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**AUSTRIA CONNECT CHINA 2020**  
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**NAVIGATING CHINA'S NEW BUSINESS REALITY**  
6 November 2020 | Shanghai & Digital

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Dear **AUSTRIA CONNECT**ors,



Christina Schösser

Challenging times call for a rethink of tried and tested business practices. This is also the case for our events tailored to the needs and requirement of the Austrian business community. Therefore, we are happy to welcome you to the 2020 edition of our annual flagship conference AUSTRIA CONNECT China that comes in a 100% new format. It combines online with offline elements and offers experts' presentations as well as networking opportunities.



Franz Rössler

In 2019, China was Austria's fourth most important trading partner worldwide after Germany, Italy and the US. Whereas Austrian exports to China increased by 10% to EUR 4.4 bn and imports from China rose by 7.8% to EUR 9.8 bn last year, the COVID-19 crisis inevitably left its marks in the beginning of 2020. In the first six months, Austrian exports to the Chinese market plunged by as much as -15.8% and imports showed decelerated growth of +1.85%.

China currently sets ambitious goals for the next five years and shows steady economic recovery with growing foreign trade and a GDP increase of +0.7% over the first three quarters. At the same time, geopolitical tensions cause global uncertainties, a second wave of the corona pandemic hits many parts of the world and travel restrictions accelerate companies' digitalization. However challenging these developments may be, we trust that Austrian companies will stay ahead of the curve – and are pleased to offer a platform to discuss possible paths to successfully navigate China's and the world's new business reality.

In the course of AUSTRIA CONNECT China 2020, we seek to explore how current global developments will shape business in the years to come and what opportunities they create for Austrian companies doing business in China and Asia. To get the most out of it, we encourage you to actively share your market experience in the online and offline discussions. We hope that the blended AUSTRIA CONNECT China 2020 event will give you ideas and inspiration to cope with the challenges China's and the world's economy has in store for you!



Christina Schösser  
ADVANTAGE AUSTRIA Shanghai



Franz Rössler  
ADVANTAGE AUSTRIA Hong Kong



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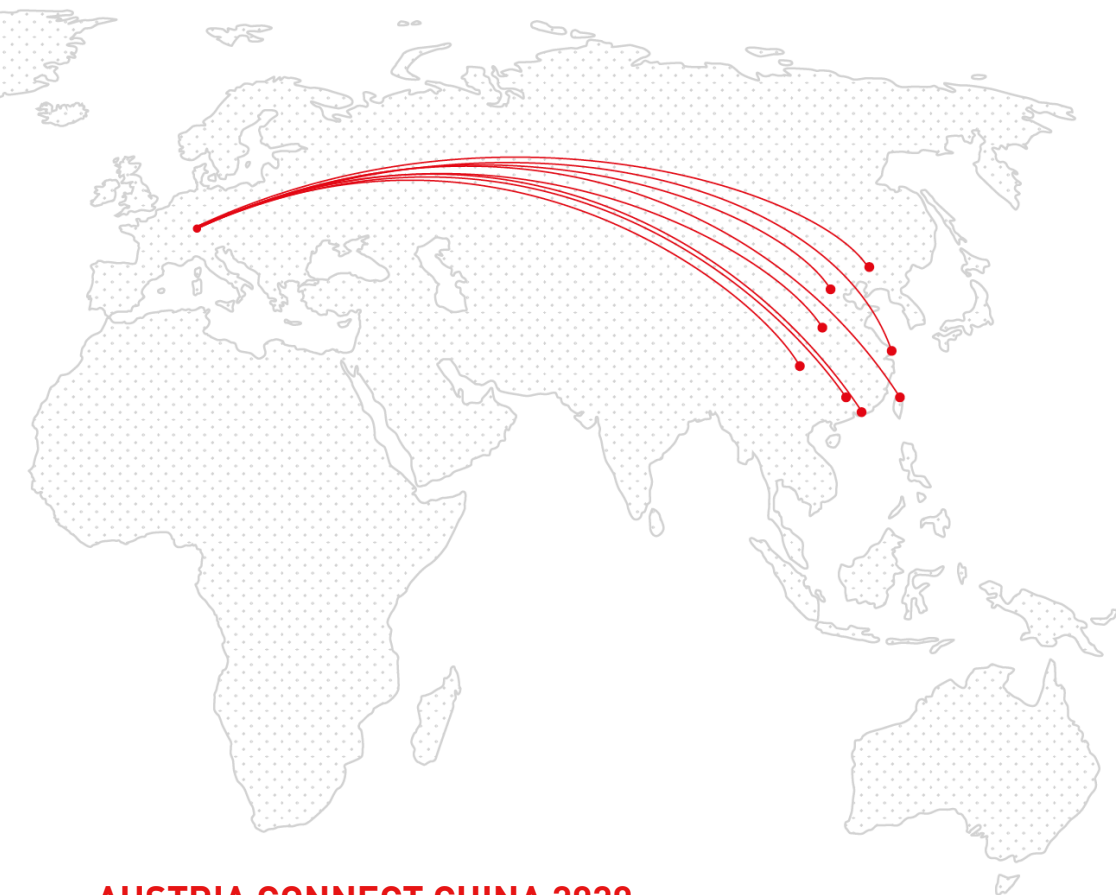


