



Webinar: Success Factors in Germany Mobility & Logistics (3 Sessions)

赴德投资的成功要素 聚焦移动出行和物流运输行业（系列研讨会）

Session 1: 24th August · 14.00-15.00 CST

研讨会（第一期）：8月24日，14.00-15.00（北京时间）

Till now, 5780 Chinese enterprises have already found their way into the heartland of Europe: Germany. The mobility and logistics market of Germany is one of the most important markets in the world and is already deeply connected with China.

If your company is planning to invest in Europe and wish to obtain an overview of the process: this webinar series will lay out your potential roadmap to Germany and its most important milestones. Co-hosts Germany Trade & Invest (GTAI), PwC and Drees & Sommer invited more than 10 internationally experienced experts who will provide a one-stop overview of all the major success factors.

目前有5780家中国企业已经进军欧洲中心地带：德国。德国的移动出行和物流运输市场无疑是全球最重要的市场之一，且与中国紧密相连。如果贵司正在计划进入欧洲市场并期望对投资过程有一个全面的了解，那么这个研讨会系列将为贵司阐述如何规划进军德国市场的计划，以及投资过程中关键的环节。本次研讨会系列由德国联邦外贸与投资署（Germany Trade & Invest），普华永道（PwC）以及迪索（Drees & Sommer）共同举办，并邀请了十多位拥有丰富国际项目经验的专家来为企业提供一个一站式的介绍，分享在欧洲和德国成功投资的关键要素。

Session 1: 24th August 2022

Session 2: 14th September 2022

Session 3: 26th October 2022

Language:

English

Registration:

Please scan the QR code to register for the Webinar.

请扫描二维码报名研讨会



Any questions?

Please contact:

xinyun.xu@gtai.com

如有问题，请邮件联络

Session 1: General Framework & Support Policies (24. August)

研讨会（第一期）：投资框架和支持政策（8月24日）

The first session will show the general framework for investing in Germany, incl. legal set-up, outline government support policies and provide insights and examples for market entry strategies.

第一期研讨会将会设计投资德国的总体框架，包括法律框架的搭建、政府支持政策的概述、以及有关市场准入战略的案例和洞察分享

Topic

主题

Speaker

演讲者

Welcome
欢迎致辞

Dennis Schulz
Drees & Sommer China, General Manager
迪索工程中国，总经理

Market Entry Strategies for Germany/Europe
欧洲和德国的市场准入战略

Jan Jovy
PwC China, Director, Inbound / Outbound Service
普华永道中国，全球跨境服务总监

Legal Framework for Investing
in Germany
投资德国的法律框架

Thomas Weidlich
Luther Rechtsanwaltsgesellschaft mbH
(Luther Law Firm), LL.M. (Hull),
Rechtsanwalt, Partner
陆德律师事务所，律师，合伙人

Doing Business in Germany-Incentives
在德国开展商务活动-激励政策介绍

Michael Schnabel
Germany Trade & Invest (GTAI), Senior Manager
Dipl.Kfm.(MBA)
德国联邦外贸与投资署，高级经理

Q&A Session
问答环节

Webinar: Success Factors in Germany Mobility & Logistics (3 Sessions)

赴德投资的成功要素

聚焦移动出行和物流运输行业（系列研讨会）

Session 2: 14th September · 14.00-15.00 CST

研讨会（第二期）：9月14日，14.00-15.00（北京时间）

Till now, 5780 Chinese enterprises have already found their way into the heartland of Europe: Germany. The mobility and logistics market of Germany is one of the most important markets in the world and is already deeply connected with China.

If your company is planning to invest in Europe and wish to obtain an overview of the process: this webinar series will lay out your potential roadmap to Germany and its most important milestones. Co-hosts Germany Trade & Invest (GTAI), PwC and Drees & Sommer invited more than 10 internationally experienced experts who will provide a one-stop overview of all the major success factors.

目前有5780家中国企业已经进军欧洲中心地带：德国。德国的移动出行和物流运输市场无疑是全球最重要的市场之一，且与中国紧密相连。如果贵司正在计划进入欧洲市场并期望对投资过程有一个全面的了解，那么这个研讨会系列将为贵司阐述如何规划进军德国市场的计划，以及投资过程中关键的环节。本次研讨会系列由德国联邦外贸与投资署（Germany Trade & Invest），普华永道（PwC）以及迪索（Drees & Sommer）共同举办，并邀请了十多位拥有丰富国际项目经验的专家来为企业提供一个一站式的介绍，分享在欧洲和德国成功投资的关键要素。

Session 1: 24th August 2022

Session 2: 14th September 2022

Session 3: 26th October 2022

Language:

English

Registration:

Please scan the QR code to register for the Webinar.

