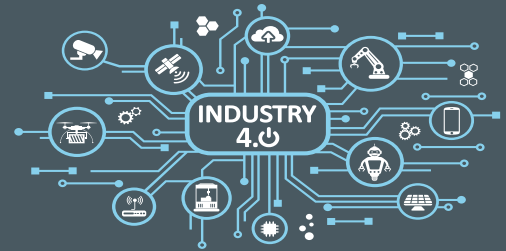


SAVE THE DATE

SYMPOSIUM – October 17 & 18, 2019



Prof. Dr. Hermann Simon is Germany's leading „Hidden Champions“ specialist, an expert on global brand management and corporate strategy as well as recipient of numerous awards and honors. His books were published in 27 languages and in China the „Hermann Simon Business School“ was named after him.



INNOVATION AWARD 2019

HIDDEN CHAMPIONS MEET CHINA

Germany's Hidden Champions and their potential are interesting for Chinese Industrial Zones and companies as they are attractive business partners. They are the unknown "Accelerator" in industries like engineering, electronics, automotive, informatics, environment protection, renewable energy and Industry 4.0.

SAVE THE DATE

Thursday & Friday October 17 & 18, 2019
SYMPOSIUM: HIDDEN CHAMPIONS MEET CHINA
INNOVATION AWARD 2019



Hidden Champions – highly specialized companies that are usually unknown among the public as they are family-owned, not publicly traded and specialized on a niche market. Yet at the same time they are a market leader in their home country or among the top 3 of their industry worldwide.

With **Prof. Dr. Simon**, who developed the concept of Hidden Champions, we are going to explore their potential for German Chinese Cooperation. Their outstanding achievements in three categories will be voted on by a jury of leading Chinese Industrial Zones. We will present the top three winners of each categories and the stories behind their success.

AGENDA (Preliminary) OCTOBER 17 & 18, 2019

Welcome Speech Prof. Dr. Sompo Chou

Keynote: „**Hidden Champions – Heading to China**“ Prof. Dr. Hermann Simon

Presentation of Winners **INNOVATION AWARD 2019**

Matchmaking: „**Hidden Champions meet China**“

Panel Discussion: „**Hidden Champions – How to access the Chinese market**“

Selection of **Workshops**

CONTACT CHINA: Bilyana Subaric
subaric@etechina.cn

CONTACT GERMANY: Tanja Sitzer
tanja.sitzer@sghpt.de