



Learning Expedition

Product Innovation, Industrial Design, Digitization, Industry Automation, and Marketing in Germany and Switzerland

Overview

This Learning Expedition is designed to allow Midea executives to deepen their knowledge on product innovation, industrial design, digitization, industry automation [industry 4.0], and marketing, as well as to further develop important soft skills, e.g. liaising with European executives, working in diverse teams, and presenting and defending case solutions to European executives.

The program concept is based on the following pillars:

- Given the heterogeneity of participants in terms of academic background, division, role in the company etc. the program covers different management subjects to make sure all participants are able to broaden their experience and knowledge and at the same time find at least one topic of particular relevance to their occupation
- The chosen itinerary allows participants to maximize geographical and cultural immersion – within the scope of available time and major goals of the training
- Lectures by university professors provide a solid theoretical foundation
- Company visits, presentations, talks, Q&As, and panel discussions bring in a practical perspective

- Real-life case studies presented to and discussed with company executives and professors allow participants to train their analytical thinking and expand their specialist knowledge beyond their own industry
- Workshops and discussions with German and Swiss executives help participants to interact more confidently with European business people
- Interaction and networking with senior business leaders allow participants to learn from and interact with European companies and grow their global network

The program contents – academic and industry learning – are based on the following themes, important aspects for the economic success of any global company, as well as areas in which Germany and Switzerland are particularly strong at.

1) Industry 4.0

Industry 4.0, advance manufacturing, industry automation, smart manufacturing, or whatever the preferred lexicon may be, is a challenge that German and Swiss companies are mastering particularly well. This may be due the following reasons. Firstly, the very high salaries of production workers (cost per hour in Euros of several exemplary countries: Switzerland 58, Germany 41, USA 34, Japan 23, Poland 8, China 6), which requires German and Swiss companies to increase productivity and automate production in order to reduce manual labour and successfully compete on the global market. Secondly, the very many innovate companies in Germany and Switzerland [e.g. the so-called Hidden Champions that are leaders in their niche market]. Thirdly, the very many excellent research universities, as well as the practice-oriented universities of applied sciences and universities of cooperative education, that produce well-trained engineers and innovators.

2) Hidden Champions

The backbone of the German economy, and the main driver for the country's economic growth, are the so-called "Hidden Champions" of the German "Mittelstand". "Hidden Champions" are defined as companies that are leaders in their market, yield less than 3 billion in revenues, and are very often family-owned, therefore little visible to the public. Often these companies have been in the market for decades or centuries even – continuously re-inventing themselves and innovate in order to stay ahead of the market. If you want to understand what makes the German economy growing and accounts for its stability, you need to look beyond industry titans such as BMW, Bosch, Siemens & Co. and visit "Hidden Champions" of the "Mittelstand".

3) Branding and Marketing

The concentration of high-class consumer brands that are known and appreciated around the world is particularly high in Europe Germany and Switzerland being no exception. The range of world famous German consumer brands include Mercedes-Benz, BMW, Porsche, Adidas, Puma, Bosch, Becks, Hugo Boss and many more, and most people will know Swiss consumer brands Rolex, Breitling, Omega, IWC, Nestlé, Lindt, or Schindler. The success for the many strong and famous German and Swiss brands often originates from the companies' product superiority. However, it also is a result of skillful branding and the appreciation and fostering of brand heritage.

4) Product Design [aesthetic and functional]

Beautifully designed products sell better – whether it is an Adidas sports shoe or an IWC luxury watch. Thus, the design of consumer products is of particular importance for the commercial success of the company. However, excellent products are not only designed well from an aesthetic

perspective, and excellently engineered from a technical point of view; they are also designed well from a user perspective. Hence, designers, R&D managers and product engineers need to understand their customers' needs and design the products accordingly. For many product designers and engineers this is a particular challenge, since both are often very focused on delivering stunning aesthetics and technical superiority. Sometimes, however, they forget to focus on customer needs.

5) Product Innovation and Digitization

To thrive in a business environment of constant disruption, successful companies move quickly to take advantage of the massive transformations happening. They know that they must reinvent their entire business model or face being swept away in the years to come. Kodak, Nokia and Yahoo! are prominent examples of once industry titans that have been marginalized. Airbnb, Uber, Amazon and Apple on the other hand have disrupted and changed the rules of the game. Thus, constant innovation of products, distribution channels and business models are key to stay ahead of the competition.



FABER-CASTELL

since 1761



FESTO

Sunday | May 5



Munich

... is the capital and the most populated city in the German state of Bavaria, on the banks of the River Isar north of the Bavarian Alps. Munich is also the third largest city in Germany, after Berlin and Hamburg, and the 12th largest city in the European Union, with a population of around 1.5 million.

The city is a major centre of art, technology, finance, publishing, culture, innovation, education, business, and tourism in Germany and Europe and enjoys a very high standard and quality of living, reaching first in Germany and fourth worldwide according to the 2015 Mercer survey.

Munich is home to many universities, museums and theatres. Its numerous architectural attractions, sports events, exhibitions and its annual Oktoberfest attract considerable tourism. Munich is one of the most prosperous and fastest growing cities in Germany.



Nymphenburg Palace

05:00 arrival to Munich airport: meeting in the arrival hall [outside the baggage claim]

06:45 Bus transfer to downtown Munich

07:15 Stop at Pullman Hotel [pick-up rest of the group]

07:30 Transfer to Nymphenburg Palace

08:00 Visit of Nymphenburg Palace [in Mandarin]

Nymphenburg Palace was the main summer residence of the former rulers of Bavaria of the House of Wittelsbach. The central pavilion was completed in 1675. For a long time, the palace was the favourite summer residence of the rulers of Bavaria. The baroque facades comprise an overall width of about 700 metres – larger than Versailles in Paris.