请扫描二维码报名研讨会



Any questions?

Please contact:

xinyun.xu@gtai.com

如有问题，请邮件联络

Session 2: Location & Technical Set-up (14. September)

研讨会（第二期）：投资选址和技术搭建（9月14日）

The second session will show how to choose the best location in Germany, the different industrial clusters and what to consider for the technical set-up of the companies.

第二期研讨会将会探讨如何在德国选择最优的场址，德国不同的产业集群以及在公司的技术搭建方面需要考虑的因素

Topic 主题

Speaker 演讲者

Welcome
欢迎致辞

Jan Jovy
PwC China, Director, Inbound/Outbound Service
普华永道中国，全球跨境服务总监

Industrial Clusters in Germany
德国的产业集群

Dennis Wilkens
Germany Trade & Invest, China Director Beijing
德国联邦外贸与投资署，北京代表处驻华代表

Building Sustainable Production Facilities
in Germany
在德国建设可持续的生产设施

Miao-Weichtmann Di
Drees & Sommer Germany, Head of China Desk,
Senior Manager
迪索工程德国，中国业务部主管，高级经理

Navigating through Germany's Regulatory
Jungle: Success Factors for the Construction
of Production Facilities
穿越德国的监管丛林：生产设施建设的成功
因素

Annemarie Geitner
TÜV SÜD, Director Strategic Sales
南德意志集团，战略销售总监

Q&A Session
问答环节



Webinar: Success Factors in Germany Mobility & Logistics (3 Sessions)

赴德投资的成功要素

聚焦移动出行和物流运输行业（系列研讨会）

Session 3: 26th October · 14.00-15.00 CST

研讨会（第三期）：10月26日，14.00-15.00（北京时间）

Till now, 5780 Chinese enterprises have already found their way into the heartland of Europe: Germany. The mobility and logistics market of Germany is one of the most important markets in the world and is already deeply connected with China.

If your company is planning to invest in Europe and wish to obtain an overview of the process: this webinar series will lay out your potential roadmap to Germany and its most important milestones. Co-hosts Germany Trade & Invest (GTAI), PwC and Drees & Sommer invited more than 10 internationally experienced experts who will provide a one-stop overview of all the major success factors.

目前有5780家中国企业已经进军欧洲中心地带：德国。德国的移动出行和物流运输市场无疑是全球最重要的市场之一，且与中国紧密相连。如果贵司正在计划进入欧洲市场并期望对投资过程有一个全面的了解，那么这个研讨会系列将为贵司阐述如何规划进军德国市场的计划，以及投资过程中关键的环节。本次研讨会系列由德国联邦外贸与投资署（Germany Trade & Invest），普华永道（PwC）以及迪索（Drees & Sommer）共同举办，并邀请了十多位拥有丰富国际项目经验的专家来为企业提供一个一站式的介绍，分享在欧洲和德国成功投资的关键要素。

Session 1: 24th August 2022

Session 2: 14th September 2022

Session 3: 26th October 2022

Language:

English

Registration:

Please scan the QR code to register for the Webinar.

请扫描二维码报名研讨会



Any questions?

Please contact:

xinyun.xu@gtai.com

如有问题，请邮件联络

Session 3: Go-live & Build Your Business (26. October)

研讨会（第三期）：启动投资和业务开展（10月26日）

The third session will focus on aspects regarding brand building, communication and PR in Germany, as well as topics to consider with regard financial & tax requirements

第三期研讨会将会聚焦企业在德国的品牌建设、文化沟通和公共关系。同时，也会在实操层面介绍融资和税务要求等相关话题。

Topic 主题

Speaker 演讲者

Welcome
欢迎致辞

Robert Herzner
Germany Trade & Invest, China Director Shanghai
德国联邦外贸与投资署，上海代表处驻华代表

Development & Rollout of Brand Experience
Touch Points
品牌体验触点的开发与推广

Stefan Kuemmel
Drees & Sommer Germany, Head of PMO,
Senior Manager
迪索工程德国，项目管理办公室主管，高级经理

How to Successfully Master Media Relations
and Communications in Germany
如何在德国成功掌握媒体关系和传播

Dr. Stefan Justl
Storymaker Germany, Senior Consultant,
Business Development East Asia
Storymaker德国，高级顾问，东亚业务拓展

Tax Considerations for Chinese Outbound
Investment into Germany
中国对外投资德国的税收考虑

Jenny Chong
PwC China, Partner, Asia Pacific International
Tax Services Leader
普华永道中国，亚太区国际税务主管合伙人

Q&A Session
问答环节