

**First European „China Day“
19 and 20 November 2014 in Duesseldorf / Germany**

Day 1: China Update 2015

From 8:30 Registration with Coffee and Tea

9:00-10:00 New Developments, Opportunities and Risks for European Companies in China

- Important new laws/regulations and their impacts on European companies in China
- Shanghai Free Trade Pilot Zone and the opening up of service industries; Free Trade Agreements with Taiwan, Southeast Asia countries, Switzerland and their impacts
- Business risks of recent developments (labour costs; fighting against corruption and waste; restrictions on pollution and energy intensive industries; declining real estate prices; pressure to reduce over-capacity; fast increasing bad debts, bankruptcies and fraud cases from customers and employees; demonstration in HK; political conflicts with neighbouring countries etc).

10:00-10:30 Current Growth and Branch/Industry Perspectives in China

- Short, middle and long term growth perspectives of China
- Industrial outlook for selected traditional and new industries
- Major concerns of European companies in doing business in China and their development

10:30-10:45 Coffee Break

10:45-11:15 Current HR and Labour Issues for Chinese and Expatriates

- Recent developments of the “war for talents” in China
- Labour costs: Average salaries and minimum wage regulations in different cities; Salary range of common positions for expatriates and Chinese in China
- Optimization of expatriates packages and contracts for China to reduce tax and/or to prevent paying social insurance in China

11:15-11:45 Recent Developments in the protection of IP rights in China

- Current statistics and experience with Trade Marks, Invention Patents, Utility Model Patents (Gebrauchsmuster), Design Patents (Geschmacksmuster) and Copyrights in China
- Latest developments and court decisions
- How to protect your IP rights in China: Effective measures; Experience with Infringement Proceedings in China: Success Rates of European Companies against Chinese

11:45-12:30 M&A in China

- When does it make sense to purchase minority or majority shares in Chinese companies?
- Current Best-Practice in M&A: From the search of targets, signing of MoU, Due Diligence, Contract and Price Negotiation until Signing and Closing – Do’s and Don’ts
- Experience Report: 2 Years after a > 100 Mio US\$ acquisition in China

12:30-13:30 Lunch

13:30-17:00 Structuring of Tax and Financing of Investment in China

(Dr. Michael Bormann, Tax advisor and Founding partner, bdp Bormann Demant & Partner)

- Summary of taxation and investment regulations in China
- Recent changes in tax laws and company laws in China and their implications
- The new Double Tax Treaty between China and Germany (DBA: Doppelbesteuerungsabkommen)

15:00-15:15 Coffee Break

- Financing possibilities in China and Europe/Germany for your Chinese investment (company bond/Mittelstandanleihen, shareholder’s loans, bank loans in China and leasing)
- Tax optimization for the European/German mother company and the Chinese subsidiaries (Withholding tax, Transfer Pricing, Customs, Import VAT and VAT refund)
- Tax perspective for sending expatriates to China
- Q&A und Discussion

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Day 2: Managing Chinese Subsidiaries Professionally

From 8:30 Registration with Coffee and Tea

9:00-10:00 Select the Correct Legal Form and Entity in China

- Why and when do you need your own legal entity in China (legal reason, tax reason...)?
- Representative Office vs Service Company vs Trading Company; Trading vs Production Company; WFOE vs Joint-Venture; Ltd vs Co. Ltd
- Founding and changing procedures, official and unofficial limitations, experience values

10:00-11:00 Optimal Structure for Organizations, Import/Export and Sales in China

- Do you need a Holding and where? Advantages and Disadvantages
- Import/Export procedures as well as customs/VAT-free import and re-export: Do I need a warehouse in a Free Trade Zone?
- How to optimize your sales structure and locations in China?

11:00-11:15 Coffee Break

11:15-12:00 HR Management and Chinese Labour Law

- How to hire, motivate and retain the best talents in China?
- Chinese Labour Law: Summary and surprises
- Labour contracts for China: Do's and Don'ts with Chinese and Expatriates

12:00-13:00 Efficient Management Structure for China

- Do I need to adapt my management structure and personnel policy for China?
- Expatriates or Locals? Matrix organization? How to develop Chinese high potentials into middle management?
- Example of a employee handbook

13:00-14:00 Lunch

14:00-15:00 Legal (Compliance) Requirements for China Business

- Legal requirements for imports, trading, production and typical pitfalls, do's and don'ts
- Risks and liabilities in China for Legal Representative and Board Members and how to limit them
- Practical example: Code of Conduct for China

15:00-15:15 Coffee Break

15:15-16:00 Accounting/Reporting, Internal Audit and Fraud Prevention in China

- Chinese Accounting and Taxation Laws and Practices: An overview
- Typical fraud cases by employees and customers in China and how to prevent them
- Example of monthly reporting to European HQ and Internal Audit

16:00-16:45 Overcome the Cultural Difference to Achieve Excellence in Your China Organization

- Chinese vs Europeans: The most important cultural difference that matters in business
- Most common misunderstandings and how to prevent them
- Daily management in Chinese cultural context – how to communicate with, convince, criticize, motivate, retain or fire Chinese employees

16:45-17:00 Q&A und Discussion

You can request individual appointments with our China and Tax experts before, during and after the seminars. Please use the enclosed Fax Answer Sheet for scheduling an appointment with us.

Seminar Registration “First European China Day 2014”

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Event: First European China Day 2014
Date: 19 and 20 November 2014
Venue: Nikko Hotel, Immermannstraße 41, 40210 Duesseldorf, Germany
Target Audience: The seminar is designed for leaders and high-level decision makers in companies with subsidiary in China, or for those who aspire to open one up.

The number of participants is limited due to the premises. A reservation at your earliest convenience is advised.

- I would like to register for the „China Day 2014“, Day 1 on 19 Nov 2014 with ____ person(s).
- I would like to register for the „China Day 2014“, Day 2 on 20 Nov 2014 with ____ person(s).
- I would like to request an appointment with APMC after the event.
- I would like to request an appointment with Dr. Bormann regarding tax issues after the event.

The participation fee is Euro 490,- (plus VAT) per day per person, including lunch, soft drinks and seminar documents. After seminar registration, you will receive an invoice as confirmation for your attendance. The seminar fee is payable in full upon receipt of invoice.

Please inform us, if you won't be able to attend the seminar despite your registration. A cancellation is free of charge until 17 November 2014; afterwards the full fee will be payable.

Name: _____ Position: _____	Name: _____ Position: _____	Name: _____ Position: _____
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Company: _____

Street: _____

City, Zip, Country: _____

Telephone: _____

Fax: _____

E-Mail: _____

Date: _____ **Signature:** _____

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Unfortunately, I will not be able to participate at the “European China Day 2014”. Nevertheless, I am interested in the services of APMC:

- Our country focus:**
- | | |
|-----------------------------|--------------------------------------|
| <input type="radio"/> China | <input type="radio"/> India |
| <input type="radio"/> Japan | <input type="radio"/> Southeast Asia |
| <input type="radio"/> Korea | <input type="radio"/> _____ |

- Please send me further information about your services.
- I would like to arrange a first informational interview free of charge. Please make contact with us.