






## - Day 1 -

- 13.00 Arrival and Check-In
- 14.15 Welcome & Introduction of Transcultural Leadership Summit:
- 14.40  Opening Speech  
Prof. Dr. Josef Wieland (Director Leadership Excellence Institute Zeppelin, Chair of Institutional Economics)  
**Transculturality and Leadership Excellence**
- 15.00 Break
- 15.10  Keynote  
Prof. Dr. Dr. Dr. h.c. Franz Josef Radermacher (Member of Club of Rome, President of Global Economic Network)  
**Global Governance for Sustainability - The Role of China**
- 15.55 Coffee and Networking
- 16.25  Keynote  
Prof. Dr. Rong Pei (Professor at School of Management and Economics at Beijing Institute of Technology)  
**Confucian Entrepreneurship: Leadership and the philosophy of "Zhong Yong"**
- 17.10 Break
- 17.20  Keynote  
Dr. Stefan Sommer (CEO, ZF Friedrichshafen AG)  
**Economic Perspective and Connection to South German Industry**
- 18.05 Shuttle
- 18.20 Champagne Reception  
**Award Ceremony for Winner of Transcultural Caravan, Global Essay Competition**
- 19.30  Dinner Speech  
Marcus A. Wassenberg (CFO, Rolls Royce Power Systems AG)  
**Integrity and Business Activity in Asia**
- 22.00 Band

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## - Day 2 -

9.00

Welcome

9.15



Keynote

Dr. Dahai Yu (Operating Partner, Advent International)

**Individual and Organizational Leadership between Europe and China**

10.00

Introductions

10.15

5 Tracks à 2 x 45 min Sessions

New Business Strategies	Policies in the 21st Century	The New Theory of Leadership	Benefits of Sustainability	The New Realities of Leadership
<b>Restructuring Business: Close Shop or Turn it Around?</b>  Dr. Bernd-Uwe Stucken	<b>Implications of Sustainable Development Goals and Paris Climate Agreement</b>  Adolf Kloke-Lesch	<b>Chinese Changing Leadership Styles</b>  Dr. Matthias Niedenführ	<b>Global Performance Indicators</b>  N.N.	<b>Common Challenges and shared Solutions</b>  Dr. Birgit Suberg
Transition 15 Min				
<b>Success in Global Markets through Chinese-German Cooperation</b>  Miriam Fritz	<b>Future of Globalization: Made in China 2025</b>  Georg Stieler	<b>CSR, Integrity &amp; Compliance Management in China</b> Prof. Dr. Josef Wieland Marcus A. Wassenberg	<b>Global Standards of good Corporate Behaviour</b>  N.N.	<b>Global Excellence or Lost in Translation?</b>  Matthias Zeuch

12.00

Lunch

13.00

Company Pitches | Looking for Best Practice

Eight organizations share their best and worst cases in eight minutes, to offer chances of collective learning

14.15

Barcamp

15.00

Coffee Cake and Culture

15.45



Keynote

Prof. Dr. Josef Wieland (Director Leadership Excellence Institute Zeppelin, Chair of Institutional Economics)

**Transcultural Management, Concepts and Practices**

16.45

Transcultural Leadership Summit Wrap Up and Closing Remarks

17.00

End of Conference

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## Track I - New Business Strategies

10.15 - 11.00

### Restructuring Business: Close Shop or turn it around?



Dr. Bernd-Uwe Stucken - Consultant,  
Pinsent Masons

Due to a soon outdated growth model and a massive debt load since the 2008 financial crisis only limited resources to stimulate the economy with further cash injections are left. Foreign invested enterprises in China (FIEs) are no exception to the risks of increasing costs, tight liquidity and fierce competition. Although a growing number of investors is considering to give up their operations, China still remains an attractive market for most. We will discuss proven approaches which have produced positive results in China.

