

INNOVATION THINK & DO TANK

Made in Germany at China Speed

The business landscape between China and Germany is entering uncharted territory. China's rapid innovation and strategic economic manoeuvres present challenges and opportunities for German companies. While some debate the impact of EU duties on Chinese electric vehicles, others are concerned about competition from China's low-cost mobility and green tech sectors.

We invite you to an exclusive evening of discussion among senior business leaders to explore critical issues shaping the future of German-Sino business relations. Our agenda includes:

- 1) Strategic Growth in Asia and the Chinese Market:** how can German companies expand in China by localising operations, R&D, and decision-making while diversifying supply chains and investments across Asia?
- 2) Leveraging Chinese Innovation in Germany:** how can German companies integrate China's rapid innovation practices into their operations without compromising quality?
- 3) Navigating Cross-Cultural Partnerships and Perceptions:** how can businesses address local apprehensions toward China and build effective collaborations for mutual growth?

Join us for an interactive soirée to network with peers, exchange approaches, and engage in conversations. Finger food and drinks will be provided.

WHO Corporate Leaders, SMEs, Entrepreneurs, Investors

WHERE Excubate Munich Office

WHEN Tuesday, 19 November, 2024 (17:00 – 19:30)

COMMENTATORS



Erik Walenza
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SPEAKER

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