



DUSA OKTOBERFEST® 2024



Dear Guests, 亲爱的宾客们:

2024 DUSA Oktoberfest® DUSA's flagship event of the year, is coming.
我们很荣幸地通知您，苏州欧洲商会年度旗舰活动—DUSA啤酒节即将到来。

Kempinski Hotel and DUSA would like to celebrate the 20th DUSA Oktoberfest® with our DUSA members & guests & friends. As every year, we will stick to our core values for the Oktoberfest: Tradition, Quality and Passion.

2024 DUSA啤酒节活动的策划团队将由DUSA苏州欧洲商会与苏州凯宾斯基大酒店运营和市场部门联合组成，我们将继续秉承啤酒节三大核心要素：传统、品质和激情，并共同致力于以最高的水准实现这些期望。

The 20th DUSA Oktoberfest® 2024 will start on Thursday evening, September 19th until Saturday evening September 21st, 2024.

第20届DUSA啤酒节将于2024年9月19日星期四晚上开始，并于9月21日星期六晚上结束。

2024 DUSA Oktoberfest® Music Highlight will be flown in from Austria:

The Band Edelweiss.

2024 DUSA啤酒节，来自奥地利的Edelweiss雪绒花乐队将空降现场。



Our event partners will enjoy huge exposure and additional benefits before, during, and after the multi-day event. If you want to increase your footprint at 2024 DUSA Oktoberfest® and get the most out of this unique event, feel free to contact us.

我们的活动合作伙伴将在为期多天的活动之前、期间和之后获得大量展示机会。如果您想在2024 DUSA啤酒节上增加您的印记并从这个独特的活动中获得最大收益，请随时与我们联系。

Please contact Michelle Xue: biz@dusa-eu.cn Tel: 18551283058

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Kempinski Hotel
Suzhou

CHINA

苏州金鸡湖凯宾斯基大酒店



苏州欧洲商会



慕尼黑啤酒餐厅



Welcome New Members

forteq+

forteq stands for Swiss precision and global dedication. While their roots are in Switzerland, forteq acts as a global partner to the automotive industry, producing complex, yet functional plastic components, subassemblies and complete devices with the highest level of precision and quality.

forteq provides precision injection molded parts to customers in the automotive, consumer electronics, office equipment, medical and other fields worldwide.



Meisterbrau restaurant is located on the 1st floor of Suzhou Cultural and Art Center, beside the Jinji Lake. The restaurant in Suzhou has been selling German cuisine and craft beer for over ten years, which is deeply loved by everyone.

NICCOLO

SUZHOU

Crowning the top floors of Suzhou International Square (IFS), the city's tallest skyscraper and beacon of the future, Niccolo Suzhou is located in Jiangsu Province's prestigious Suzhou Industrial Park. Niccolo Suzhou features 233 spacious, chic and elegant guestrooms including 20 suites. Guests are welcomed to the world of Niccolo by its City Insiders at the hotel's Lobby 115 floors above the clouds, promising spectacular views as the city's iconic landmark sky hotel. The event spaces at Niccolo Suzhou situated on level 116 are the perfect venues for various occasions.



Suzhou Elbe Education Co. Ltd. is a company that focuses on school-enterprise cooperation in the field of sino-German vocational education intelligent manufacturing. They train international high- and professional talents through collaborating with vocational colleges to build a highland of high-skilled talents in intelligent manufacturing, serve the needs of skilled talents in Chinese manufacturing enterprises, and realize the transformation of the manufacturing industry. They have introduced the German dual system of vocational education system, training world-class skilled talents strictly in accordance with the German vocational education.



The Circle was founded in January 2022 at Suzhou Culture & Arts Centre with the goal to build a place in Suzhou where friends around the world can meet eventually. The Circle venue is club style restaurant & bar, serving both western food and Chinese food and a very good selection of wines around the world. The Circle is very popular place for hosting events, including businesses social gathering, culture events, workshops, after parties, private parties, dinners and corporate team building activities, etc.