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# AUSTRIA CONNECT CHINA 2020

## ONLINE & OFFLINE PROGRAM



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## PROGRAM ONLINE

6 NOVEMBER 2020	AUSTRIA CONNECT VIRTUAL CONFERENCE AND B2B-MEETINGS
from 09.00 CST	<b>LOGIN FOR B2B-MEETINGS AND ONLINE SESSIONS</b> Venue: <a href="https://austria-connect-china-2020-shanghai.b2match.io/">https://austria-connect-china-2020-shanghai.b2match.io/</a> Please join the event platform via Google Chrome or Mozilla Firefox.
09.00 – 20.00 CST <i>(until 13.00 MEZ)</i>	<b>INDIVIDUAL ONLINE B2B MEETINGS</b> Virtual B2B-Meetings pre-arranged by participants on event platform
15.15 – 15.30 CST <i>(08.15 – 08.30 MEZ)</i>	<b>OPENING REMARKS</b> Welcome remarks by official representatives of China and Austria. <ul style="list-style-type: none"> <li>• <b>Christina Schösser</b>, Head, ADVANTAGE AUSTRIA Shanghai</li> <li>• <b>Amelie Gross</b>, Vice-President of the Austrian Federal Economic Chamber (WKO)</li> <li>• <b>Margarete Schramböck</b>, Austrian Federal Minister for Digital and Economic Affairs</li> <li>• <b>H.E. Xiaosi Li</b>, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China</li> <li>• <b>Minhao Zhou</b>, Chairman, China Council for the Promotion of International Trade CCPIT Shanghai Sub-Council</li> </ul> Format: Webinar
15.30 – 16.15 CST <i>(08.30 – 09.15 MEZ)</i>	<b>SESSION 1 – CHINA &amp; EU: THE WAY AHEAD</b> Geopolitics and China-EU relations shaping business in China. <ul style="list-style-type: none"> <li>• <b>Michael Berger</b>, Head, ADVANTAGE AUSTRIA Beijing</li> <li>• <b>H.E. Friedrich Stift</b>, Austrian Ambassador to the People's Republic of China and Mongolia</li> <li>• <b>Jörg Wuttke</b>, President, European Chamber in China</li> </ul> Format: Webinar with online Q&A session
16.15 – 16.30 CST	<b>BREAK</b>
16.30 – 17.15 CST <i>(09.30 – 10.15 MEZ)</i>	<b>SESSION 2 – CHINA'S DIGITAL TRANSFORMATION</b> Companies and their customers, employees and partners in an accelerated digital boom. <ul style="list-style-type: none"> <li>• <b>Franz Rössler</b>, Head, ADVANTAGE AUSTRIA Hong Kong</li> <li>• <b>Marcos Chow</b>, Partner, IT Advisory KPMG, Hong Kong</li> <li>• <b>Angelica Leung</b>, Head of Consumer Products, InvestHK</li> <li>• <b>Tobias Grabler</b>, Chief Operating Officer, Topo Solutions</li> </ul> Format: Online Discussion