11.15 - 12.00

### Success in Global Markets through Chinese-German Cooperation



Miriam Fritz - Senior-Consultant China,  
Berners Consulting

What does the Chinese "New Normal" mean for Chinese-German partnerships? In order to illustrate the practical specialties of Chinese-German JV- and M&A-cooperation; several case studies from recent years will be presented, taking both the German and the Chinese perspective. Cultural differences and similarities will be discussed, with an emphasis on family-enterprises and SMEs.

## Track II - Policies in the 21st Century

10.15 - 11.00

### Implications of Sustainable Development Goals and Paris Climate Agreement



Adolf Klope-Lesch - Executive Director,  
Sustainable Development Solutions  
Network Germany

In 2015 two interlinked trend-setting agreements have been reached in the global community. Both will shape the future political agendas and hence the international economic framework. In this session all participants will obtain extensive insights into the aims, probable implications and potential benefits of those new agendas. Thereby, the speaker will focus on his experiences during the present Chinese G20 Presidency, China's new role in this process and also look forward to the upcoming Germany G20 Presidency.

11.15 - 12.00

### Future of Globalization: Made in China 2025



Georg Stieler - Managing Director Stiel-  
er Enterprise Management Consulting  
(Shanghai) Co., Ltd.

Both the German as well as the Chinese government support future technologies with various initiatives. Using the examples of Industrial Automation/Industry 4.0 and New Energy Vehicles, this session will highlight the similarities, but also the differences in both countries. Whereas Chinese companies are on a shopping spree for technology in Europe, foreign companies rarely find a levelled playing field in China. The session will conclude with strategic recommendations for companies who want to succeed in this challenging environment.

## Track III - The New Theory of Leadership

10.15 - 11.00

### Chinese Changing Leadership Styles



Jun. Prof. Dr. Matthias Niedenführ - Vice  
Director China Centrum Tübingen

Deng Xiaoping's leadership style was characterized by the shift from the "personality cult" and diktats of a charismatic leader towards a technocratic approach emphasizing pragmatism and consensus. This new style has been an important factor in the staggering economic success of China. In the past few years, however, slower economic growth led to increasing distribution struggles. Hence the speaker will highlight how and with which implications the new president Xi Jinping centered on a different set of priorities.

11.15 - 12.00

### CSR, Integrity & Compliance Management in China



Prof. Dr. Wieland - Director, Leadership  
Excellence Institute Zeppelin, Chair of  
Institutional Economics



Marcus A. Wassenberg - CFO, Rolls  
Royce Power Systems AG

This session describes the building blocks of an effective compliance management system. In addition challenges and opportunities of its practical implementation are described and will be discussed. This session focuses said aspects with respect to experiences in doing business in China.

## Track IV - Benefits of Sustainability

10.15 - 11.00

### Global Performance Indicators



N.N.

European Investment corporations with a financial capacity over one trillion Euros already promote strongly the Sustainable and Responsible Investment (SRI). Investors perceive more and more the advantages of higher information density and lower reputation risks of sustainable and transparent companies. This and other causalities between sustainability and performance will be presented and discussed.

11.15 - 12.00

### Global Standards of good Corporate Behaviour



N.N.

UN Principles, Equator Principles, IFC - What do these frameworks mean, how can we fulfill them? The DEG is a German institution which provides financial support for companies which intend to extend their due diligence - by for instance implementing a sustainable supply chain.

## Track V - The New Realities of Leadership

10.15 - 11.00

### Common Challenges and shared Solutions



Dr. Birgit Suberg - Business Coach and Professor of Practice at IBSS at Xi'an Jiaotong Liverpool University

This session is dedicated to a „participant-observer“ view of management in China. It focuses on “learning by doing” experiences and practical sense-making occurred in nearly 15 years of business experience in China at the head of both, MNCs and Chinese private organizations.

11.15 - 12.00

### Global Excellence or Lost in Translation?



Matthias Zeuch - General Manager Human Resources Europe, Johnson Electric

As attractive global cooperation might be and as much potential it contains, as many challenges are linked with it. The Speaker will share his insights of 30 years leadership experiences in for more than 40 countries as well as his lessons learned. What exactly makes global cooperation successful and what makes it fail? How can leaders leverage diversity as a source of value creation?

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