10:00 Bus transfer to historic center

10:30 Cultural immersion: guided tour of the historic center of Munich, Bavarian Parliament, and many other Munich sights. Dr. Ganglin Chen

12:00 Lunch

13:00 Walk to Design Museum Pinakothek

13:15 Guided tour of Design Museum, Dr. Ganglin Chen

The Design Museum is a leader in the fields of industrial and product design. The museum is also considered the world's oldest design museum.

14:00 Design Museum Team Challenge

14:30 Walk to Technical University Munich



Munich City Center



Bavarian Parliament



Interior of Palace Nymphenburg

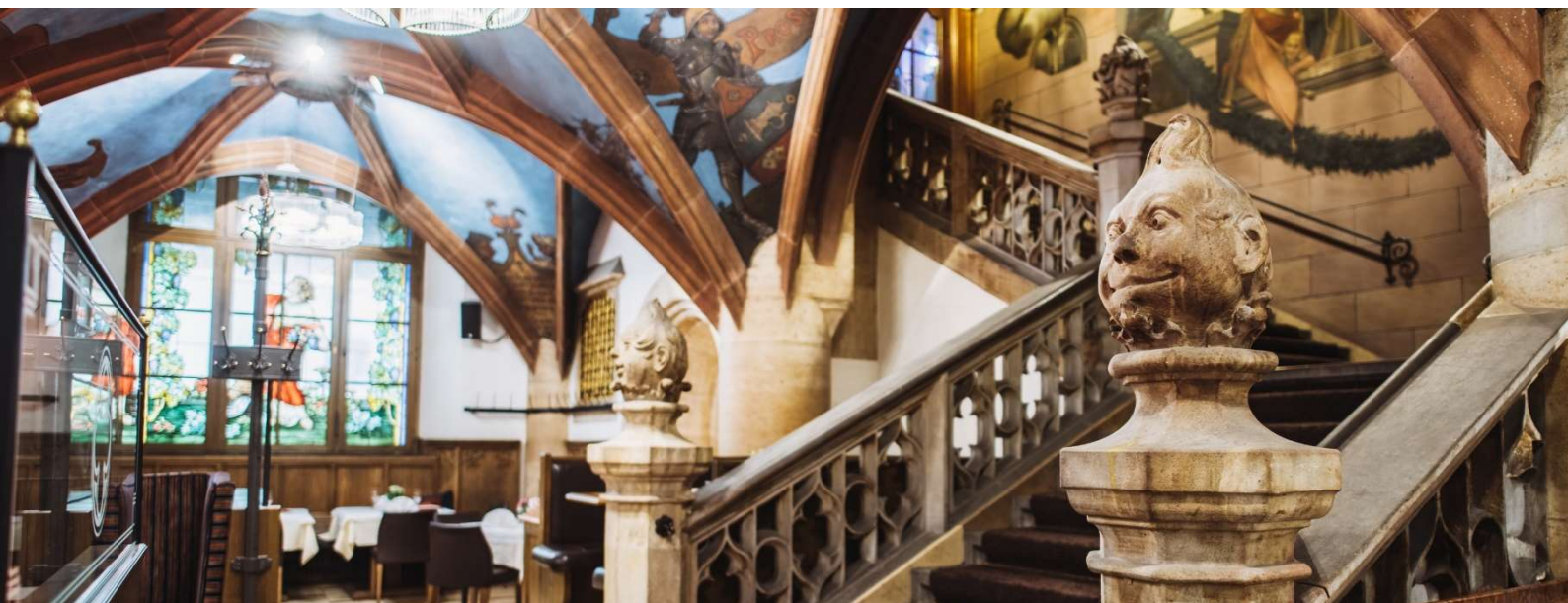


Iconic German design objects in Pinakothek design museum

- 15:00 **Presentation: “Chinese vs. German and European Business Cultures – Challenges in Intercultural Business Etiquette and Conduct”, Dr. Ganglin Chen**
- 16:00 **Presentation: “Welcome and Outline of the Week Ahead”, Dr. Christian Schimmelpfennig**
- 16:30 **Presentation: “Historical, Economical, Political and Social Facts on Germany and Switzerland in a European Context”, Dr. Christian Schimmelpfennig**
- 17:15 Walk to restaurant Ratskeller
- 17:30 Welcome dinner
Restaurant Ratskeller was opened in 1867 – since that it offers traditional Bavarian cuisine in historic ambience
- 19:00 Bus tranfer to hotel
- 19:30 Hotel check-in



Ratskeller, Munich



Monday | May 6



BMW Headquarter, Munich

08:30 Bus transfer to BMW HQ, Munich, Germany

09:00 Arrival to BMW World and check-in

09:30 **Group1: Guided Tour of Production Facilities**

Group2: Presentation: “BMW i – Visionary Mobility”

The BMW i brand stands for visionary mobility and vehicle concepts. It implements innovations and thereby contributes pioneering work within the enterprise. The brand’s drive is electric, its values sustainable and its design progressive. The presentation depicts innovations such as electric mobility, carbon, battery technology and renewable raw materials.

Self-paced visit of the BMW brand museum

11:30 Lunch in BMW cafeteria

12:30 **Group2: Guided Tour of Production Facilities**

Group1: Presentation: “BMW i – Visionary Mobility”

Self-paced visit of the BMW brand museum



BMW i exhibition



Industry 4.0: automated manufacturing



BMW brand museum

- 14:30 check-in at BMW conference center
- 14:45 **Presentation: “Electric Mobility at BMW – the Future of the Automotive Industry? Achievements and Challenges”, Dr. Walter Tannert, Area Manager E-Mobility and Product Manager BMW i**
- 15:45 **Q&A and Discussion**
- 16:15 Coffee break
- 16:30 **Presentation: “An Introduction to Designworks - Future Trends in Mobility, and How the Cars of the Future Look Like”, John Schoenbeck, Director Strategic Partnering, Designworks A BMW Group Company**
- 17:30 **Q&A and Discussion**
- 18:00 Bus transfer to restaurant
- 18:30 Dinner
- 20:00 Bus transfer to hotel



BMW conference center



BMW conference room



Virgin Hyperloop One Dubai by BMW Design



BMW Designworks creates new business class

Designworks

A BMW Group Company

Designworks is the design innovation studio for the BMW Group. We are the architects of future—designing holistic systems that impact and improve the world we live in. We inspire and challenge the companies we work with to be and stay at the forefront of their industries in design, technology and innovation. For 25 years Designworks has been stimulating the BMW Group as well as a select group of companies with ambitious visions for the future.