The Circle is owned by Pinot Noir E-commerce (Suzhou) Co.Ltd which is a professional sales & marketing company specialized in wines. The Circle became DUSA's annual partner in March 2024 and it is also strategic partners of many entities including Suzhou Culture & Arts Centre, Suzhou Symphony Orchestra, Suzhou Ballet Theatre, Museum, international schools, etc.



The 11th Sino-German Controlling Forum, Suzhou

June 14th, The 11th Sino-German Controlling Forum-"Winning in Markets" has been held successfully in Suzhou. More than 90 participants attended the event. This year, the event was organized by DUSA European Association Suzhou and Corporate Performance One, supported by International Association of Controllers (ICV), Taicang Roundtable, China-Italy chamber of Commerce, Wuxi Chamber of Commerce, Swiss Chamber of Commerce, Changzhou International Managers Forum, International Business School Suzhou at XJTLU (IBSS) and University of North Alabama. The Sino-German business community recently celebrated a significant milestone with the 11th installment of its annual conference. This forum, which has been running since 2013, has once again brought together experts and professionals to exchange best practices and delve into cutting-edge topics in corporate financial management.



As businesses worldwide emerge from a challenging three-year period marked by pandemic-induced restrictions and increasingly competitive geopolitical landscapes, China's market is entering a new phase of development. This transition poses unique challenges and opportunities for German and other multinational enterprises operating in the region. Companies are grappling with moderate market development, persistent supply chain issues, heightened sustainability requirements, and fierce competition from technologically advanced, cost-efficient domestic players.

To address these challenges, finance and controlling teams are leveraging innovative solutions in digitalization, artificial intelligence, and process efficiency. These advancements are crucial in mobilizing enterprise resources and accelerating the transformation processes necessary to remain competitive in this evolving market landscape.

Themed "Winning in Markets", the 11th annual Sino-German Controlling Forum 2024 served as an ideal platform for sharing and learning. German and multinational enterprises, along with their finance and controlling professionals, gathered to discuss market challenges, financial efficiency, and procedural best practices in China.

The forum featured presentations and workshops from leading companies such as Infineon, Kostal, Henkel Asia-Pacific, Schaeffler, BARC, Modula and Trip.com Group. These sessions provided valuable insights into their journeys in digital transformation, HR management, KPI design, ESG reporting, supply chain controlling, and the application of generative AI.



In a special VIP presentation, Schubert Lou, Vice President and Chief Operating Officer of Trip.com Group brought the topic "Evolution & Growth at Trip.com Group: Striving in an Uncertain World", and shared insights on the company's evolution and growth amidst global uncertainties.

Overall, the 11th annual Sino-German Controlling Forum successfully fostered an environment of collaboration and knowledge sharing, equipping participants with the tools and strategies needed to navigate the complexities of the Chinese market. As companies continue to innovate and adapt, forums like this remain essential for fostering a resilient, forward-thinking business community.



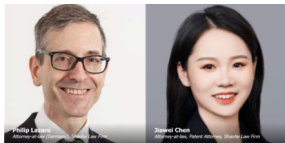
DUSA Workshop

Latest Developments in Cross-border Data Flows

Data export restrictions are now the norm in many Southeast Asian countries and obviously no less so in the EU. But China is clearly the leader in this domain. Its regime for cross-border data transfers is the most comprehensive and detailed, and only China has the administrative tools and capacity to effectively police compliance. The restrictions on cross-border data flows have the potential to cause increasing headaches and liability issues, particularly for multinational companies (MNCs) whose entire operating model often depends on a "seamless" integration of resources and data sharing.

On 22 March 2024, the Cyberspace Administration of China (CAC) finally issued the Provisions on Promoting and Regulating Cross-border Data Flows which were meant to simplify the data export compliance process and reduce some of the administrative burden. Yet, in practice, these rules do not appear to bring the relief that the community had hoped for.

May 15th, DUSA invited Mr. Philip Lazare and Ms Jiawei Chen to our workshop. Through the workshop, it provided a quick guide to the constantly expanding system of laws, regulations and national standards, often overlapping and sometimes contradictory. The main part of the workshop was devoted to current administrative practice, the preparation required and potential strategies to answer the regulatory hurdles with a reasonable investment of time and money.