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## PROGRAM ONLINE & OFFLINE

6 NOVEMBER 2020	AUSTRIA CONNECT OFFLINE PANEL WITH ONLINE STREAMING
until 17.30 CST	<p><b>BREAK AND OFFLINE REGISTRATION IN SHANGHAI</b></p> <p>17.00 – 17.30 CST: Registration of offline participants. 17.15 – 17.30 CST: Break for online viewers.</p> <p><u>Venues:</u></p> <p>Online at <a href="https://austria-connect-china-2020-shanghai.b2match.io/">https://austria-connect-china-2020-shanghai.b2match.io/</a> Please join the event platform via Google Chrome or Mozilla Firefox.</p> <p>Offline at Andaz Xintiandi, 88 Songshan Road, Shanghai 200021 Chinese address: 嵩山路 88 号, 上海, 中国, 200021</p>
17.30 – 18.20 CST (10.30 – 11.20 MEZ)	<p><b>SESSION 3 - NAVIGATING COVID TIMES IN CHINA</b></p> <p>Austrian perspectives on current and upcoming challenges of doing business in China.</p> <p><u>Setting the Scene</u></p> <p><b>Michael Otter</b>, Chief Executive Officer ADVANTAGE AUSTRIA</p> <p><u>Panel discussion</u></p> <ul style="list-style-type: none"> <li>• <b>Chen Jiang Phua</b>, CEO, Business Unit Mobile Devices &amp; Substrates, AT&amp;S (China)</li> <li>• <b>Weirong Xiao</b>, Managing Director, B&amp;R Industrial Automation (China)</li> <li>• <b>Benjamin Schatzl</b>, Regional Seafreight Director Asia, Gebrüder Weiss (China)</li> <li>• <b>Kerstin Nemeth</b>, CFO, PAIG Co. Ltd. Porsche Automotive Investment</li> <li>• moderated by <b>Christina Schösser</b>, Head, ADVANTAGE AUSTRIA Shanghai</li> </ul> <p>Format: Live panel discussion and Q&amp;R session in Shanghai, with online streaming on event platform</p>
18.20 – 18.30 CST (11.20 – 11.30 MEZ)	<p><b>CLOSING REMARKS</b></p> <p>Summary of AUSTRIA CONNECT China 2020 and outlook by <b>Christina Schösser</b>, Head, ADVANTAGE AUSTRIA Shanghai</p> <p>Format: Live with online streaming on event platform</p>
18.30 CST	<b>END OF DIGITAL EVENT</b>

## PROGRAM OFFLINE

6 NOVEMBER 2020	AUSTRIA CONNECT DINNER RECEPTION IN SHANGHAI
18.30 – 19.00 CST	<b>BREAK/REGISTRATION FOR DINNER RECEPTION SHANGHAI</b> Venue: Andaz Xintiandi, 88 Songshan Road, Shanghai 200021 Chinese address: 嵩山路 88 号, 上海, 中国, 200021
19.00 – 22.00 CST	<b>NETWORKING DINNER RECEPTION SHANGHAI</b> Opening remarks by Christina Schösser, Head of ADVANTAGE AUSTRIA Shanghai. Networking reception for the Sino-Austrian business community.
22.00 CST	<b>END OF AUSTRIA CONNECT 2020</b>

We wish you an interesting blended conference AUSTRIA CONNECT China 2020 and look forward to receiving your feedback on the new format!

### ORGANIZERS' CONTACT

Program:

