



# GERMANY MARKET ACCESS STRATEGIES FOR CHINESE ENTERPRISES CONFERENCE 2015

13<sup>th</sup> August 2015, Shanghai | 14<sup>th</sup> August 2015, Hangzhou

Lead Sponsors & Strategic Partners

Key Topics to be addressed



GERMANY  
**TRADE & INVEST**  
德国联邦外贸与投资署

## Your Best Investment Opportunity in Germany in 2015

- Network with 120+ CEOs from leading Chinese and German companies for winning strategies & cooperation opportunities
- Obtain first hand information on latest legislations & policies regarding foreign investment/M&A in Germany
- Hear numerous case studies on how to tackle existing and new challenges for overseas investment and business success
- Find best solutions and partners to drive growth and maximise your return on investment in overseas market

- German Market Overview and Key Access Strategies for Chinese Enterprises
- Key Customs and Market Issues for Chinese Exporters
- Legal Challenges: Various German Law Aspects for Foreign Investors, Manufacturers and Traders
- Exploring Taxation Issues: Key Tax Regulations, Incentives and Effective Tax Planning Strategies
- Legal and Strategic Considerations for M&A in Germany
- How to Manage Cross-Border Transactions and Due Diligence
- Examining Key Regulatory, Investment & Operational Issues in Various Industries/Markets for Chinese Enterprises and Investors
- Examining Various Regions for Chinese Investment
- Experience Sharing for Chinese Business Establishment

# Be the First to Capture Brand New Investment and Growth Opportunities in Germany

Nearly half of all Chinese investors looking to invest in Europe chose to come to Germany. The combination of Europe's strongest economy and largest market, together with a reputation for high quality "Made in Germany" products, make Germany the ideal springboard for Chinese companies to establish their products and services in the highly profitable European market.

Several well known Chinese companies, such as Huawei, Sany and ZTE, have already gained a foothold in Germany, while an increasing number are discovering Germany's attractive investment environment.

This is your best opportunity of the year to meet key officials and industry leaders to obtain first hand regulatory updates, identify new investment opportunities, and learn successful strategies/solutions for FDI, business development and M&A in the German market. Do Not Miss It!!

## Why Sponsor & Participate in the Germany Market Access Strategies for Chinese Enterprises 2015 (GermanAccess2015)?

- Because **GermanAccess2015** is China's most informative event for updating latest policies, business environment & winning strategies for FDI in Germany
- Because 120+ CEOs and senior investment executives from leading Chinese enterprises will gather at **GermanAccess2015** to discuss pertinent issues, exchange new ideas, and explore opportunities for co-operations
- Because **GermanAccess2015** is your best opportunity and the most powerful marketing platform to target decision makers from leading Chinese companies who are actively seeking opportunities & expertise for investing in Germany

## Past Event Highlights



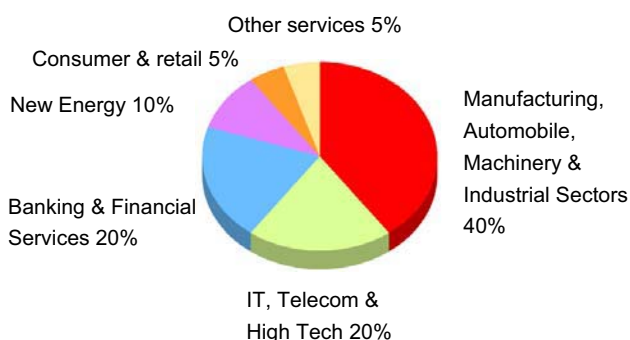
## Who You Will Meet

- CEO
- Managing Director
- President / Vice President
- General Manager / Assistant to General Manager
- Chief Financial Officer / Finance Director
- Business Development/Planning Director / Manager
- Strategic Investment Director / Manager
- Director of M&A and Strategic Development
- Tax / Legal Counsel

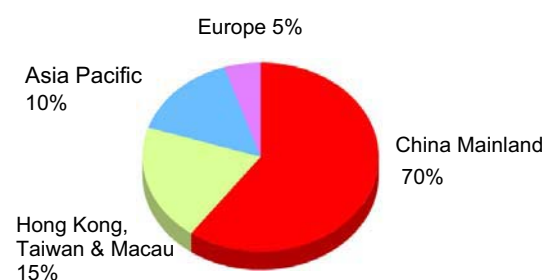
## From the following Industry Sectors

- Machinery & Equipment
- Mining & Resources
- Petrochemical & Chemical
- Pharmaceutical
- Medical Device
- FMCG & Retailing
- Automobile
- IT, High Tech & Telecom
- Logistics & Transportation
- International Trade
- Banking & Financial Services
- Consultancy & Law Firm

