

## Registration

Via email to [info@vmvalue.de](mailto:info@vmvalue.de) until  
5 December 2022

Further information:  
[www.vmvalue.de](http://www.vmvalue.de)

Registrations are taken in the order received.

If you have any questions, please call us on  
**+49 (0) 69 7593-8493** or by email at  
[info@vmvalue.de](mailto:info@vmvalue.de). VM Value Management  
GmbH, An der Welle 4 (Alte Oper), 60322  
Frankfurt, Germany

### Optional Registration:

[LinkedIn](#)



### Locations:

Germany: Schlosshotel (Castle) Kronberg,  
Hainstraße 25, 61476 Kronberg im Taunus (near  
Frankfurt),  
China: Sino-Swiss Business Park, Chongqing  
Online

## Participation

ONLINE lectures (11:30h. – 12.30h CET /  
18:30h-19:30h China)

Free, video link will be provided after  
registration

**PERSONAL** (limited number of participants)  
at Sofitel FRANKFURT / Sino-Swiss  
Business Park, Chongqing **including**  
**lectures, lunch or dinner, drinks (11h-14h**  
**CET, 18h-21h China):**

95 - Euro\*

\*) Please transfer the participation fee in advance to:  
VM Value Management GmbH  
An der Welle 4, 60322 Frankfurt am Main  
BLZ 500 700 24, Deutsche Bank Konto Nr. 0176 545 01  
IBAN DE41500700240017654501 ·  
BIC/SWIFT-Code DEUTDE33HAN ·  
Keyword 33. VM Forum

## VM VALUE MANAGEMENT GMBH [www.vmvalue.de](http://www.vmvalue.de)

VM is an **international management consultancy** headquartered in Frankfurt specializing in Steel / Metals, Chemicals/Oil & Gas, Energy, Engineering, Automotive, Private Equity / Financial / Industrial Services, Retail, and Sports.

Established in 2004, **VM expands clients' corporate value** through tailored research and methodology, delivering **C-level services** to clients including thyssenkrupp, SGB-SMIT, POSCO, Lanxess, Emerson, Triton, BC Partners, JP Morgan / OEP, and Lindsay Goldberg.

VM has specialised **commercial, operational and financial expertise** in M&As and post-merger integration; global corporate integration; market, customer, supplier and competitor studies; sustainable sales strategies; fixed cost reductions; productivity and process optimization; company valuation and due diligence; and financial reporting.

## EU Chamber of Commerce in China [www.eurochamber.com.cn](http://www.eurochamber.com.cn)

The European Union Chamber of Commerce in China (**EUCCC**) was founded in 2000 as a common voice for EU and European business in China. It is a members-driven, non-profit, fee-based organisation.

**Advocacy:** **EUCCC** pushes for increased market opening and regulatory reform in China.

**Business Intelligence:** **EUCCC** provides analysis of policy and macroeconomic developments and monitors China's compliance with WTO and other international commitments.

**Community:** With seven chapters and nine offices throughout China, **EUCCC** connects members across China.

# 33rd Value Management Forum "European Business in China" A China to Europe Executive Lunch / Dinner Hybrid Event

Wednesday 7 December, 2022  
11.00 in Germany & 18:00 in China  
Schlosshotel Kronberg (near Frankfurt)  
(Germany) SinoSwiss TechnoPark,  
Chongqing (China) and Online



VM  
VALUE MANAGEMENT



European Chamber  
中国欧盟商会

## Topic

### 33. Value Management Forum

#### "European Business in China"

**Global supply chains** are significantly changing with a huge impact on European-Asian business opportunities. The backbone of this is the trade between **China and Germany**. The starting mega trend of de-globalization brings risks and opportunities in niche markets.

1. What **opportunities** have arisen from new infrastructure such as the rail cargo route from Duisburg (Germany) to China?

2. How can German companies benefit from improved **infrastructure, human capital and innovation competence** in fast growing inland cities like Chongqing and Chengdu?

3. What **innovative partnerships** have emerged in modern value chains?

We look forwards to discussing these and other elements with you and our **expert panel**, and generating an **exciting exchange of ideas**.

#### Networking facilitation

We hope that this event can connect people. If you would like to contact participants from China or Germany, please contact us afterwards and we will be happy to forward your information to them: [info@vmvalue.de](mailto:info@vmvalue.de)

## Programme

11:00/18:00	<b>Participants' reception and introductions</b> hors d'oeuvres (Germany) China dinner begins
11:30/18:30	<b>"Welcome / Opening statements"</b> <b>Prof. Dr. Jochen Vogel</b> CEO   VM Value Management GmbH <b>Ms. Sally Huang</b> General Manager   European Chamber SW China
11:50/18:50	<b>"European Business in China – Highlights of the Position Paper of the EUCC in China"</b> <b>Mr. Joerg Wuttke</b> President   EUCC in China Chief Representative   BASF China
12:10/19:10	<b>"Steel trends in Europe and China"</b> <b>Dr. Edwin Basson (tbc)</b> CEO / Director general   World Steel Association
12:30/19:30	Open questions and discussion Germany <b>lunch</b> begins

#### Host & Speakers



**Prof. Dr. Jochen Vogel**  
Founder / CEO of **VM Value Management GmbH, VM Forum, international value enhancement consulting**, professor at **FOM University**, performance management, strategy, M&A for industrial companies & private equity. Previously he was Managing Director at Proudfoot, Roland Berger, Lehman Brothers and ThyssenKrupp. he is chairman/ member of advisory boards.



**Dr. Edwin Basson (tbc)**  
**CEO / Director general of World Steel Association**  
After earning his doctorate in economics and several years in the banking industry, Dr. Basson entered the steel industry in 1994 as Chief Economist & Manager at Iscor Ltd in South Africa and Europe (now ArcelorMittal). He has been Director General of the World Steel Association since 2011.



**Joerg Wuttke,**  
**President EUCC in China and Chief Representative of BASF China**  
Joerg Wuttke has been Chief Representative of BASF China in since 1997, and resident in China for almost four decades. In 2019, he was elected for a third term as the President of the European Union Chamber of Commerce in China. Since 2019, Wuttke has been Vice Chairman of the CPCIF International Cooperation Committee, a group representing multinationals in China's Chemical Association. From 2011 to 2019, he served as Chairman of the Business and Industry Advisory Committee to the OECD's China Task Force. Wuttke was also a founding member of the German Chamber of Commerce in China.



**Sally Huang**  
**General Manager Executive Board member European Chamber in China (Southwest)**  
Sally Huang is responsible for managing the activities of **EUCC** in southwest China. Previously she was a regional manager at Procter & Gamble and educated at the Southwest University of Finance and Economy Master Degree, specialising in Public Management.