Tuesday | May 7



FABER-CASTELL

- 08:00 Bus transfer to Faber-Castell, Stein, Germany
- 10:00 Arrival and Check-in
- 10:30 **Welcome and Company Presentation, Dr. Siegfried Bloß**
- 11:00 **Guided Tour of Production Facilities, Dr. Siegfried Bloß**
- 12:15 **Presentation of Faber-Castell Products, Nadège Hungerecker**
- 12:30 Lunch at Faber-Castell Palace
- 13:30 **Guided Tour of Faber-Castell Palace, Dr. Siegfried Bloß**
- 14:30 **Presentation: "Innovation Process, Latest Innovations, Current Challenges in the Digital Era", Dr. Wolfgang Kaul, Head R&D, Faber-Castell**
- 15:30 **Q&A and Discussion**
- 16:00 **Presentation of Innovation Processes and Product Digitalization at Midea, Midea Teams**



Tower of Faber-Castell Palace



Product Range of Faber-Castell

Faber-Castell was founded in 1761 and is one of the world's largest and oldest manufacturers of pens, pencils, other office supplies and art supplies, as well as high-end writing instruments and luxury leather goods. Headquartered in Stein, Germany, it operates 14 factories and 20 sales units throughout the globe. The Faber-Castell Group employs a staff of approximately 7,000 and does business in more than 100 countries. The House of Faber-Castell is the family which founded and continues to exercise leadership within the corporation. They manufacture about 2 billion pencils in 120 different colors every year. In 1900, after the marriage of Lothar's granddaughter with a count of Castell, the A.W. Faber enterprise took the name of Faber-Castell and a new logo, combining the Faber motto, Since 1761, with the "jousting knights" of the Castells' coat-of-arms.

The Faber-Castell company is a so-called Hidden Champion, one of the many German companies that are leaders in their industry, typically are family-owned and therefore focus on long-term success rather than short-term quarterly results. Their constant innovations and re-inventions ensure company growth and retention of the leading market position over decades and centuries.



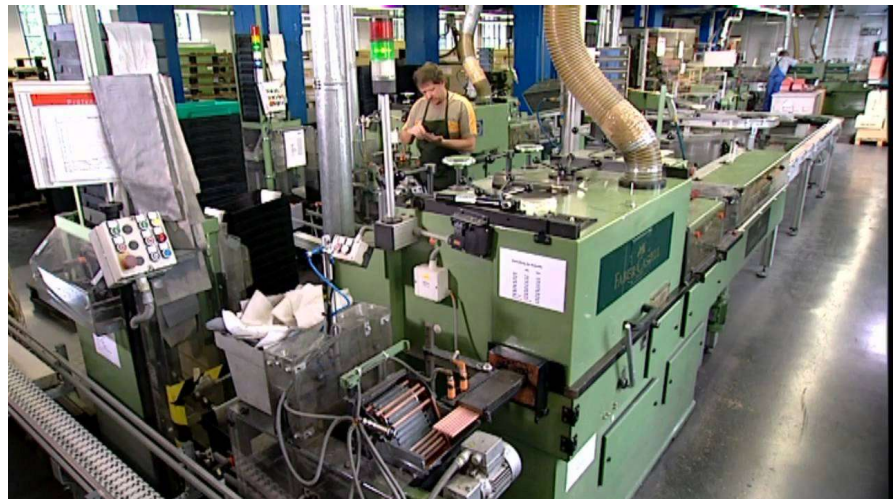
Anton-Wolfgang Count von Faber-Castell and his daughter Mary Countess von Faber-Castell, member of the Executive Board of Faber-Castell company

Faber-Castell Palace was built from 1843 to 1846 by the Count of Faber-Castell. In 1906 an additional section was added to the palace. It was the domicile of the Faber-Castell family until 1939 when it was occupied by the NS regime and later by the allied forces. Today it is used for representative events by Faber-Castell company.

We will be able to lunch in the Palace as well as use one of the halls as venue for the presentations and discussions in the afternoon.



Faber-Castell Palace



Production at Faber-Castell

- 17:00** Talk: “Leadership Challenges at a Hidden Champion”, Dr. Christina Zech, Managing Director, Faber-Castell Cosmetics
- 17:30** Interdisciplinary Learning: Discussion and Exchange of Ideas Beyond Industries
- 18:00** Bus transfer back to Munich
- 20:00** Dinner

Wednesday | May 8

Technische
Universität
München



- 07:30 Bus transfer to Technical University Munich [TUM]
Department of Industrial Design, Technical University Munich
- 08:00 **Lecture: "German Industrial Design: Bauhaus, Braun & Co.", Dipl. Des. Hannes Gump, Lecturer & Researcher Technical University Munich**
- 09:00 **Q&A and Discussion**
- 09:15 **Presentation of Design Challenge, Discussion and Feedback**
- 10:00 **Walk-and-Talk Tour of the workshops and labs of the Industrial Design Institute at Technical University Munich**
- 10:15 short break
- 10:30 **Workshop in Labs of Technical University Munich: User Centered and User Experience Design. Andreas Ringelhan MSc., General Manager f/p Design, Lecturer at Technical University Munich, Award Winning Designer**
- 13:00 Lunch
- 14:00 **Presentation: "How Will the Future Look Like? Which Role Will Robotics and Technology Play?"; Dominik Boesl, MBA, Vice President & Head of Robotic Futures, FESTO**
- 15:00 continuation of workshop on User Centered Design
- 17:30 Bus transfer to f/p design studio
- 18:00 **Visit of f/p design studio Munich: presentation of award winning product designs**
f/p design GmbH was founded by Prof. Fritz Frenkler, Chair of Industrial Design at Technical University Munich f/p design has studios in Munich and Berlin, Germany as well as Kyoto, Japan and is planning to open a new studio in China. Since its foundation in 2000, f/p design has won 62 design awards in Germany, USA, and Japan.

