

Seminar "Environment Engineering and renewable energies in China"

Welcome!

Thank you for your interest in our seminar!

Central contents of the seminar:

- Relations, China's joining of the WTO, the new 5-year 2008 Olympics plan
- Environmental protection and environment engineering in China
- Export of environmental engineering and transfer of technology to China
- Basics of company formation in China
- Intercultural basics for doing business with the Chinese

Questions dealt with:

- What effect did China's WTO entry of have on the energy industry and environmental protection?
- What is the present market situation for regenerative energies in China?
- Does it make sense to expand as an energy enterprise into China?
- What advantages does the new 5-year plan bring for Western energy enterprises?
- How should advertising for projects in China be carried out?
- What are the needs for new energies like biomass, solar energy and waterpower in China now, and is a market entry of German enterprises worthwhile?
- What has to be taken into account by exporting German energy engineering and environmental engineering to China?
- What are the basics of Chinese contract law?
- Which customs regulations have to be considered?
- How can the intellectual property of Western companies be legally protected in China?
- How can German energy enterprises set up a company in China, and which legal prerequisites need to be considered?
- Which intercultural topics have to be considered for doing business in China and during negotiations with the Chinese?

Participants:

- Managing directors and managers from the environment or renewable energy industries (solar energy, wind energy, biomass etc..)
- Traders of this industry
- Employees of these companies which have business contact with Chinese in Western countries

Methods:

Lectures, group discussions, practice examples, case studies

Language:

Both the seminar and the documents are in German; but they can also be provided in English

Seminar duration:

2 days from 9.00 - 15.00.

The seminar location:

The seminar can take place both within the company and as an open seminar.

Your advantages:

After the seminar you know:

- 1) which role environmental protection plays in China today
- 2) the current state of environmental engineering in China
- 3) the current level in single-energy industries like solar energy, water power, biomass, wastewater treatment, etc.
- 4) which need for techniques consists of foreign renewable energies in China
- 5) whether it makes sense for your company to enter the Chinese market
- 6) how you can legally protect your engineering skills in China
- 7) which advantages the new 5-year plan brings your enterprise
- 8) how to set up a company in China in the area of environment engineering/renewable energies
- 9) much more!

After the seminar you can:

- 1) found a company in China
- 2) know the risks of market entry in China in the area of environmental engineering and renewable energies
- 3) Save money in market research
- 4) know exactly the demand for your products in China
- 5) take into account the legal conditions for your line of business
- 6) negotiate with the Chinese and correctly take customs into account
- 7) make more profits than your competitors in China due to your increased knowledge
- 8) adjust your products to the demand in China and increase profits through this
- 9) much more!

You/your employees are looked after by experts in the seminar:

- 1) Support by a German-Chinese coaching team (2 coaches)
- 2) Coaches have undergone university education in the following subjects:
 - a.) International Management with focus in China
 - b.) Management Consulting
 - c.) Finance

- d.) Human Resource Management
- e.) German Law
- f.) Chinese Law
- g.) Tax Law

Both coaches have years of experience in the China business - as a management consultant as well as a lawyer and Chinese-tax consultant.

The seminar coaches:

René C. Steininger studied Business Management specializing in International and Intercultural Management related to China, Management Consulting and Finance, including Insurance Management and has further qualifications, such as Human Resource Management. Mr. Steininger is Managing Director of China Expert Consulting.

He speaks English, Chinese and some Cantonese besides his mother tongue of German and he grew up together with Chinese people in Germany.

Mr. Steininger has spent several years in China and was Managing Director of a management consulting firm in Hong Kong. He worked in the financial services sector for more than 10 years prior to that. Extensive research stays and discussions with famous Chinese people like:

- Dr. Stan Shih, founder and Chief Executive Officer of the computer company Acer Inc. in Taiwan, China.
- Prof. Dr. Teh Cheng Kong, head of the family and direct descendant of Confucius in the 77th generation, consultant for the constituent meeting of China, Senior Adviser to the President and former President of the Examination Yuan of China.
- with representatives of the central government of the People's Republic of China.
- as well as members of the family of the former Chinese Emperor Pu Yi.

Jia LI, Chinese lawyer, Managing Director of China Expert Consulting, Germany, studied Chinese and German Law at elite universities in China and Heidelberg/Germany. He is a Bachelor of Law and a Master of Law (LL.B and LL.M) und undertook additional university studies in German tax law. He has worked as a lawyer in China and as Management Consultant for a large German consulting company previously and is also a doctoral candidate of law.

Mr Li speaks fluently Chinese, English and German. He has a comprehensive knowledge of the Chinese culture, management consulting in China and in Chinese law and tax law.