

CDHAW Industry Advisory Board Meeting 2021

FUTURE Sino-German Industry

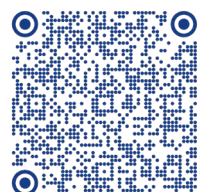
How to qualify our next
generation for the digital age

Panel Discussion & Networking Dinner
November 26th, 2021, 4:00 - 7:30 pm
German Centre Shanghai

CDHAW Steering Committee Members



Register now



Agenda

3:30 – 4:00 pm	Registration
4:00 – 4:30 pm	Welcoming Speeches
4:30 – 4:45 pm	Overview and updates about the work of the CDHAW and CDHAW Industry Steering Committee
4:45 – 5:00 pm	Officially handing over every CDHAW Industry Steering Committee Member a Member's Certificate
5:00 – 6:00 pm	Panel Discussion
6:00 – 7:30 pm	Networking Dinner

Panellists



Saskia Geissbauer
Senior User
Experience Designer

DAIMLER

Saskia Geissbauer is a Senior User Experience Designer with more than 5 years experience in the realm of digital design at Mercedes-Benz. Following her studies at the Tecnológico de Costa Rica in 2016 in Industrial Design, she graduated in 2017 with a bachelor's degree in Interaction Design at the Hochschule für Gestaltung Schwäbisch-Gmünd and a master's degree in 2019 in Information Design at the FHWS Würzburg-Schweinfurt. She focuses on the development of the next generation of user experiences and digital future mobility. In 2020 she moved to the Shanghai Design Studio where she currently works at the intersection of digital ecosystems and holistic services beyond the car.



**Prof. Dr. Prof. h.c.
Otthein Herzog**
Artificial Intelligence



Prof. Dr. Herzog is a pioneer in theoretical research and practical application of Artificial Intelligence. Already in the 1970's he took over several technical and managerial positions in international software product development at IBM Germany where in 1985, he founded and directed the Artificial Intelligence Research Institute. Prof. Dr. Herzog was appointed to numerous research and teaching assignments at internationally renowned Universities and founded several institutions as well as companies.

His work includes AI methods for the optimization of processes in "Industrie 4.0" and Logistics, and for Decision Support Systems documented by more than 300 refereed publications. Since 2015 he is also Prof. of Artificial Intelligence at Tongji University in Shanghai.



Gerardo Rossano
Head of Research and
Pre Development



Gerardo Rossano has 19 years of International Experience doing Research and Development for VW Group in Germany, Mexico, USA and China. Currently as Head of Research and Pre-Development in SAIC-Volkswagen, Gerardo is responsible for Autonomous Driving, Artificial Intelligence, Customer Experience and responsible of the Innovation Process in the Development Department.

Before he moved to Shanghai in 2019, he was the Director of Infotainment Products in VWoA Electronic Research Lab in Silicon Valley collaborating with Google, Nvidia, Amazon and several Start ups. Personally he loves technology, gadgets, soccer and playing golf.



Nancy Zhang
HR Director



During the 25 years of her working experience, Nancy has been working in the field of Strategic Human Resources Management and Organizational Development. For almost 15 years in different fortune 500 companies and more than three years in the areas of Sales and Customer Management in an international company, specialized in designing and manufacturing high precision parts for Automotive and Telecommunication industry.

The industries she has experienced in the past 25 years are Pharmaceuticals, Specialized Printing, Chemical, Precision Machinery, Biotechnology and Automotive Mechatronic Components. Currently she is the HR Director of Marquardt China.

Future Sino-German Industry

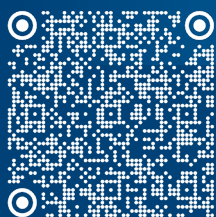
How to qualify our next generation for the digital age

Digitalization is not just a project; it has evolved into an integral part of business across all industries and will be a major driving force for production, services and products alike. Still, the most crucial driver for meaningful integration and continuous enhancement of digitalization in production and business processes is human.

The availability of qualified and skilled personnel who are able and willing to drive, implement and run the digital transition constitutes the competitive advantage of a company. But what exactly does digitalization mean for the Sino-German industry in China? What are the key challenges and potential strategies for coping with them? How do the companies define qualified and skilled personnel which they would need to implement those strategies and fulfill their full potential?

The CDHAW – Tongji University lighthouse project for the Sino-German Universities of Applied Sciences and the German Centre Shanghai welcomes its industry partners to debate these questions together with the panellists and to attend our networking dinner afterwards.

Strong ties to the industry are inevitable for the CDHAW to understand the needs of the industry and continuously optimize its support for the students and the companies' future personnel. The CDHAW Industry Steering Committee (SC) also welcomes new companies interested in our mission to "Strengthening the Link between Sino-German Industry and Higher Education" in order to pursue a "Sustainable Supply of Qualified Talents for the Sino-German Ecosystem".



Register now

Please register by Monday Nov. 22

www.germancentreshanghai.com/future-sino-german-industry



Sino-German University for Applied Sciences at Tongji University (CDHAW Chinesisch-Deutsche Hochschule für angewandte Wissenschaften)

Founded in 2004 and funded by the German Ministry of Education (BMBF) and Chinese Ministry of Education, with 34 German partner Universities the CDHAW focuses on double degrees for Chinese and German Engineering Students in the fields of Car Engineering, Building Technology, Mechatronics as well as Management and Engineering.



German Centre Shanghai

German Centre Shanghai is an interactive platform for all kinds of businesses in one of the most vibrant cities in the world. For more than 25 years it is a bridge between Germany and China offering office space and support to several hundred companies to successfully enter the Chinese market.

CDHAW Steering Committee

The Advisory Board, led by the Steering Committee, is supporting and guiding the educational development at the CDHAW through continuous exchange with professors, students and administration.

CDHAW Steering Committee Members