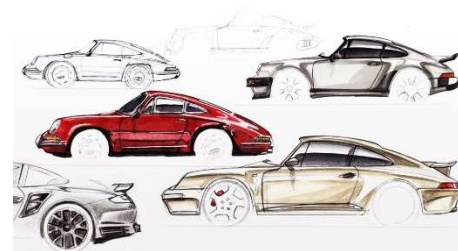
TUM is a research university and among the largest and most notable German institutes of technology. It is ranked 4th in Reuters 2017 European Most Innovative Universities ranking, 41th in THES World University Ranking, and 20th in the THES 2018 Best Universities for Engineering ranking. TUM's alumni include 17 Nobel laureates and 18 Leibnitz Price winners.



BRAUN



Iconic German Design: iPhone's design tribute to the Braun calculator



The Iconic Design of Porsche



FESTO bionic workplace

Festo is a German multinational industrial control and automation company with 20'000 employees and € 3 billion in revenues. Festo is an engineering-driven company, producing and selling pneumatic and electrical control and drive technology for smart factory or process automation. Festo is known for making moving robots that move like animals such as the sea gull like SmartBird, jellyfish, butterflies and kangaroos. The right solution for every requirement: Festo offers products, systems and services surrounding pneumatic and electrical control and drive technology – whether in the factory or process automation sector.



FESTO flying robot to improve manufacturing



Prof. Fritz Frenkler, Founder and CEO of f/p Design GmbH, Professor at Technical University Munich, Jury Chairman of iF Design Award

having graduated with a degree in industrial design from the academy of fine arts braunschweig, fritz frenkler worked for frogdesign germany and usa. in 1986, he set up and lead frogdesign asia in tokyo. from 1992 to 1997 he held the position of general manager of wiege wilkhahn entwicklungsgesellschaft, before becoming head of design at deutsche bahn ag and general manager of deutsche bahn medien gmbh. in addition to his tasks at f/p design, fritz frenkler holds several positions in organisations and juries. he is a board member of the if industrie forum design e.v., hanover and chairman of the if product design award jury. he is a regional advisor of wdo (world design organisation, formerly icsid), montreal and member of the academy of arts, berlin, section architecture. in 2005 fritz frenkler was nominated as a honorary professor in the department of industrial design at the academy of fine arts Braunschweig. Since 2006 he holds a chair as university professor in industrial design at the technische universität München (tum).

The iF Product Design Award was introduced in 1954 and is annually conferred by the iF International Forum Design. The award, which spans multiple disciplines, has more than 5,500 entries from around 60 nations every year.



18:15 Talk: “Winning Design Awards – Excellent Designs from an Aesthetic As Well As User-centered Perspective”, Prof. Fritz Frenkler, Jury Chairman iF Design Award

18:45 Bus transfer to Radolfzell

Supper on the bus

23:00 Hotel check-in

f/p design



Thursday | May 9



... is situated on Lake Constance (Bodensee in German), the Rhine river, and close to the Swiss Alps. The city directly borders with Switzerland. The city's name derives from the Roman emperor Constantius, who founded the city by building a fortress in 300 AD. Around 585 the first bishop took up residence in Constance and this marked the beginning of the city's importance as a spiritual center. In 1192, Constance gained the status of Imperial City so it was henceforth subject only to the Holy Roman Emperor. In 1414 to 1418, the Council of Constance took place, during which, on 6 July 1415, John Hus (Czech religious thinker, philosopher and reformer), who was seen as a threat to Christianity by the Roman Catholic Church, was burned at the stake. It was here that the Papal Schism was ended and Pope Martin V was elected during the only conclave ever held north of the Alps.

Today, the agglomeration Constance [Germany] \ Kreuzlingen [Switzerland] has around 100'000 inhabitants, and is home to the University of Constance, the University of Applied Sciences Constance, and the Pedagogical University. Its rich history along with its medieval, well preserved historic center, and its location on Lake Constance, the 3rd largest central European lake, and the Alps, make Constance very popular - to live and for vacation. Its proximity to large global companies such as ZF or MTU as well as to the economic centers Zurich and Stuttgart make it a very prosperous and sought-after city; real-estate prices are the 3rd highest in the country, only outmatched by Munich and Frankfurt.



SCHMALZ was founded as a razor blade factory in 1910 in Glatten in the Black Forest. The proliferation of the electric shaver required the company to change its focus. Over the years, the company's products changed from razor blades to transport equipment and finally to vacuum technology. Today, the company is one of the leading suppliers of vacuum technology in the fields of automation and manual handling and clamping. Its products and technologies thrive on intelligent devices that communicate with each other in the digital factory.

In the Schmalz Connect product range, Schmalz bundles a whole range of smart field devices. Schmalz technology allows to monitor and optimize machine data and statuses from anywhere and in real time. Moreover, it facilitates predictive maintenance, in order to reduce the likelihood of malfunctions before they lead to system downtime.

Renewable energy sources such as solar and wind energy, wood chips and hydro-electric power are utilized. Today, Schmalz is able to generate more energy than the company actually needs.



Entrance Hall for Employees and Guests



Prime Minister of the state of Baden-Württemberg
visiting Schmalz



SCHMALZ is one of the 461 "Hidden Champions", as defined by the University of St. Gallen and published by business magazine Wirtschaftswoche. SCHMALZ is a market leader, generates more than 50% of its revenues abroad, and is privately owned. It generates over 10% profit after tax annually.

