

ALUMINIUM 2014: China Aluminium Forum 2014

Hall 13: ALUMINIUM International Forum
Messe Düsseldorf

7 October 2014



China has established itself as the undisputed centre of the global aluminium industry. The country now produces more aluminium than Europe and America combined. Until 2025, the country's share of global production is expected to increase from 40 to 52 percent. On the other hand, aluminium consumption per capita still lags far behind the levels that are seen in many industrialised economies and signals potential for further growth.

China's demand for aluminium is based on growth in a range of sectors. Real estate accounts for about a third of it, driven by the continued demand for new housing. The country's urbanisation trend guarantees further growth over the next few decades. China's shift towards a more consumption-driven economy acts as another growth driver for the aluminium industry by increasing the demand for goods like passenger cars and aluminium packaging.

As of 2014, energy efficiency is at the forefront of China's political agenda. This new focus has important implications for the country's aluminium industry: On the production side, China's trend towards sustainability presents new opportunities for technological upgrading. On the consumption side, the material is valued as a key resource for the production of lightweight and energy-efficient products.

Whether in industrial equipment, car manufacturing, clean energies, grid technologies or the development of new materials: As world-class innovation leaders and examples for quality and efficiency, German companies play a critical role in the development of the Chinese aluminium industry. The **China Aluminium Forum 2014** at ALUMINIUM 2014 is the ideal platform for the exchange of experiences and insights about Chinese-German cooperation in the aluminium industry.

Program

10:30 Moderation & Introduction

Dr. Clemens Schütte

Director International Business, Messe Düsseldorf
Chairman of DCW Region North Rhine-Westphalia, German-Chinese Business Association

10:40 Welcome Speech

Harald Lux

Chairman of the Board, German-Chinese Business Association

Weidong WANG (tbc)

Commercial Counselor, Consulate General of The People's Republic of China in Frankfurt a. M.

11:00 Introduction to China's Economy with Focus on European Investment in China Aluminium Market

Dr. Clemens Schütte

Director International Business, Messe Düsseldorf
Chairman of DCW Region North Rhine-Westphalia, German-Chinese Business Association

Supported by

- 11:20 Antaike's Perspective on the Chinese Aluminium Industry**
Ms. Zhu YAN
Manager Aluminum Team, Beijing Antaike Development Information Co., Ltd.
- 11:40 Managing Fraud Risks in China Business**
Dr. Kuang-Hua LIN
President & CEO, Asia-Pacific Management Consulting (APMC)
- 12:00 COFFEE BREAK**
- 12:10 Protecting and Enforcing Intellectual Property (IP) in China Aluminium Industry**
Mathias Karlhuber
Patent Attorney, COHAUSZ & FLORACK
- 12:30 Chances and Challenges for Aluminium Enterprises in e-Commerce Trade**
Hongxia WANG
Director of Marketing Department, China Aluminium Network | 中国铝业网
- 12:50 COFFEE BREAK**
- 13:00 Creative B2B Marketing in the industrial goods sector in China**
Kristin Werner
Consultant, globeone
- 13:20 PANEL DISCUSSION:**
Outlook and Chances for Aluminium Business in China
Moderation: Dr. Clemens Schütte
- Panelists:**
Dr. Kuang-Hua LIN
Mathias Karlhuber
Hongxia WANG
Kristin Werner
Zhu YAN
- 14:20 GET TOGETHER**
with Networking & Snack

Participation is free of charge for visitors of ALUMINIUM 2014. Registration is recommended.
Please register via email: registration@dcw-gmbh.de

China Aluminium Forum 2014 is organised by D C W GmbH for Reed Exhibitions Deutschland GmbH and supported by the German-Chinese Business Association (DCW).

ALUMINIUM is the world's leading trade show and B2B-platform for the aluminium industry and its important application area. Here meet the Who-is-who of the industry. It brings together producers, manufacturers, processors and suppliers and also end-consumer along the whole supply chain.

