

CeBIT 2014

Seminar "IT Security in China"

Stand D 50, Hall 6: International Business Area

12th March 2014 | Beginn 10h



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Data security has become a critical issue for international companies in China. According to the Germany Chinese Business Association's (DCW) survey 2013, data security risks in the country have a significant impact on two out of three German companies with business in China.

Comprehensive IT security measures need to be implemented in order to safeguard data and protect intellectual property. There is also a strong need to complement technological precautions with effective internal behaviour rules, IT policies and training for employees. Dr. LIN Kuang-Hua will discuss which dangers companies have to consider in China and how they can defend against them. Dr. LIN will provide in-depth analysis along with a set of best-practice examples.

Program (tentative)

**10:00 Moderation & Introduction:
Chances and Challenges for German Companies in China**

Rainer Gehnen

General Manager, German-Chinese Business Association (DCW)

11:00 "IT Security and Protection of Confidential Information and IP Rights at Foreign SME Companies in China – Common Problems and Solutions"

Dr. Kuang-Hua LIN

President & CEO, Asia-Pacific Management Consulting

12:00 Open Diskussion

Dr. Kuang-Hua Lin is President & CEO of Asia-Pacific Management Consulting (APMC)

He was born in 1963 and has received a Bachelor Degree in Electrical Engineering before he came to Germany. In Freiburg, Germany, he studied Business Administration and Economics and received his Master degree (Diplom) with the highest grades and honours in the examination, and was rewarded the "Friedrich-von-Hayek" Prize by Deutsche Bank. After completing his PhD degree in Economics (Dr. rer. pol.), he joined The Boston Consulting Group (BCG) in Düsseldorf, Germany as Top Management Consultant and was responsible for many strategic and implementation projects for renowned European companies in Europe and in Asia. In January 1997, he resigned from BCG and founded the company Asia-Pacific Management Consulting GmbH (APMC) which develops and implements business strategies for German and European enterprises in Asia. Until 2013, he and his teams have supported more than 400 European companies in their business activities and expansions in Asia and in China with great success. Dr. Lin is a well-known expert for Asia / China and highly in demand by the industry (as project manager, moderator and chief negotiator for M&A and JV with Asians; as intercultural HR Consultant in search and selecting the managers for Asia; and as Board Member to monitor their investment in Asia). He is a reputed speaker at conferences and seminars, e.g. at Management Circles seminars in Germany. He is also the author of many publications in professional journals and other media.



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