

(Virtual) European Business in China 2023



This is a hybrid event. Please note that this registration page is for virtual attendance only. If you want to register your attendance in person, please click [here](#).

Speakers:

Claus Schuermann, Vice-Chair of The European Chamber of Commerce in Hong Kong

Klaus Zenkel, Vice President of European Chamber, Chairman of European Chamber South China Board

Laurent Doucet, Partner, Roland Berger Hong Kong Ltd.

European Business in China 2023: Challenges, Opportunities, and Outlook

Since China ended its 'zero-COVID' strategy in late 2022, Chinese officials have been striving to restore the country's appeal as an investment destination.

However, the results of the China Business Confidence Survey (BCS) 2023, conducted by The European Union Chamber of Commerce in China in partnership with Roland Berger, indicate that this will not be an easy task. The annual survey reveals that there has been a significant deterioration of business sentiment in the last three years that cannot be reversed overnight.

In this hybrid seminar, esteemed speakers Klaus Zenkel, Claus Schuermann and Laurent Doucet will present the key results of the survey and shed light on the evolution of challenges as well as risks and opportunities around the following topics:

- Chinese Business Environment
- China's Supply Chain
- Politicisation of Business in China
- Decarbonisation in achieving China's 30/60 goals

The presentation will be followed by a Q&A session.

About the speakers



Claus Schuermann serves as the Vice-Chair of The European Chamber of Commerce in Hong Kong and Board Member of the German Chamber of Commerce, Hong Kong.

Claus is Tax Partner of Deloitte China in Hong Kong in the International Tax Services team and the Head of the German desk in Asia-Pacific International Core of Excellence (APICE). He has over 25 years of practical

corporate tax experience in Germany, Singapore, China and Hong Kong providing tax advice to MNC, SME and individuals.

Before joining Deloitte, he owned his own consulting firm in Hong Kong and therefore has personal experience of the needs of smaller entrepreneurs. He has been regularly supporting the German chamber and community with regard to current tax matters, especially supported with regard to the negotiations around a tax treaty between Germany and Hong Kong and currently advising on the impact of BEPS 2.0.



Born in Germany and graduated in Industrial Engineering, **Mr. Zenkel** worked in executive management positions within the Siemens Group from 1993 to 2006, one of which was Technical Director at Siemens SSMR in Shenzhen. Mr. Zenkel joined the European Chamber South China Board since 2016. As Vice President of European Chamber and Chairman of South China Board, he supports the member companies and meets with government officials.

As one of the 300 member companies in European Chamber South China Chapter, Imedco provides MRI shielding solutions for hospitals and research institutions. The company was founded in 1987 in Zurich, Switzerland. In 2006, Mr. Zenkel opened its Shenzhen subsidiary and started its business in China since then.



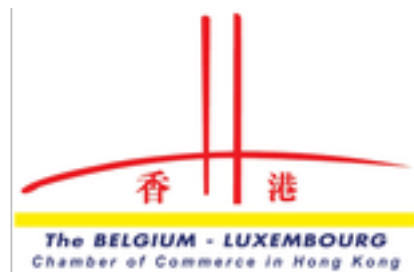
Leads Roland Berger's Hong Kong office and Asia Insurance practice.

Laurent Doucet has over 20 years of professional consulting and industrial experience with an extensive international background having worked out of Europe, North America and for the last 5 years Asia, based in Hong Kong.

His track record includes successful assignments helping both multinational and local clients solve issues related to strategy, market entry, transformation, operations, digital, merger acquisitions, and private equity investments.

Laurent Doucet is also an expert on organizational topics organization and operating model design, organization effectiveness and efficiency.

Event Organisers





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- Member: HK\$150
- Non-Member: HK\$200

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