More Information at
www.dcw-ev.de
www.aluminium-messe.com

Speakers' Profiles



Dr. Clemens Schütte

*Director International Business, Messe Düsseldorf
Chairman of DCW Region North Rhine-Westphalia*

Dr. Schütte manages the international group companies and subsidiaries of Messe Düsseldorf GmbH. Furthermore, he is Board Member of the German-Chinese joint-venture SNIIEC, the Shanghai New International Expo Centre, which is the leading exhibition center in Asia. He became Chairman of DCW Region North-Rhine-Westphalia in 2010.



Harald Lux

Chairman of the Board, German-Chinese Business Association (DCW)

With 38 years of tenure at the OBI group, he has maintained a strong association with China. He became Chief Executive Officer in 2000. From 2003 to 2007 he headed the executive board of the Emil Lux company. Since leaving the OBI group, Mr. Lux has taken on a number of board appointments. He is also involved with the European arm of the American Management Association, facilitating workshops on leadership and strategy development and implementation. For GIZ he was involved in China's retail sector planning. Since 2013, Mr. Lux is chairman of the executive board of the German-Chinese Business Association (DCW). In this function, Mr. Lux implements his long standing experience of working with and in China.



Dr. Kuang-Hua Lin

President & CEO, 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. He is also the author of many publications in professional journals and other media.



Mathias Karlhuber

Patent Attorney, COHAUSZ & FLORACK

Mathias Karlhuber joined COHAUSZ & FLORACK in 2001. He became a partner in 2005. He is mainly involved in obtaining and defending technical intellectual property rights in the area of railway technology, especially in running gear engineering, crash safety technology and aerodynamics. He also specializes in semiconductor lithography systems, micro mechanics, medical technology, printing technology, data security technology as well as general mechanical engineering.



Wang Hongxia

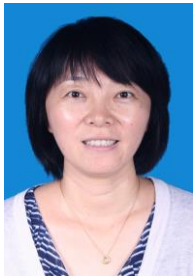
Chief Marketing Officer (CMO) of China Aluminum Network

She was born in 1975 and joined China Aluminum Network since 2004. During this period, she has been always looking for market opportunities, determined and implemented marketing strategies. With rich background knowledge of aluminium industry and sophisticated marketing experiences, Mrs. Wang Hongxia together with China Aluminum Network helped aluminium industry companies and manufacturers received great success. As a member of Shanghai Aluminum Trade Association, she has her own unique views on the development of e-Commerce in world aluminum industry, and the chances and challenges for aluminum enterprises in e-Commerce industry.



Kristin Werner
Consultant at globeone's Cologne office

With Kristin Werner's experience in strategic corporate and market communications as well as her storytelling skills she especially supports B2B clients to unfold the full power of targeted brand positioning. Further areas of expertise are the internationalization of corporate communications as well as international project management. Kristin Werner has worked on global and local mandates, creating meaningful impact for clients from a variety of sectors, including the chemical, automotive, tourism and retail industry. With her passion for emerging markets such as China, she has become an expert in supporting global brands going east. Kristin Werner is a Consultant at globeone Cologne. globeone is a management consultancy specialized in strategic marketing, brand management, and communications. From its offices in Germany, South America and across Asia, globeone works passionately on positioning brands in Germany and the world's growth markets. Kristin Werner holds a Master degree of North American Studies acquired in Cologne and Barcelona and a Bachelor degree in Linguistics and Cultural Studies. She is fluent in English and German as well as possessing advanced Spanish skills.



Zhu Yan
Manager Aluminium Team, Beijing Antaike Development Information Co., Ltd.

Ms. Zhu Yan, graduated from Tianjin Industry University in 1994, is now manager of aluminum department and senior analyst of Beijing Antaike Information Development Co., Ltd. and is also early-warning expert of Ministry of Commerce of People's Republic of China. She has engaged in analysis and research on domestic and overseas aluminum industry and market.

She has published more than 30 articles about alumina and aluminum market on domestic professional and academic journals and has involved in lots of large consulting projects commissioned by state ministries and enterprises including domestic and overseas market researches, enterprises planning and strategic researches on bauxite, alumina and aluminum industry.