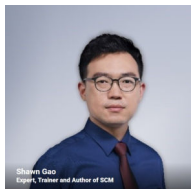


DUSA Training

Win-win Strategies: Business Negotiation Tactics

Negotiation is a crucial skill in procurement and supply chain management. The data shows that assigning different personnel to negotiate the same contract can lead to significant price discrepancies. Mastery of negotiation skills is essential for procurement and supply chain management professionals, offering a path to realizing procurement value and enhancing company profitability. Are your company's procurement and supply chain costs competitive? Have you gained advantages through procurement and supply chain negotiations? This training explores the essence of negotiation, successful negotiation strategies, tactics for handling trained salespeople, seizing negotiation control, identifying traps, and crafting sustainable, win-win contract terms for ongoing competitiveness.

May 20th, DUSA organized a training programme which was designed especially for personnel involved in purchasing and/or supply chain management who need to improve their negotiation skills. We were delighted to invite Mr. Shawn Gao, Expert, Trainer and Author of SCM. He shared the points: Cultivate a "win-win" and holistic negotiation mindset for procurement; Master diverse negotiation strategies tailored to different procurement materials; Learn effective communication with R&D personnel; Conduct targeted cost analysis and negotiate effectively with suppliers; Effectively manage dominant suppliers; Gain control over key points in the negotiation process; Design negotiation processes tailored to your company's needs; Utilize strategic positioning and tactics in negotiations; Acquire negotiation and bargaining skills; Identify and avoid negotiation pitfalls.





DUSA Social Gathering

On the evening of **May 24th**, DUSA hosted a successful Mayfest gathering event with Kempinski Hotel Suzhou. Over 70 guests from DUSA members and friends gathered here to mingle, chat and enjoy delicious food. The overall atmosphere was fantastic.



People enjoyed the Mayfest feast and Festival beers a lot. Mr. Oscar Wu, board member of DUSA made a short toast in the beginning.

Some games and live music made the event more interesting. The Social gathering event offered a great opportunity for DUSA members and friends to get to know each other while enjoying good food and drinks. One of the best things about the event was how much everyone enjoyed themselves. The atmosphere was relaxed, and many people stayed longer than planned because they were having such a great time.



Kempinski Hotel
Suzhou

CHINA
苏州金鸡湖凯宾斯基大酒店

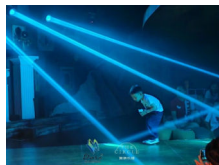
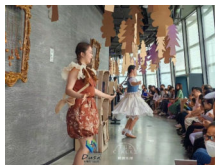
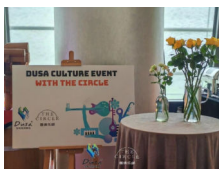


慕尼黑啤酒餐厅

DUSA Culture Event with The Circle

May 25th, DUSA Culture Event with The Circle has been held successfully at Suzhou Culture and arts Centre. About 20 guests of DUSA members participated in this event with their families.

This time, DUSA cooperated with The Circle to organize the Culture event. What we brought to you was a wonderful show performance and a nice brunch. Our guests enjoyed the show very much. Kids and adults were attracted by those interesting interact games. After the show, all the guests enjoyed the brunch at The Circle with all the actor and actresses. All the parents and kids gave a highly praise to those performers and everyone is very happy to be able to communicate with the performers up close.



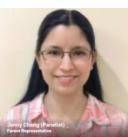
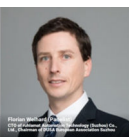
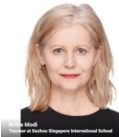


DUSA/SSIS Joint Seminar

Mastering Multiple Languages? A Guide of How Your Child Can Achieve It!

Many people can speak several languages but speaking a second or third language is very different to being proficient in this language. This event which is aimed at families who would like to achieve a high-level of proficiency in multiple languages for their child.

