

## Seminar Market Entry Germany 研讨会 德国市场准入

Friday, 24 March 2017, Beijing  
周五，2017年3月24日，北京

In cooperation with Germany Trade & Invest (GTAI) and Federal Association for Economic Development and Foreign Trade (BWA) we cordially invite you to attend our Seminar **Market Entry Germany**.

在此我们诚挚地邀请您参加我们的研讨会“**德国市场准入**”，此次活动在德国联邦外贸与投资署(GTAI)和联邦经济发展和对外贸易协会(BWA)的支持下举行。

### Program 活动议程

- |                    |   |
|--------------------|---|
| 8.30 - 9.00 a.m.   | <b>Registration</b><br>来宾登记   |
| 9.00 - 9.30 a.m.   | <b>Germany: The Ideal Investment Location for Chinese Companies</b><br>德国：中国企业理想的投资地点<br>Jonathan Schoo, GTAI<br>舒友涵先生，德国联邦外贸与投资署   |
| 9.30 - 10.00 a.m.  | <b>BWA – A Strong Network for Sino-German Business</b><br>联邦经济发展和对外贸易协会 - 中德商务之间强大的联系网络<br>Michael Schumann, BWA<br>舒慢先生，联邦经济发展和对外贸易协会  |
| 10.00 - 10.30 a.m. | <b>Acquiring Rail Power Systems GmbH and Balfour Beatty Rail Signal GmbH – Sharing Keyvia's Experience</b><br>收购Rail Power Systems有限责任公司和Balfour Beatty Rail Signal有限责任公司 – 凯发电气经验分享<br>Wei Wang, Keyvia Tianjin<br>王伟，天津凯发电气股份有限公司 |
| 10.30 - 11.00 a.m. | <b>Tea Break and Networking</b><br>茶歇和交流  |
| 11.00 - 11.30 a.m. | <b>Mergers and Acquisitions in Germany – Successful Transactions with MAYLAND AG</b><br>在德国的企业并购 – 与MAYLAND股份公司一起成功完成交易<br>Marcel Sarzio, MAYLAND AG 股份公司   |
| 11.30 - 12.00 p.m. | <b>Acquisition of Family-Owned Companies in Germany and the Aixtron Case</b><br>收购德国家族企业及Aixtron案例分析<br>Dr. Christian von Wistinghausen, Lukas Yu, BEITEN BURKHARDT<br>冯蔚豪博士，于璐，百达律师事务所   |
| 12.00 – 2.00 p.m.  | <b>Lunch and Networking</b><br>午餐和交流  |

## Speakers 演讲嘉宾

### Marcel Sarzio

is responsible for leading M&A transactions at MAYLAND AG, an M&A boutique in Duesseldorf. As head of the Chinese business, he is well acquainted with advising Chinese clients. Before joining MAYLAND AG Mr. Sarzio accompanied M&A transactions in Germany and Australia. He holds a B.A. in International Business and Management and speaks German and English.

### Marcel Sarzio

在MAYLAND股份公司负责重要的并购交易，MAYLAND股份公司是一家坐落于德国杜塞尔多夫的精品并购公司。Sarzio先生作为中国业务的负责人，对向中国客户提供咨询有着丰富的经验。加入MAYLAND股份公司之前，Sarzio先生参与过许多在德国和澳大利亚的并购交易。Marcel Sarzio先生在国际商业和管理专业取得学士学位。Sarzio先生能熟练使用英语和德语。

### Jonathan Schoo

is the China Representative for Germany Trade & Invest (GTAI), the foreign trade and inward investment agency of the Federal Republic of Germany in Beijing which is advising Chinese companies on setting up business in Germany. Prior to joining GTAI, Mr. Schoo worked in the Mergers & Acquisitions Advisory section at Ernst & Young Corporate Finance in Berlin.

### 舒友涵

德国联邦外贸与投资署(GTAI)在北京的中国区代表并向中国企业就在德国设立业务提供咨询。在加入GTAI之前，舒先生曾在柏林的安永财务咨询公司的并购咨询部门工作。

### Michael Schumann

is Board Member at BWA Federal Association for Economic Development and Foreign Trade, Berlin (Bundesverband für Wirtschaftsförderung und Außenwirtschaft e.V.). Prior to joining the Board of Directors at BWA, he worked for more than 15 years in political consulting, public affairs and advertising, holding executive position at various agencies, business and media associations.

### 舒熳

位于柏林的联邦经济发展和对外贸易协会(BWA)董事会成员。加入BWA之前，他在政治咨询、公共事务和广告领域有超过十五年的工作经验，并在不同的机构、商业和媒体协会中担任行政职位。

### Wei Wang

is director and general manager of Tianjin Keyvia Electric Co., Ltd. He is Senior Engineer and holds a postgraduate degree from Southwest Jiaotong University of China.

### 王伟

天津凯发电气股份有限公司董事和总经理，高级工程师。他毕业于西南交通大学铁道牵引电气化与自动化专业，研究生学历。

### Dr. Christian von Wistinghausen

is Partner at BEITEN BURKHARDT's Berlin office and co-head of the Corporate / M&A practice group. His area of expertise comprises mergers & acquisitions, private equity and alternative investments. He advises national and international clients on cross-border M&A transactions and joint ventures.

### 冯蔚豪 博士

百达律师事务所柏林分所的合伙人，也是公司并购业务组的联合负责人。他专长于公司并购、私募股权及其他投资。他尤其为国内和国际客户的跨境并购交易和合资企业提供咨询。

### Lukas Yu

is a Chinese lawyer at BEITEN BURKHARDT's Munich office and member of the China Practice. He focuses on advising Chinese companies about their market entry and business activities in Germany. Furthermore, he advises German companies on their activities in China.

### 于璐

百达律师事务所慕尼黑分所的中国律师及中国业务组成员。他的业务重点是为中国企业开拓德国市场和在德国经营业务提供法律咨询，同时也为德国企业在中国从事商业活动提供法律咨询。

## Registration 活动登记

Please register until **16 March 2017** by using the attached registration form.  
请于**2017年3月16日**前使用随附的报名表格进行活动登记。

## Contact 联系方式

For further information please contact  
E-mail: [sayids@gicgroupinc.com](mailto:sayids@gicgroupinc.com)  
Telephone: +86 13818481701

如需进一步信息请联系：  
电邮： [sayids@gicgroupinc.com](mailto:sayids@gicgroupinc.com)  
电话： +86 13818481701

## Location 活动地点

Beijing : German Center for Industry and Trade Beijing  
北京 DRC Liangmaqiao Diplomatic Office Building  
Tower D1, 11th Floor, Unit 1101A, 19 East Dongfang Road,  
Chaoyang District, 100004 Beijing,  
China

北京德意志工商中心  
中国北京市朝阳区东方东路19号DRC亮马桥外交办公大楼D1座1101A室  
邮编100004

## Organizer 主办方

 **BEITEN BURKHARDT**

## Cooperation Partners 合作伙伴

Bundesverband  
für Wirtschaftsförderung  
und Außenwirtschaft  
 **BWA**  
Global Economic Network

 **GTAI** GERMANY  
TRADE & INVEST

 **MAYLAND AG**  
- Mergers & Acquisitions -

BEIJING • BERLIN • BRUSSELS • DUSSELDORF • FRANKFURT AM MAIN  
MOSCOW • MUNICH • ST. PETERSBURG

[WWW.BEITENBURKHARDT.COM](http://WWW.BEITENBURKHARDT.COM)