

公司名称 Organisation	
称呼 Address	<input type="checkbox"/> 先生 Mr. <input type="checkbox"/> 女士 Mrs./Ms.
参加者姓名 Name, Surname	
职务 Position	
联系电话 Telephone	
联系邮箱 E-Mail	
账单地址 Billing Address	
<input type="checkbox"/>	Confirming to pay the fee for the training on the 25 th of November 2021

Please send us this application form till the **22nd of November 2021**.

联系人 Contact Person:

Ms. Eva Fischkina

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电话 Telephone:

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About CHKD Academy

In recent years, Chinese enterprises have begun to invest more in Germany. In 2016, China's investment in Germany accounted for 40 percent of the EU's investment flows. At the end of August 2017, China's accumulated investment in Germany reached 10.858 billion US Dollars and the number of Chinese enterprises in Germany has reached more than 2,000. The Chinese Chamber of Commerce in Germany has made its regular member survey „Survey on the Investment Climate and Demand of Chinese Enterprises in Germany”, which shows that one of the biggest challenges faced by Chinese enterprises in Germany is the right way of leading international teams and how to operate in Germany. Based on this important background, the Chinese Chamber of Commerce will continue to actively play a “bridge” role. The CHKD offers Chinese companies, with the support of German professional expert and external institutions, trainings for executives and employees. These training sessions are designed to help Chinese companies to reduce organizational difficulties and costs, to promote the companies, to actively take on social responsibilities, to sustainably develop and to jointly establish a good Chinese economic image in Germany.