May 30th, DUSA co-organized a joint seminar with SSIS. In this special seminar our guests and speakers shared relevant background information about multilingualism, its importance for your child's future and strategies and tools you can implement to achieve multilingual proficiency for your child. Our panel members also shared their insights and expertise on the topic after which we invited the audience for a Question + Answer session.



Sports Circle

DUSA Sport circle is becoming more and more popular among members. **May 18th** we held the basketball sport at Suzhou Olympic Sports Center. About 30 participants joined the activity.



June 29th, DUSA invited our members to join the Badminton. Some teams are ready for the upcoming DUSA Badminton Tournament in October.

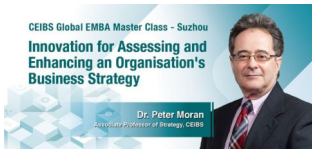




DUSA Workshop

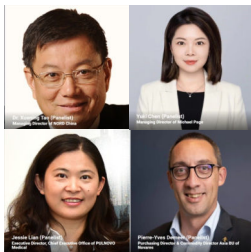
Latest Developments in Cross-border Data Flows

Strategy's aim in business is to achieve and sustain superior performance. Most leaders know that achieving such performance is becoming more difficult and is increasingly unlikely without having 'innovativeness' as one of their firm's dynamic capabilities. However, when thinking about innovation, it is common to focus exclusively on new ways of doing things – e.g., new technologies, new production methods or new routes to market.



June 5th, DUSA organized a joint workshop with China Europe International Business School (CEIBS) in Suzhou on Innovation for Assessing and Enhancing an Organisation's Business Strategy.

In this masterclass, **Professor Moran explored a framework for thinking more broadly about Strategic Innovation in a way that is also useful for assessing and enhancing your organization's business strategy.** He drew on examples from a variety of companies to build a definition of Strategic Innovation that helped attendees to develop more innovative business models. **During the panel discussion, we also invited Dr. Xuening Tao, Jessie Lian, Pierre-Yves Demeer, Yuki Chen to share their opinions.**



Captain's Dinner

China's Auto Industry - The Race to a Sustainable Future

June 6th, On the evening of the DUSA Captain's Dinner, 30 esteemed guests gathered at the Sizzling Steakhouse to enjoy an evening of fine dining and thought-provoking discussion. Among the attendees were top-level senior managers and company representatives, including GMs, CEOs, Chairmen, and Presidents of DUSA member companies.

The highlight of the event was the keynote speech given by Mr. Bill Russo, the Shanghai-based Founder and CEO of Automobility Limited. Mr. Russo spoke on the topic of "China's Auto Industry - The Race to a Sustainable Future", providing valuable insights into the current state of the industry and its future trajectory.



Throughout the evening, the guests enjoyed a delicious meal and engaged in lively discussions, sharing their experiences and perspectives on the auto industry and related topics. The Q & A session allowed for further exploration of the ideas presented by Mr. Russo and provided an opportunity for guests to ask questions and express their own opinions.



Overall, the DUSA Captain's Dinner was a resounding success, bringing together industry leaders for an evening of intellectual exchange and networking. The event highlighted the value of collaboration and dialogue among stakeholders in the auto industry and demonstrated the commitment of DUSA to promoting sustainable growth and innovation within the sector.



DUSA Workshop

Enhancing Supply Chain Financial Management for Your China Operations

In today's competitive business landscape, achieving operational efficiency and maintaining financial health are critical for enterprises. The intersection of supply chain management and financial practices plays a pivotal role in achieving these goals.



June 18th, DUSA organized the workshop. We invited Ivy Gu, Senior Manager of Audit and Corporate Accounting Services from Dezan Shira & Associates to share her experience. She explored how organizations can optimize their supply chain financial management to enhance core competitiveness while minimizing costs.



DUSA Roundtable

Sustainable Manufacturing: Navigating Carbon Neutrality-Policies Update & Best Practices Sharing



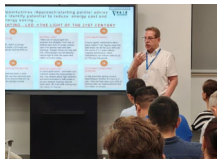
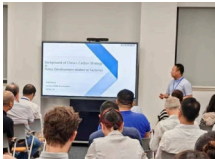
June 19th, DUSA held a Roundtable at Weidmüller Interface (Suzhou) Co., Ltd. More than 60 attendees participated the event.