## Participant Industry Breakdown



## Participant Geographical Breakdown



13<sup>th</sup> August 2015 Shanghai | 14<sup>th</sup> August 2015 Hangzhou

08.30 Registration & Morning Tea

08.50 Opening Address from the Chairman

**OPENING REMARK**

09.00 The General Experiences of Chinese FDI's Investing in Europe

**KEYNOTE ADDRESS**

09.30 Germany as Your Business Investment Destination

10.00 Enter European Markets via Frankfurt/Rhein/Main Region

10.30 Morning Refreshment & Networking Break

10.45 Legal Challenges: Various German Law Aspects for Foreign Investors and Manufacturers

11.15 Investing in Saxony-Anhalt

11.45 Exploring Taxation Issues: Key Tax Regulations, Incentives and Effective Tax Planning Strategies

**CASE STUDY**

12.15 Addressing Major Difficulties and Capturing New Opportunities for Investing in Germany: Experience Sharing for Chinese Business Establishment and Expansion in Germany

12.45 Networking Luncheon

**FOCUS SESSION**

13.30 Examining Key Regulatory, Investment & Operational Issues in Different Industry Segments for Chinese Enterprises and Investors

- Automobile
- Machinery
- IT & Telecom
- Renewable Energy
- Other industries

14.00 German Real Estate Market: Exploring FDI Opportunities

14.30 Cross-Border M&A and Due Diligence in Germany

**FOCUS SESSION**

15.00 Examining Various Regions for Chinese Investment

- Hamburg Region
- Rhine-Ruhr Region
- Frankfurt/Rhine-Main Region
- Berlin Region
- Munich Region
- Other regions

15.30 Closing Remarks from the Chair and End of Conference

15.45 One-on-One Project Matching Session

### Four Key Reasons to Participate

- Strategic exposure and branding driven events with access to hundreds of qualified decision makers
- Effective platform to position products to key decision makers from a target audience in a short period of time
- Opportunity for face-to-face contact with key buyers at a competitive cost per contact and timely manner
- Ability to access numerous contacts in an environment conducive to conduct business

**Germany Market Access Strategies 2015** offers solution providers a variety of ways to meet their sales, marketing and business development objectives and to achieve their corporate targets.

By concentrating an exhibition, conference and product demonstrations in one place, buyers from the entire region will use this opportunity to improve their awareness of the latest products, services, techniques and trends in their specific sector.

**Germany Market Access Strategies 2015** will assist all attendees and top management from leading Chinese enterprises in meeting the current and future challenges in FDI, business development and M&A in the Germany market.

## Custom-tailored Marketing Solutions

Trade shows are out. Mass marketing is out. Traditional advertising is out. There's a huge shift toward targeted, segmented marketing and THAT is exactly what **Germany Market Access Strategies Conference 2015 (GermanAccess2015)** provides. If you want access to the top executives and strategic investors in China, invest in **GermanAccess2015**, we can create custom packages for budgets of any size. We promise to deliver results you can measure.

As a business to business professional, you recognize how challenging it is to navigate through to the actual decision-makers. Our delicately-designed events attract attendance by top level professionals across industries and functions.

**Germany Market Access Strategies Conference** prides itself on delivering content of the highest quality, focusing on business strategy, market share and brand performance.

### We guarantee:

- Custom designed packages to match your budget and marketing objectives
- Face-to-face interaction and networking with top decision makers in a low pressure environment
- Opportunities to demonstrate your expertise through non-commercial presentations
- Extensive brand exposure through promotion of your company within an extensive integrated marketing campaign
- Positioning above your competition
- Strategically designed exhibit areas for optimum traffic
- Access to post-conference feedback

**Our attendees seek your products and services. Together we can provide them with a one-stop-shop for all their marketing and business needs.**

### About GIC

**The Global Intelligence Communications (GIC) Group** is an international business information consultancy dedicated to the provision of global business intelligence and market information to assist in effective strategic decision-making.

GIC creates major sector focused events including world-beating business conferences, strategic summits, industry forums, government roundtables, professional trainings and in-company executive courses for learning and networking opportunities in developed and emerging markets, and across a variety of industries and professions.

