

Doing Business in China From a Cross-Cultural Perspective: *The Case of Bühler's Leadership*

Live Webinar

17 September 2020, 10:00 a.m. - 11:30 a.m. (UTC+2)

10:00 a.m. - Welcome and introduction

Prof. Dr. Anna Lupina-Wegener, HEIG-VD, HES-SO, Switzerland

10:05 a.m. - Bühler's leadership in China

Mr. Calvin Grieder, Chairman Bühler Group, Uzwil, Switzerland

Ms. Connie He, Head of HR, Bühler Asia, Wuxi, China

Mr. Shao Liping, VP Bühler ASA, General Manager, Bühler Changzhou- Liyang, China

10:55 a.m. - Identity construction in Sino-Western M&As (SNSF)

Prof. Dr. Rolf van Dick, Goethe University Frankfurt, Germany

Prof. Dr. Johannes Ullrich, University of Zurich, Switzerland

Prof. Dr. Anna Lupina-Wegener, HEIG-VD, HES-SO, Switzerland

11:10 a.m. - Q&A session and conclusions

Prof. Dr. Rolf van Dick, Goethe University Frankfurt, Germany

Registration heig.ch/PYWb1

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More and more Swiss firms are aware, that building market share and profiting from the large potential in Asia, is only possible by setting up local manufacturing units, R&D centers and regional HQs in Asia. Therefore, China is a key market for Swiss and European companies. However, succeeding in China requires acknowledging and successfully dealing with differences in terms of relationships with employees, competitors, customers, and the government. It also requires overcoming challenges such as attracting and retaining talent and finding reliable business partners. And a lack of awareness of how Chinese and European cultures differ in leadership styles, HRM, marketing, and strategy practices can lead to many mistakes and missed opportunities.

The webinar brings together a panel of executives and academics to discuss the key differences in doing business in China and dealing with the challenges of these exciting markets. They will share their insights and describe best practices for effective collaboration and trust building. Bühler's leadership in China will be featured.

This webinar is dedicated to the memory of Dieter Voegtli, who played a major role in the growth and success of Bühler in China and Asia. Dieter Voegtli started his career at Bühler in 2004 and served as the President of Bühler Group China and the Asia Pacific until the end of 2018. In 2019, Dieter Voegtli returned to Switzerland as the President of the Global Sales and Service Organization. Dieter Voegtli has built a strong Bühler organization with his authentic leadership, trust-based management, and investing in talent development. Dieter passed away early June following a brief illness.

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