

BUSINESS BREAKFAST DOING BUSINESS IN CHINA: CHANCES AND CHALLENGES

4th April 2019

(The event will be held in both English and German)

For decades, the Chinese economy has been the growth engine of the global economy. Despite seeing this growth slowing down somewhat, we are witnessing a change that China, and Chinese consumers in particular, are moving away from 'quantity' towards 'quality'.

In our business breakfast, we will share how this opens up new opportunities for Austrian companies namely what is the potential and where are the pitfalls when doing business with China.

DATE & TIME: Thursday, 04.04.2019, 8:30 – 11:30 AM

LOCATION: Hilton Vienna Hotel, Am Stadtpark 1, 1030 Vienna

PROGRAM:

8.30 AM Registration and Breakfast

9.00 AM Welcome and Presentations:

Dr Bo Ji: E-Commerce in China: Landscape, Ecosystem & Strategies (English)

Till Oberhammer, MBA: Pros and cons of doing business in local currency (German)

Dr Kornfeld: Success factors for Chinese M&A transactions (German)

10:15 AM Q&A

10:30 AM Breakfast and Networking

11.30 AM End of event

REGISTRATION: Please register [online](#) until **28th March 2019!**



Dr Bo Ji

CHINA START



Founder of China Start, TEDx speaker, Chinapreneur

Bo is the Assistant Dean & Chief Representative for Europe at CKGSB, a top business school with more than 10,000 chairman/CEO level alumni in China. Bo had an over-20-year successful corporate career in Global Business Development, Innovation, Strategy, Supply Chain Management, M&A, etc. He served as the senior executive at the headquarters of many fortune 500 companies such as Monsanto, Cargill, Pfizer, Wrigley and Mars. After a long corporate life, Bo became a serial entrepreneur and investor. Bo founded the "China Start" to bring global startups and scaleups to China. He created a paradigm shift for global startups to expand to China instead of Silicon Valley.



Till Oberhammer, MBA



Head of Business Development, Western Union Business Solutions

Till has been working for Western Union Business Solutions for seven years as Head of Business Development & Sales in Austria and South Germany. He graduated in International Banking and Finance and holds an Executive MBA from INSEAD, where he focused on business development in China, MBOs and Corporate Strategy. His expertise enables him to successfully support SME and Corporate clients with their international business needs.



Dr Gerhard Kornfeld



Founder, Kornfeld Industriebeteiligung und Beratung

Gerhard is active in M&A, turnaround management and Corporate Finance with a strong focus on the Chinese market. Gerhard has 20 years of experience as international CFO and CEO in several industries.

In cooperation with:



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