- 08:00 Bus transfer to SCHMALZ in Glatten, Germany
Route through Black Forrest
- 09:15 Arrival and Check-in
- 09:30 **Welcome and Company Presentation, Shaowen Ren, Sales Engineer**
- 10:00 **Guided Tour of Production Facilities, Jochen Gunkel, MBA, Head of Sales International**
- 11:30 **Presentation of IoT and Smart Factory Technology, Shaowen Ren, Sales Engineer**
- 12:15 **Introduction of Team Assignment, Prof. Dr. Philipp Nenninger**
- 12:30 Bus transfer to Constance, Germany
Lunch on the bus
Case study work on bus
- 14:00 Check-in at Villa Rheinburg
- 14:15 **Presentation: “From Industry 1.0 to Industry 4.0 – Advancements in Automated Manufacturing”, Prof. Dr. Philipp Nenninger, University of Applied Sciences Karlsruhe**
- 15:00 **Team-Work: Status Quo of Industry 4.0 at Midea. Defining Potential for Future Advancements.**

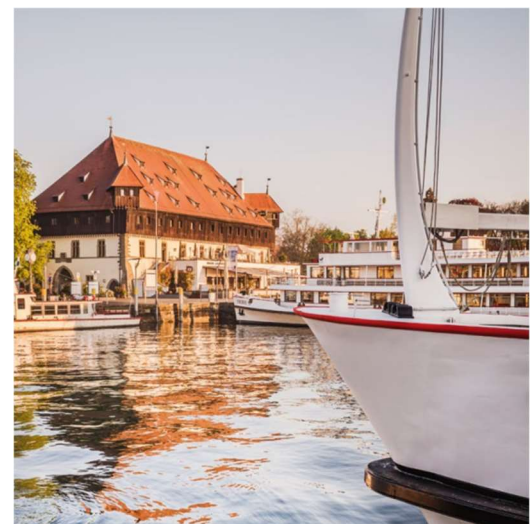
Coffee break during team work
- 16:00 **Presentation and Discussion on Industry 4.0 and Digitization at Midea**
- 17:00 **Presentation: “Branding of Swiss Luxury Watch Brands: The Case of Maurice Lacroix”, Dr. Christian Schimmelpfennig**
- 18:00 **Culture Immersion Walk to restaurant: learn more on the medieval history and the papal elections**
- 19:30 Dinner at Council Restaurant
Dine in the historic building where the papal elections were held from 1414 to 1418
- 21:00 Bus transfer to hotel



Villa Rheinburg, Lecture Venue



“Medieval Walk” through the historic center



Council Building

Friday | May 10

CHRONOSWISS

"In the digital age, mechanical watches are an anachronism in themselves; they simultaneously display their true values in addition to their high regard for special handcrafts. Small series such as the Artist's Collection, with its high concentration of lavish handcrafted arts, only add to the awareness.

In Chronoswiss' own workshop located at Lucerne, these ticking treasures are manufactured based on traditions that are hundreds of years old. More than 60 steps are needed before such a unique timepiece can begin to tick, each of which is extremely demanding."




CHRONOSWISS
Faszination der Mechanik



Voyeurs gesucht.

Für Männer, die gern einmal ein Auge riskieren. Die Grand Opus. Der erste Automatik-Chronograph mit pantografisch skelettiertem Werk. Nur echt im Großformat mit Zwiebelkrone und Glasboden für unverschämte Einblicke. Auch für Frauen, denen nie etwas verborgen bleibt.

www.chronoswiss.com



Chronoswiss – as a company, brand, and manufactory – is in stark contrast to our other visits, particularly to BMW and SCHMALZ. Chronoswiss is a particularly exclusive luxury watch brand. All watches are hand-made by artisan watch makers, less than 5000 watches are produced annually – many of them in limited editions with only 10 to 50 pieces, medium price range between € 8'000 to € 20'000.

08:00 Bus transfer to Chronoswiss in Lucerne, Switzerland

10:00 Welcome to Chronoswiss, Christina Kast, Manager Marketing Communications

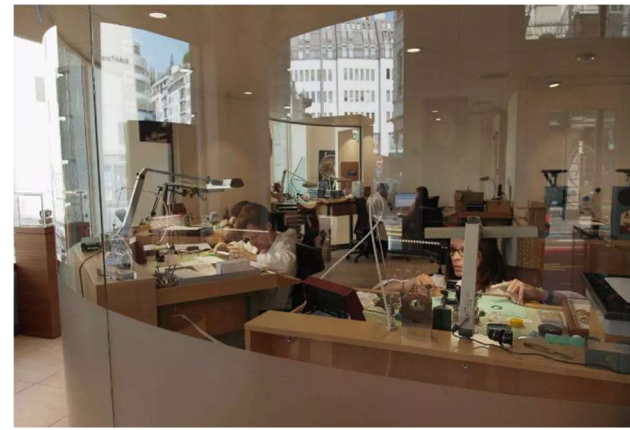
10:15 Visit of the exclusive watch manufactory, Ivo Stallkamp, Manager

11:15 Presentation: “Chronoswiss Brand Positioning”, Christina Kast, Manager Marketing Communications

11:30 Discussion: How would a Chinese Chronoswiss Customer look like?

12:00 Presentation and Wrap-up

12:30 Bus transfer to Flawil
Lunch stop on the way



Artisan watch manufacturing



HQ and manufactory of Chronoswiss in Lucerne



Lucerne



maestrani

Passion Chocolat Suisse 1852

15:30 Guided Tour of Maestrani Chocolate Manufacture

Visit of "Chocolarium" – the ultimate brand experience

17:00 Talk: "The success story of the new brand experience center", Irène Dumas, Chief Marketing Officer and Member of the Executive Board

17:15 Q&A and Discussion, Irène Dumas

18:00 Bus transfer to hotel

19:30 Dinner



"Chocolarium – Maestrani Brand Experience"



Chocolate Manufacturing at Maestrani



Saturday | May 11

07:30 Hotel check-out

08:00 Bus transfer to lecture venue Villa Rheinburg

08:30 Presentation and Workshop: Mastering Digital Value Creation, Prof. Dr. Michael Hilb

The workshop aims to provide Midea executives with an introduction and an overall framework of value creation in the digital age. The participants will be introduced to the key concepts of digitalization, i.e. platformization and datafication, and the GEAR framework of digital value creation, i.e. governing (who), enabling (why), amplifying (what) and realizing (how) digital value creation.