**ADVANTAGE AUSTRIA Shanghai**

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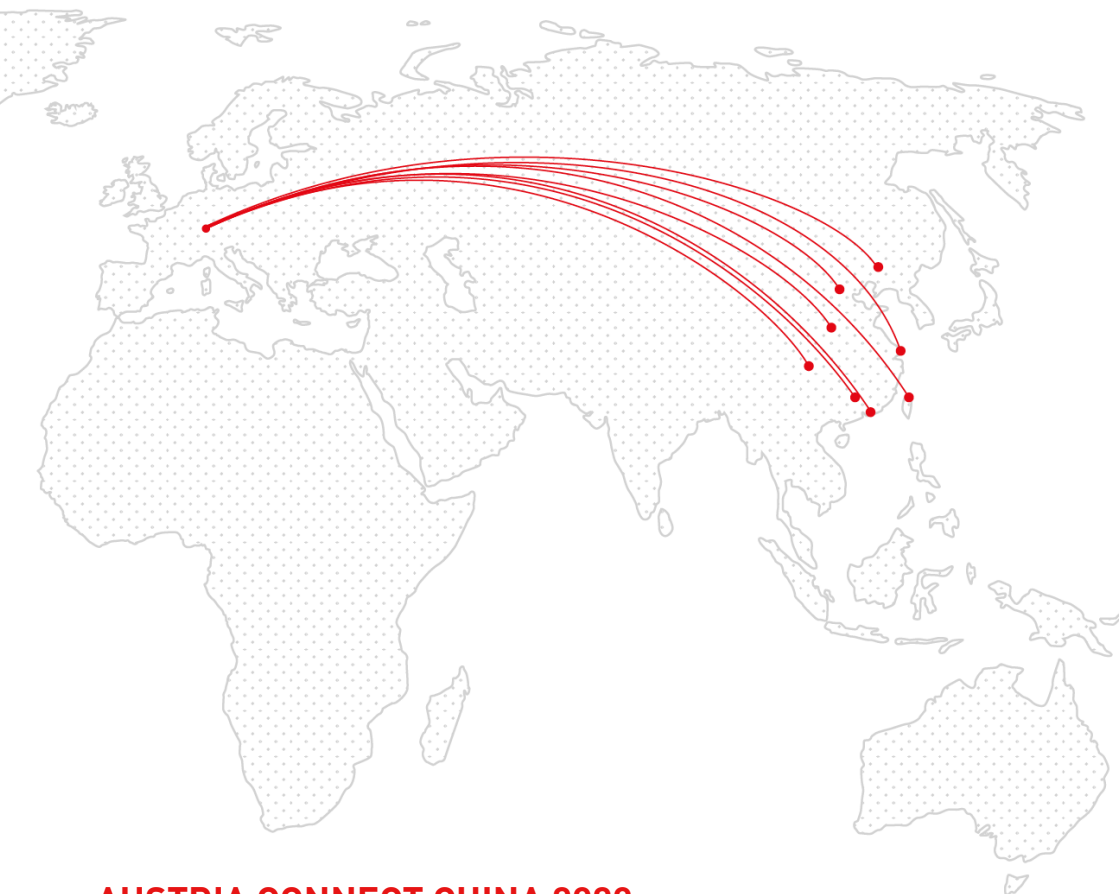
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## AUSTRIA CONNECT CHINA 2020

### SPEAKERS IN ORDER OF APPEARANCE

## OPENING REMARKS BY OFFICIAL REPRESENTATIVES

November 6, 2020 | 15.15 – 15.30 CST | ONLINE

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**Ms. Amelie Gross**

Vice-President of the Austrian Federal Economic Chamber (WKÖ)

[www.wko.at](http://www.wko.at)

Amelie Gross is Vice-President of the Austrian Federal Economic Chamber and CEO/partner of the longstanding family enterprise “Inkasso Merkur GmbH” in Salzburg, Austria. Vice-President Gross, a legal expert by training, was President of the Junior Chamber in 2017/2018 and has previously gathered international experience in the United States of America (at the Austrian Consulate-General Los Angeles and ADVANTAGE AUSTRIA Washington). Amelie Gross is Vice-President of the Austrian Federal Economic Chamber since 25 June 2020.

The Austrian Economic Chambers (WKÖ) represent more than 540,000 member companies. As the voice of Austrian business, we are committed to forward-looking policies which benefit the economy e.g. tax relief, cutting red tape, subsidies. The Economic Chambers are modern service providers and offer fast expert advice on topics from labour laws to customs information. Through our educational facilities – WIFI, universities of applied sciences – we contribute to improving the competitive ability of domestic companies.