The very nature of our business puts us at the forefront of strategic market and commercial change in the world. With nearly two decades' experience working with numerous Fortune 500/ Global 2000 companies, GIC is able to meet every strategic information requirement for a company through the delivery of thought provoking, unbiased and critical business intelligence and information relating to global markets



# GERMANY MARKET ACCESS STRATEGIES FOR CHINESE ENTERPRISES

## 2015 中国企业对德投资贸易战略峰会

REGISTRATION  
报名表格

ORGANISER: Global Intelligence Communications

Please return this form to **Sayid Shu**:  
Fax No: 0086 21 6056 5725  
Email address: sayids@gicsummits.com

**DATE:** August 13<sup>th</sup>, 2015 Shanghai  
2015年8月13日 上海 |  
August 14<sup>th</sup>, 2015 Hangzhou  
2015年8月14日 杭州

### REGISTRATION FORM – 登记合同

Name/姓名: \_\_\_\_\_ Position/职位: \_\_\_\_\_ Email/电子信箱: \_\_\_\_\_

Name/姓名: \_\_\_\_\_ Position/职位: \_\_\_\_\_ Email/电子信箱: \_\_\_\_\_

Name/姓名: \_\_\_\_\_ Position/职位: \_\_\_\_\_ Email/电子信箱: \_\_\_\_\_

Organisation/机构: \_\_\_\_\_ Address/地址: \_\_\_\_\_

Postcode/邮编: \_\_\_\_\_ Tel/电话: \_\_\_\_\_ Fax/传真: \_\_\_\_\_

#### Authorisation 授权

Name/姓名: \_\_\_\_\_ Position/职位: \_\_\_\_\_ Date/日期: \_\_\_\_\_

Signature/签名: \_\_\_\_\_ (This booking is invalid without a signature 本定单签名有效)

#### Registration & Level of Participation 参会确认及参会形式

- Sponsorship:** Participate as a sponsor to enjoy tailored marketing exposure & business development opportunities from the event.  
赞助: 作为铂金、黄金或展览赞助商参与本次峰会, 获得针对您目标市场的最大宣传、展览、演讲以及客户拓展机会
- Delegate:**  
US\$ 1,495/RMB 8,800/ Person for one full day conference/  
US\$ 2,095/RMB 12,800/ Person for two full day conference  
(Fee is inclusive of a set of conference documentation, refreshments, lunch & access to all event activities).  
参会: 参加全天会议每人 1,495 美元/人民币 8,800 元; 参加两地全天会议每人 2,095 美元/人民币 12,800 元 (包括资料、茶点、午餐及全部活动)
- Membership:** US\$3,595/RMB 22,000/Person for attending this event free of charge plus one year admission to all GIC investment events  
成为 VIP 会员: 每人每年 3,595 美元/人民币 22,000 元; 免费参加此次活动, 并可参加一年内所有 GIC 投资主题会议及活动
- Documentation:** If you are unable to attend the conference but wish to receive the conference documentation (US\$ 600/RMB 4,000/ Set including postage and packing)  
资料: 如无法参会但希望得到会议资料, 请填写销售合同, 在本方框上打钩并回传 (每套 600 美元/人民币 4,000 元, 包括邮费和包裹费)

#### Payment Method 付款方式

- I'm paying by T/T transfer/ bank transfer/ 我通过电汇 / 银行转账付款

Pay to: The Industry and Commercial Bank of Shanghai, China  
Beneficiary: Global Intelligence Communications China Co., Ltd  
Account No.: 1001235919016970816  
SWIFT Code: ICBKCNBJSHI

请在回传此报名表格后五个工作日内付款至:

帐户名称: 上海泽锡商务信息咨询有限公司  
开户行: 平安银行上海西南支行  
人民币帐号: 11014696030006  
开户行代码: 7290002047

#### Confirmation of Registration 确认方法

Confirmation Letter/ 确认函

All paid registration will be confirmed in writing upon clearance of payment. Please contact us if you did not receive our confirmation one week from your fax out.

如您发出登记合同一周后仍未收到相关确认函, 请致电我们

Formal invoice/ 正式发票

After receiving the payment, a formal receipt will be issued to the client. 在收到您的会费后, 将寄出正式发票。

#### Cancellations 取消

By returning this completed form, the client hereby agrees that GIC will not be able to mitigate its losses for any less than 50% of the total contract value. Cancellation must be received 4 weeks before the event. Delegate substitutions are welcome at any time.

此填好的登记表回传 GIC 公司后立即生效。会前 4 星期内任何取消客户承担总合同费用 50%。您可以在会前任何时候替换参会人员。

**Indemnity:** Should for any reason outside the control of GIC, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, GIC shall endeavour to reschedule, but the client hereby indemnifies and holds GIC harmless from and against any and all costs, damages and expenses, including attorneys' fees, which are incurred by the client.

- Please debit my credit card (non-domestic)/ 请借记信用卡 (非境内卡)\*

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Card Number/ 卡号:

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\* Additional information required to complete the payment via credit card 必须提供额外信息完成信用卡付款, 我们将与您联系。