Program of the workshop:

Session 1: Strategy and Innovation in the Digital Age

Session 2: Succeeding in Digital Ecosystems – A Global Perspective

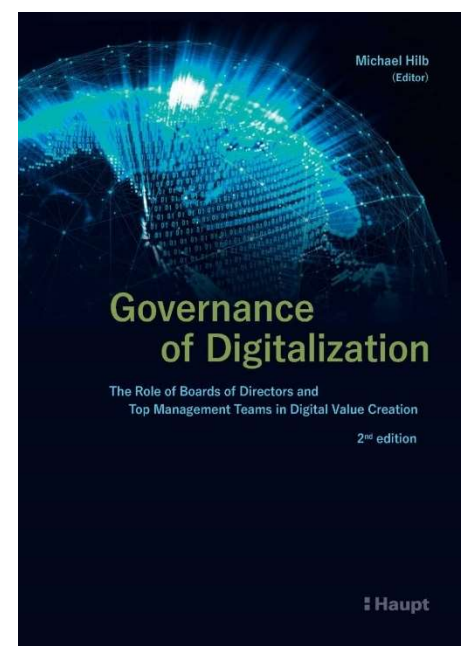
Coffee break

Session 3: Digital Value Creation at Midea – Leading Customer Value Chains

Session 4: Digital Value Creation at Midea – Orchestrating Partner Value Chains

Session 5: Conclusions

12:00 Walk to the restaurant



Michael Hilb's latest book on
Governing Digitization

12:15 Farewell lunch by the lake

13:45 Walk back to lecture venue

14:00 Summary of the Week, Dr. Christian Schimmelpfennig

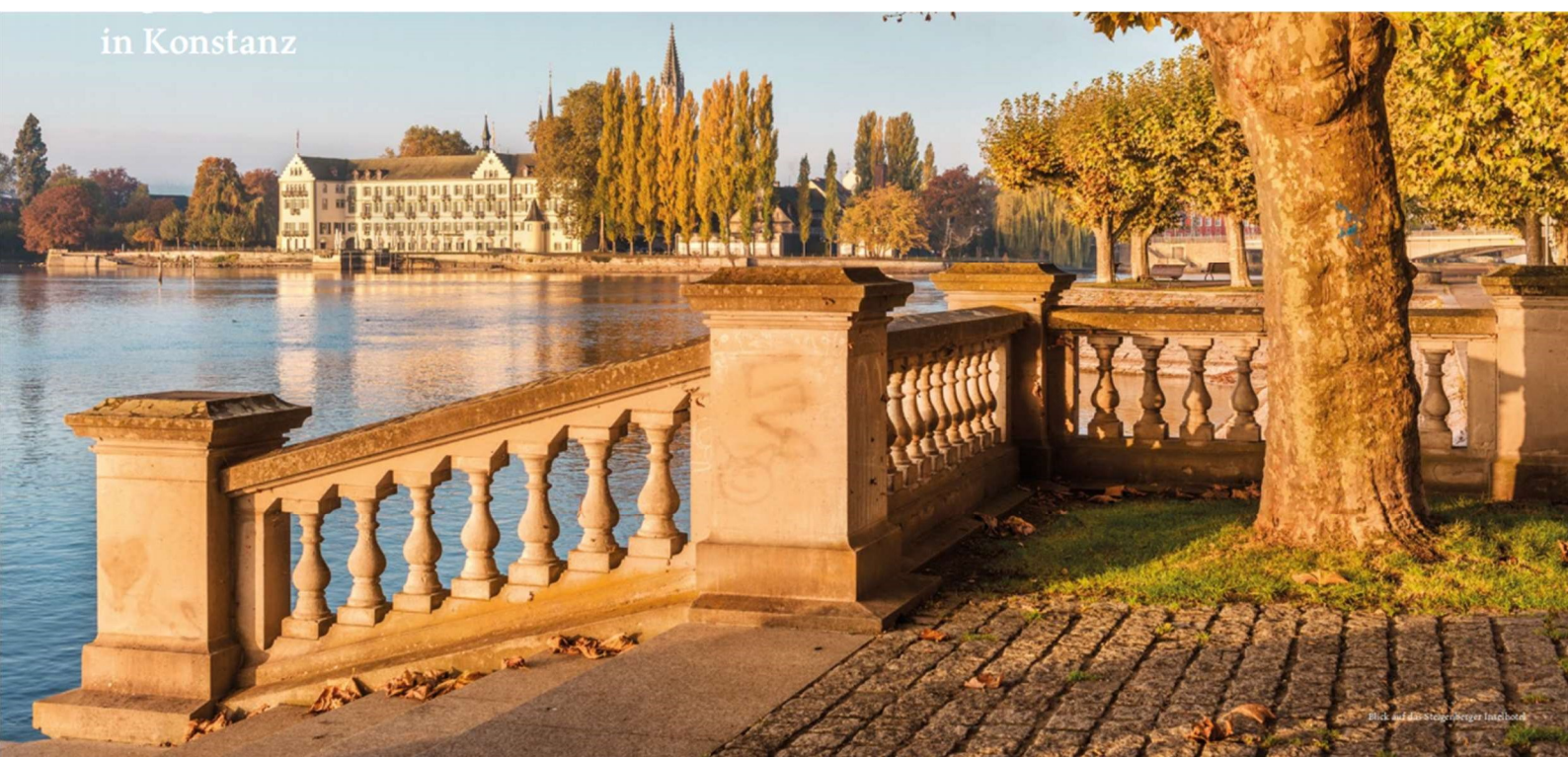
14:30 In teams: recap the week and summarize key learnings

15:30 Presentation and sharing of key learnings to other teams. Feedback and Discussion.