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 **Federal Ministry**  
**Republic of Austria**  
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**Ms. Margarete Schramböck**  
 Austrian Federal Minister for Digital and Economic Affairs  
[www.bmdw.gv.at](http://www.bmdw.gv.at)

Margarete Schramböck was born 1970 in Tyrol, Austria. She studied Business Administration at the University of Economics and Business in Vienna (WU), where she obtained her Doctorate in Social and Economic Sciences in 1997. Before Ms Schramböck started her career in 2002 as CEO of NextiraOne, an IT communications company based in Paris, she was occupying a management position at Alcatel. From December 2008 to December 2011 she became Managing Director of NextiraOne Germany. In 2014 Ms Schramböck began working as CEO of Dimension Data Austria, which is a globally leading provider of network and communications technologies and IT services, in particular in the fields of network and computer centres, cloud services, IT security, voice and

video communications as well as application integration. Between 2016 and 2017 she was CEO of A1 Telekom Austria. On 18 December 2017 Margarete Schramböck was appointed Federal Minister of Science, Research and Economy and from 8 January 2018 to 3 June 2019 she was Federal Minister for Digital and Economic Affairs. Ms Schramböck remains deeply attached to her Alma Mater and is a member of the WU's Center of Excellence. In 2017 she was elected both Tyrolean of the Year and University of Economics and Business in Vienna WU Manager of 2017. Magarete was a Member of the National Council from 23 October 2019 to 7 January 2020. Margarete Schramböck was appointed as Federal Minister for Digital and Economic Affairs on 7 January 2020.

**H.E. Mr. Xiaosi Li**  
 Ambassador Extraordinary and Plenipotentiary  
 of the People's Republic of China  
[www.chinaembassy.at](http://www.chinaembassy.at)



Mr. LI Xiaosi, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to the Republic of Austria since 2016, has been working as a diplomat since 1985. Prior to his post in Austria, he was Counselor of the Chinese Embassy in Germany, Consul General

in Zurich and the Principality of Liechtenstein, Deputy Director-General of the European Department of the Ministry of Foreign Affairs, and Minister of the Chinese Embassy in Germany.

**Mr. Minhao Zhou**

Chairman, China Council for the Promotion of International Trade  
CCPIT Shanghai Sub-Council

[www.cpitsh.org](http://www.cpitsh.org)



Currently Chairman of China Council for the Promotion of International Trade Shanghai Sub-council (CCPIT Shanghai), Mr. Zhou Minhao used to work as District Governor of Putuo, Shanghai, Director-General of Shanghai Chemical Industry Park and Deputy Director-General of Shanghai

Municipal Commission of Economy and Informatization. The China Council for the Promotion of International Trade (CCPIT) was founded in 1952 and is a national foreign trade and investment promotion agency.

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## **SESSION 1 CHINA & EU: THE WAY AHEAD**

November 6, 2020 | 15.30 – 16.15 CST | ONLINE

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**Mr. Michael Berger** (Moderator)

Head of ADVANTAGE AUSTRIA Beijing

[www.advantageaustria.org](http://www.advantageaustria.org)



Dr. Berger is the Commercial Counsellor and Head of ADVANTAGE AUSTRIA Beijing. Previously, he served as Commercial Counsellor in Casablanca, Regional Director for Western Europe at the Austrian Federal Economic Chamber in Vienna, Seconded National Expert in the Policy Section at the

European Commission's Directorate of Trade Defence, Commercial Consul in Strasbourg and CERN Liason Officer at the Austrian Federal Economic Chamber Vienna. Earlier, he was Deputy Head of ADVANTAGE AUSTRIA Zurich, Beijing and Sydney.

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**H.E. Mr. Friedrich Stift**

Austrian Ambassador to the People's Republic of China and Mongolia

[www.bmeia.gv.at/peking](http://www.bmeia.gv.at/peking)

After finishing his studies in Vienna, Bologna and Washington, Dr. Friedrich Stift joined the Austrian Federal Ministry of Foreign Affairs in 1989. Early international assignments included postings at the Austrian Embassy in Washington (1992-1995) and Riyadh (1995-1999). From 2002-2004 he was Deputy Chief of Mission at the Austrian Embassy in Beijing. Afterwards he

served as Ambassador to Saudi Arabia (2004-2008) and to Iran (2013-2017). In between, he headed the Foreign Ministry's Near & Middle East Department and eventually became Deputy Political Director of the Foreign Ministry. Since 2017, Dr. Stift has been serving as Austria's Ambassador to the People's Republic of China and to Mongolia.