Mr. Winston Jin, the chief partner of Fangben Law Office, provided insights into the CBAM (Carbon Border Adjustment Mechanism) and other related regulations from a legal perspective.

Mr. Wang Shi (Shell), founder of Suzhou DOBE Environment Technology Service Co. Ltd. addressed the latest, updated Chinese policies and Chinese approaches about the carbon emission. 1. "Management Measures of 'Near Zero Carbon' Factory (Trial Implementation)" by Suzhou Industry and Information Bureau; 2. "Opinions on Accelerating Establishment of Product Carbon Footprint Management System" by NDRC; 3. "Interim Regulations on Carbon Emission Trading Management" by State Council

Mr. Franz Lang, Managing Director at VE-Engineers (Suzhou) Co. Ltd. and Suzhou B-TECH M&E Engineering Co., Ltd. shared the strategies on how "Reduce Carbon Footprint" which was related to energy saving, possibilities, approaches, and self-evaluation.

Mr. Bernd Stampfer, Operation Director from Kraiburg Rubber (Suzhou) Co., Ltd. offered first hand experiences and best practices on energy-saving projects within manufacturing.



All the attendees gained insights into the evolving landscape of carbon neutrality initiatives, and learned from industry pioneers about effective strategies for sustainability. They also have opportunity to network with like-minded professionals passionate about driving positive change.



DUSA Training

AI Engineering - How to Communicate with AI Effectively

In this rapidly evolving digital age, AI technology is transforming industries and reshaping the way we conduct business. Understanding how to effectively communicate with AI systems can give your organization a significant competitive edge. In this course, you will learn how to use GPT and other AI tools to enhance your daily work efficiency from the perspectives of individuals, business professionals, and enterprises.

June 24th, DUSA organized a training "AI Engineering - How to Communicate with AI Effectively". This training was designed to empower you with the knowledge and skills needed to harness the power of Artificial Intelligence in your business operations.



Information Collaboration Networking

150+ Members 130+ Manufactures

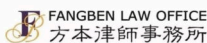
80+ Events 22 Years in Suzhou

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Annual Partners:



C_Life Lifelong Learners Community





DUSA Upcoming Events July-August 2024



July 3rd-DARE Event Navigating the Workplace: Insights from Youth

Venue: The Circle, the 3rd Floor of Suyi Show, No. 1 Guan Feng Street, SIP
Time: 6:30 pm - 9:30 pm, Wednesday



July 24th-DUSA HR Circle Business-oriented Human Resource Management

Venue: No. 88 Liu Jia Zhuang, Qing Shui Village, Cheng Lin Road, Yangcheng Lake Ecological Leisure Tourism Resort, Xiangcheng District
Time: 1:30 pm - 5:00 pm, Wednesday



July 27th-Sports Circle Basketball

Venue: Suzhou Olympic Sports Centre
Time: 10:00 am - 12:00 pm, Saturday



August 15th-DUSA HR Day HR in a Changing World

Venue: The circle, the 3rd Floor of Suyi Show, No. 1 Guan Feng Street, Suzhou Industrial Park
Time: 9:00 am - 5:00 pm, Thursday



August 21st-Training Cost Management for Manufacturing Companies

Venue: Meeting Room A, Suzhou Shishan International Convention Center
Time: 1:00 pm - 5:00 pm, Wednesday



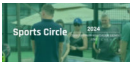
August 28th-Social Gathering

Venue: Meisterbrau, No.107, Suzhou Culture and Arts Centre, No.1 of Guan Feng Street
Time: 6:00 pm - 9:00 pm, Wednesday



August 29th-Inclusion factory visiting

Venue: Building 6, 81 Beijing East Road, Taicang City
Time: 2:00 pm - 4:30 pm, Thursday



August 30th-Sports Circle Football

Venue: TBD
Time: 6:00 pm - 8:00 pm, Friday

DUSA Oktoberfest® 2023 Sponsors

Diamond

SIEMENS

Silver

GETEC

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