18:00 Bus transfer to Zurich airport

19:30 Check-in

22:00 Departure



Your Expedition Leader

Dr. Christian Schimmelpfennig

Dr. CHRISTIAN SCHIMMELPFENNIG has lived, studied, and worked in several countries in Europe and overseas. He earned a Master's Degree in business from Germany, one in marketing from Denmark, and his PhD at the distinguished University of St. Gallen, Switzerland. After he had spent several years in the industry and consulting, he managed, designed, and marketed training programs for senior executives. In the past he was with the universities of St. Gallen, Toronto, Liechtenstein and Zurich, e.g. as Program Director with the prestigious, Financial Times-ranked Executive MBA UZH. Currently Christian lectures and researches marketing related topics, consults with global companies, and authors academic publications and textbooks. His research interests lie in the area of advertising and branding strategies. His work has been published in well ranked scientific journals such as the Journal of Global Marketing, as well as practitioner-oriented publications, e.g. various Harvard Business outlets. Also he is a passionate entrepreneur in the hotel and real estate business and has a passion for architecture, languages, and culture.



Notes to the program schedule: There may be short notice changes (particularly in regards to senior company speakers) due to sudden unavailability and/or emergency.

Biographies of Key Speakers

[in order of appearance]

Dr. GANGLIN CHEN is a true expert in culture and history. He received a B.A. in German philology from Beijing University, an M.A. in Chinese Art History from Beijing University, and a PhD in sinology from Ludwig-Maximilian University Munich. He is a trainer for Chinese business culture and communication and a lecturer at Ludwig-Maximilian University Munich. Also he supervises communal projects between Germany and China and consults with global companies.



Dr. WALTER TANNERT obtained a MSc in business from Technical University Munich and a PhD from University of St. Gallen, Switzerland. He started his career in the automotive sector with AUDI, gaining experience in several departments, among them Strategy China. Since 2011 he is with BMW as Area Manager E-Mobility and Product Management BMW i.



JOHN SCHOENBECK received a Bachelor of Applied Science from the Art Center College of Design, Pasadena, USA, as well as an MBA from Munich Business School, Germany. After positions as a designer and manager in strategic design in several companies, he joined Designworks – A BMW Group Company in 2012. He now is Director Strategic Partnering at Designworks, the innovation lab of BMW Group. He is a frequent speaker on topics such as the future of mobility, and how our cars look like in the future. For example, he was a keynote speaker at the last IFA exhibition in Berlin. Reflecting on the role BMW plays in future mobility concepts he says:



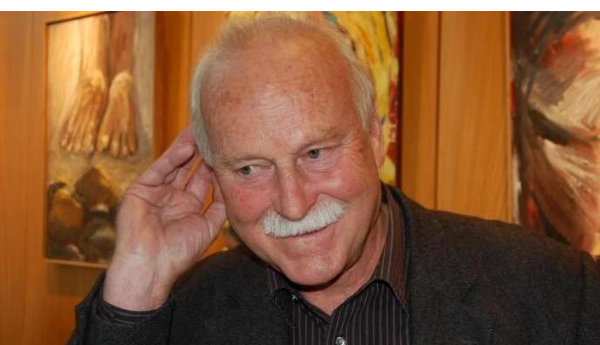
“In the past years we were really all about hardware and driving platforms, but as more and more services are placed on to our platforms we need to rethink that, because I think that BMW and other car manufacturers, are not car manufacturers anymore but mobility providers,”

DOMINIK BÖSL received a M.Sc. in Applied Informatics from the University of Augsburg and an Executive MBA from the University of Pittsburgh – Joseph Katz Graduate School of Business. He had been several years in managerial positions with Siemens, Microsoft and KUKA, e.g. in the role of Head of Corporate Innovation, Vice President Consumer Driven Robotics and member of the executive board. He now serves as Vice President and Head of Robotics Futures at FESTO. Also he is the founder and chairman of Robotics & AI Governance Foundation. He says:

„ We are living at the edge of a new time: Robotics and Artificial Intelligence will change the world! Automation in the form of Autonomous, Smart Machines and A.I. will impact the world in the next 50 years as much as the Internet, PCs and IT technology have changed it in the last half a century. Robotic & A.I Governance – Engage and Help us drive Sustainable Robotics & A.I. for Humanity! “



Dominik Bösl is looking into his Crystal Ball for us: Predicting the Future of Robotic



Dr. SIEGFRIED BLOSS has spent most of his professional life as an engineer, running his own engineering company. But also he is very passionate about history, particularly economic history. He has edited numerous publications on the history and technical developments of Faber-Castell company. Moreover he has advanced, developed and launched audio guided tours for several historic sites and towns. About this endeavor he says:

„Audio guided tours in towns are similar to those in a museum – only we don’t explain art but buildings, historic contexts and natural landmarks. “

Dr. WOLFGANG KAUL received a MSc and a PhD from RWTH Aachen University, one of the most reputable technical universities in Germany. Before joining Faber-Castell he spent several years as Head of R&D with Barbor Cosmetics, a German cosmetics company that offers luxury and natural cosmetics. Since 2002 he serves as Vice President R&D at Faber-Castell Cosmetics. He holds patents on chemical liquids with the European Patent Office.



Dr. Wolfgang Kaul [left] with Prince Albrecht zu Castell-Castell [right]



Dr. Christina Zech featured in COSMA Cosmetics Magazine

Dr. CHRISTINA ZECH studied chemistry at Technical University Munich and polymer chemistry at Stanford University. She received a PhD from Technical University Munich and an Executive MBA from University of Toronto, Canada and University of St. Gallen, Switzerland. Before joining Faber-Castell she has been with several cosmetics companies in different leadership positions, e.g. Director Color Lab at Schwan-Stabilo, Vice President R&D at Geka, Vice President Global Sales at MANA New York. Since 2015 she serves as Managing Director with Faber-Castell Cosmetics.