European Chamber  
中国欧盟商会



**Mr. Jörg Wuttke**

President of the European Chamber of Commerce China

<https://europeanchamber.com.cn>

Jörg Wuttke is Vice President and Chief Representative of BASF China, based in Beijing. Previous to joining BASF, Mr. Wuttke worked with ABB for 11 years. From 2001 to 2004, Mr. Wuttke was the Chairman of the German Chamber of Commerce in China. He is the President of the European Union Chamber of

Commerce in China. Since its establishment in 2013, Mr. Wuttke is member of the Advisory Board of the Mercator Institute for China Studies (MERICS), in Berlin. He has lived and worked in the People's Republic for more than thirty years.

## SESSION 2 CHINA'S DIGITAL TRANSFORMATION

November 6, 2020 | 16.30 – 17.15 CST | ONLINE

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**Mr. Franz Rössler** (Moderator)  
Head of ADVANTAGE AUSTRIA Hong Kong  
[www.advantageaustria.org](http://www.advantageaustria.org)

Franz Rössler graduated from the Karl-Franzens- University in Graz in 1993 with a Diploma in Business Administration, which also included studies at the Carlson School of Management/University of Minnesota. He joined ADVANTAGE AUSTRIA at the Austrian Federal Economic Chamber in the same year and served from 1995 to 2001 as Deputy Trade Commissioner in Warsaw, Beijing and Washington DC. After two years as Regional

Director South-Eastern Europe of ADVANTAGE AUSTRIA in Vienna, Mr. Rössler was appointed Austrian Trade Commissioner in Chicago and returned to Vienna in 2014, where he acted as Director Corporate Communications. Since August 2016, Mr. Rössler holds the position of Austrian Trade Commissioner in Hong Kong with a responsibility for Hong Kong, Macau & the Philippines.



**Mr. Marcos Chow**  
Partner, IT Advisory KPMG, Hong Kong  
<https://home.kpmg/cn/en>

Marcos is the Head of Technology Enablement in Hong Kong. He works with organisations to accelerate their digital transformation journey. He has over 19 years of experience as an executive in technology leadership roles across Australia, Greater China, South East Asia and the USA. His specialisations include technology

strategy, cloud adoption, digital transformation and leveraging global delivery centres. Marcos' current areas of focus include China's Greater Bay Area initiative, the use of emerging technologies and also how Smarter Cities can improve the lives of its citizens.

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**InvestHK****Ms. Angelica Leung**

Head of Consumer Products, InvestHK

[www.investhk.gov.hk](http://www.investhk.gov.hk)

Angelica has over a decade of experience in foreign direct investment. Her current focus is on facilitating investment from companies in retail or sourcing of toys, cosmetics, jewelry, home furnishings, fashion, electronic appliances and most recently extending to retail technology. Since 2013, the Consumer Products team has assisted nearly 300 companies to set up or expand in Hong Kong.

Prior to joining InvestHK, Angelica's career experience spans aviation, strategic design consultancy and market research for fast moving consumer goods. She holds a Master's degree from the University of Hong Kong, and a Bachelor of Business Administration (Marketing) from the Hong Kong University of Science and Technology.

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**TOPO  
SOLUTIONS****Mr. Tobias Grabler**

Chief Operating Officer, Topo Solutions, Hong Kong

<https://topo.cc>

Tobias Grabler is the Chief Operating Officer of Topo Solutions – Next Level Supply Chain Plattform in Hong Kong. Topo is a cloud-based collaboration, automation & advanced analytics platform for the supply chain. Before that, Tobias worked as sourcing manager for the

Peek & Cloppenburg Group in Hong Kong and as a trainee in Vienna and as a Research & Teaching Assistant at the Vienna University of Economics and Business (WU). Tobias holds a Master of Science degree of the WU.