HANNES GUMPP is a senior lecturer at Technical University Munich [TUM]. He lectures on principles of design and practice-oriented design enterprise workshops in the Master’s program of Industrial Design at TUM. He is a designer himself and has won several awards. He received a MSc in Design at the University of the Arts, Stuttgart. About his industrial design endeavors he says:

„Hannes Gump is an Industrial Designer. His twin brother Max studied Sculpture. Working together, they are convinced that it's time for another pair of brothers in the world of design. “

the industrial designer **ANDREAS RINGELHAN** not only teaches at the technische universität münchen (tum), but is also advising companies in the fields of industrial design and user experience. andreas ringelhan has worked for the german aerospace center and has gained experience in the field of robotics and the design of complex interactions. he is just as connected in the creative as in the research and high-tech start-up scene.

Among many other companies he has designed for Bosch/Siemens/Hausgeräte, a German premium brand in home appliances, car manufacturer Opel, and Liechtenstein based Hilti Group. He has won several design awards praising his work, among them “German Design Award”, “Product Design Award”, and “Universal Design Award”.



having graduated with a degree in industrial design from the academy of fine arts braunschweig, **Prof. RITZ FRENKLER** worked for frogdesign germany and usa. in 1986, he set up and lead frogdesign asia in tokyo. from 1992 to 1997 he held the position of general manager of wiege wilkhahn entwicklungsgesellschaft, before becoming head of design at deutsche bahn ag and general manager of deutsche bahn medien gmbh. in addition to his tasks at f/p

design, fritz frenkler holds several positions in organisations and juries.

he is a board member of the if industrie forum design e.v., hanover and chairman of the if product design award jury. he is a regional advisor of wdo (world design organisation, formerly icsid), montreal and member of the academy of arts, berlin, section architecture. in 2005 fritz frenkler was nominated as a honorary professor in the department of industrial design at the academy of fine arts braunschweig. since 2006 he holds a chair as university professor in industrial design at the technische universität münchen (tum).

JOCHEN GUNKEL has been with SCHMALZ for several years – in various management position, e.g. as Segment Manager Automotive and Manager Asia/Pacific. He now serves as Head of Sales International at SCHMALZ. Before joining SCHMALZ he had been with Haugg Group in Slovakia, Germany and Belgium, and with OLAER, Australia. Jochen Gunkel holds a Bachelor in Engineering from Cooperative University Baden-Württemberg, as well as an MBA from the University of Adelaide, Australia. About his current role he says:



“Currently I am responsible for our businesses in India, China, Korea and Japan. I very much appreciate the intercultural exchange with my colleagues in Asia.”



SHAOWEN REN

studied mechanical engineering at Shandong University, China, Nihon University, Japan, and Technical University Darmstadt, Germany. He received a BSc from Shandong University and a MSc from Technical University Darmstadt. He now is an engineer with SCHMALZ.

Prof. Dr. PHILIPP NENNINGER is a Professor for industry automation at the University of Applied Sciences in Karlsruhe. Before that he had held different management position at ABB Group, a Swedish-Swiss multinational corporation headquartered in Zürich, Switzerland, operating mainly in robotics, power, heavy electrical equipment, and automation technology areas. ABB is one of the largest engineering companies as well as one of the largest conglomerates in the world. Philipp had been in ABB's R&D for several years and had headed R&D for a flow meter product group. He is an expert on industrial process and control technologies, automation, and industry 4.0. His research has been published in various internationally renowned academic journals, and he has been a speaker at several conferences. He holds a bachelor, master's and PhD from the University of Karlsruhe.



CHRISTINA KAST obtained a M.A. in English and German philology from the University of Mannheim, Germany. After graduating she was with different PR and communication agencies for several years. Since 2007 she is with Chronoswiss, first as PR Manager, later as Manager Marketing Communications.



IRÉNE DUMAS is a graduate of the prestigious St. Gallen MBA, Switzerland. She has held various positions in several companies in the alimentation sector, for example as Senior Product Manager with Ferrero. Moreover, she spent several years as Product and Marketing Manager with Microsoft. She now serves as Head of Marketing and Business Development at Maestrani and is member of its executive board. She has gathered a vast amount of international experience and is fluent in German, English, French, and Italian. She describes herself as:

„Marketing leader with strong communications skills who drives consumer brands in various industries.“

Prof. Dr. MICHAEL HILB is founder and CEO of DBP Holding Ltd., a global business group with a focus on developing digital growth platforms in Asia and Europe. He serves on the supervisory boards of Klingelberg Group, IMP-HSG and the Board Foundation and is Titular Professor at the University of Fribourg, Switzerland, lecturing strategy, entrepreneurship and digital governance at the University of St. Gallen and Singapore Management University.

Previously, Michael was Vice President Group Strategy and Digital Business of DKSH, a USD 11 bn market expansion services provider with a focus on Asia. He built with his team of 100 professionals a leading, profitable Pan-Asian online distribution business connecting 400 brands with 100 platforms in eight markets and led the Group Strategy, Digital Platform, Business Excellence, Innovation, Analytics and Transformation functions. He joined the company after five years with Roland Berger, an international strategy consultancy, and working as a Project Manager for Holcim, a multinational construction materials group.



Michael studied business at the University of Michigan's Ross School of Business, the Stockholm School of Economics and the University of St. Gallen, where he graduated with an MSc and a PhD in Management and a CAS in Board Effectiveness. He was Fellow at Harvard University and Visiting Research Fellow at INSEAD in France and Singapore, completed executive education programs at IMD and Harvard Business School and obtained certificates in artificial intelligence from MIT and the University of Zurich.

Overview of program itinerary