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## SESSION 3 NAVIGATING COVID TIMES IN CHINA

November 6, 2020 | 17.30 – 18.20 CST | ONLINE & OFFLINE

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**Ms. Christina Schösser** (Moderator)  
Head of ADVANTAGE AUSTRIA Shanghai  
[www.advantageaustria.org](http://www.advantageaustria.org)

Christina Schösser graduated from the Vienna University of Commerce and Business Administration with a master's degree in International Business Administration. Ms. Schösser joined the Austrian Federal Chamber in 2002. She was appointed Commercial Attaché at the Austrian Embassies in London, Beijing and Warsaw. In autumn 2012 she took over the position as Regional Manager for Far East & Oceania within ADVANTAGE AUSTRIA. In this role she was the first point of contact for

Austrian companies wishing to expand their market activities into the Asian region. In addition, she coordinated activities of ADVANTAGE AUSTRIA offices abroad, developed country and regional strategies, organized events in Austria and abroad and took care of visiting international delegations. Since September 2015, she has been Head of ADVANTAGE AUSTRIA Shanghai and Consul for Commercial Affairs.



**Mr. Michael Otter**  
Chief Executive Officer ADVANTAGE AUSTRIA  
[www.advantageaustria.org](http://www.advantageaustria.org)

Since September 2017 Michael Otter is Director General of ADVANTAGE AUSTRIA, Austria's official trade promotion organization at the Austrian Federal Economic Chamber. ADVANTAGE AUSTRIA, with its more than 110 offices in over 70 countries, provides a broad range of intelligence and business development services for both Austrian companies and their international business partners. The service centres are attached to Austria's diplomatic and consular missions but are independently

operated and financed. Prior to his appointment in 2017, Mr Otter was Austrian Trade Commissioner to Japan and the Republic of Korea and Deputy Trade Commissioner in the USA, Japan and VAE. From September 2016 to September 2017 Mr Otter served as Deputy Director-General and Chief Strategy Officer of ADVANTAGE AUSTRIA. Mr Otter is a graduate of the Vienna University of Economics and Business.

**Mr. Chen Jiang Phua**

CEO, Business Unit Mobile Devices &amp; Substrates, AT&amp;S (China)

[www.ats.net](http://www.ats.net)

Chen-Jiang Phua was born in Singapore in 1966. He holds a bachelor degree in Physics & Applied Physics at National University of Singapore and MBA from Henley Management College, UK. Phua set up AT&S Asia Pacific office in HK in 2003 and transferred to Shanghai in 2005. In 2014, he assumed CEO of BU Mobile Devices and Substrates. In 2015,

additionally he was appointed to become Chairman of the board for AT&S legal entities in Shanghai and Chongqing. Due to his extraordinary contribution to Shanghai, he was recognized as the Shanghai Municipal Magnolia Silver Award Winner in 2008 and the Gold Award Winner in 2016.

PERFECTION IN AUTOMATION  
[www.br-automation.com](http://www.br-automation.com)**Mr. Weirong Xiao**

Managing Director, B&amp;R Industrial Automation (China)

[www.br-automation.com](http://www.br-automation.com)

With his education backgrounds both in China und Germany in the field of electrical engineering and business management, Mr. Dr.-Ing. Weirong Xiao as Managing Director of B&R Greater China has opened the first B&R office already in 1996 and written a success

story together with his organization. He has adapted the B&R global strategy to meet the local challenging requirements. Agility and customer centered innovation are the key words for his success.





**Mr. Benjamin Schatzl**

Regional Seafreight Director Asia, Gebrüder Weiss (China)

[www.gw-world.com](http://www.gw-world.com)

Benjamin Schatzl was born in Austria and grown up in Switzerland. As a trained Logistics Professional he spend the last 16 years in Asia predominately in China. In his 24 years career journey he had multiple roles in Key Account Management, General Management and since

joining Gebrüder Weiss in 2013 his is leading the Network and Oceanfreight development in Asia/Oceania Region. As customer centric organization he has been successfully promoting to connect, people, businesses, markets and countries in global trade.



**Ms. Kerstin Nemeth**

CFO, PAIG Co. Ltd. Porsche Automotive Investment

[www.paig.com.cn/en](http://www.paig.com.cn/en)

Kerstin Nemeth graduated from University of Vienna with a Master in International Management and Business Economics in the year 2002. Besides working in the biggest local Austrian tax advisory firm, she also started teaching as associate professor at the University of Vienna at the Chair in External

Accounting and the Chair in Controlling. After working for several international groups successfully managing big projects like due diligence for IPO she joined Porsche Holding Austria in 2012. Since the year 2013 she lives in China being responsible for the Retail Business of Porsche Holding.



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