



#PartnerForGrowth

# 2024 德中绿色转型研讨会

## Sino-German Green Transformation Symposium 2024

2024-09-24 | 14:00-18:00

Guangzhou International Cooperation Center

广州国际交流合作中心

# CONTENT



01 ORGANIZERS 主/协办方



02 EVENT INTRODUCTION 活动简介



03 PARTNERSHIP 活动合作



# ORGANIZERS

## **ORGANIZER 主办方**

German Chamber of Commerce in China · South & Southwest  
中国德国商会 · 华南及西南地区

## **CO-ORGANIZER 协办方**

Guangzhou International Cooperation Center  
广州国际交流合作中心



# The German Chamber of Commerce in China

Organizer 中国德国商会

AHK Greater China is part of the German Chambers of Commerce Worldwide Network (AHK) which includes 150 offices in 93 countries and regions. As an official institution of Germany's foreign trade promotion, AHK Greater China has been representing the economic interests of German companies in China for over 30 years. Our primary objective is to promote bilateral trade and investment between Germany and China by advising, supporting, and representing German companies seeking to establish or expand their business in China.

The German Chamber of Commerce in China with around 2,100 active members is an integral component of AHK Greater China. The Chamber with its three local chapters for North, East and South & Southwest China offers a powerful platform for networking, exchange, brand promotion and collaboration between German companies and local companies who wish to partner together.

德国海外商会联盟·大中华区是德国海外商会联盟（AHK）分设在全球93个国家和地区、150个海外代表处的一部分。作为德国对外贸易促进的官方机构，德国海外商会联盟·大中华区代表德国企业深耕于中国市场超过30年。我们的主要目标是通过为寻求在中国建立或扩展业务的德国公司提供咨询、支持和代表服务，促进德中之间的双边贸易和投资。

作为德国海外商会联盟·大中华区不可或缺的组成部分，中国德国商会拥有约2100家会员企业。中国德国商会分为华北及东北地区、华东及华中地区、华南及西南地区，为希望携手合作的德国企业及当地企业提供了强大的平台，从而进行交流、品牌推广和合作。[www.ahk.china.de](http://www.ahk.china.de)

扫码关注有礼



**AHK**  
Greater China  
• Since 1981  
• 10 Offices  
• 150+ Staffs

**AHK**  
• 130 Years Since 1894  
• 150 Locations  
• In 93 Countries  
• 50,000+ Members



**AHK**  
**GREATER CHINA**  
德国海外商会联盟·大中华区

 Partner For Growth

**German Chamber**  
• Since 1999  
• 2,100+ Members  
• 3 Main Areas

# Guangzhou International Cooperation Center

Co-organizer 广州国际交流合作中心

Guangzhou International Cooperation Center (GICC) was **established in November 2020 as a nonprofit comprehensive international exchange and cooperation platform to carry out pragmatic exchanges and cooperation with various global players in the fields of economy, trade, technology, education and culture.**

Adhering to the concept of "Connecting the world to promote win-win cooperation", GICC holds various activities for international organizations, research institutions, world-renowned universities, overseas sci-tech talents, city liaison offices and chambers of commerce & associations and offers them all-around support and services in trade investment, technology transfer, project incubation and cultural exchanges, striving to become an international center for technology transfer, investment & trade promotion and information exchange in Guangzhou and the Guangdong-Hong Kong-Macao Greater Bay Area.

**广州国际交流合作中心（简称“广州国合中心”）是广州市于2020年11月正式启动运营的非营利性综合国际交往平台，旨在务实开展与全球各类交往主体在经济、贸易、科技教育、文化等领域的交流与合作。**

广州国合中心秉承“链接国际·合作共赢”的理念，面向国际组织、国际科研机构、境外知名高校、境外科技人才、国际城市代表处、境外行业商协会，通过举办内容丰富、形式多样的活动促进国际交流，并为所服务对象在广州投资贸易、技术转移、文化交流、项目孵化提供多方面支持和服务，力争建设成为立足粤港澳大湾区，辐射全国的国际专业技术转移中心、国际投资贸易促进中心和国际合作信息交换中心。

([www.gz-gicc.org.cn](http://www.gz-gicc.org.cn))



## GUANGZHOU INTERNATIONAL COOPERATION CENTER

(GICC) 广州国际交流合作中心

链接国际 合作共赢

Connecting the World to  
Promote Win-win Cooperation

指导单位 | 广州市人民政府外事办公室

Supervised by | Foreign Affairs Office of  
People's Government of Guangzhou

02

## **EVENT INTRODUCTION**

2024 Sino-German  
Green Transformation Symposium  
德中绿色转型研讨会



# BACKGROUND

## Introduction

China is transitioning towards a green and low-carbon economy. Recently, many new policies have been issued by the Chinese government, showing that companies are increasingly seen as drivers for this development and that this year more efforts need to be put into making China greener.

中国正在向绿色低碳经济转型。近期中国政府出台了多项相关新政策，鼓励企业绿色转型，以促进企业自身和中国经济的可持续高质量发展。

Known for forward-thinking strategic vision and firm action, German companies have been actively engaging in the ESG practices in their companies, while also endeavoring to make the whole value chain greener with their products, technologies, services and solutions. These companies are constantly exploring the potential for energy saving and carbon reduction, promoting the green industry transformation. There are ample cooperation opportunities in greening China's economy with German companies' contributions.

在绿色发展方面，德国企业展现出一如既往的前瞻性战略视野和坚定行动。他们积极参与企业的ESG实践，不断挖掘节能降碳潜力，推动生产绿色转型，并通过不断创新的产品、技术、服务和解决方案，致力于实现整个价值链的绿色化，在中国推动产业绿色发展方面拥有众多合作机遇和广阔发展前景。



# BACKGROUND

## Introduction

Thus, in collaboration with Guangzhou International Cooperation Center, the German Chamber of Commerce in China · South & Southwest is organizing **the first Sino-German Symposium on Green Transformation** in South China, **focusing on energy saving, emission reduction and green transformation, discussing the future of green development and presenting German companies' contribution** to this game changing topic among the Sino-German business community.

由此，中国德国商会·华南及西南地区将携手广州国际交流合作中心，举办华南首届德中绿色转型研讨会，**聚焦节能减排和绿色转型，广邀德中商界代表同台对话，交流绿色转型的最佳实践，探讨未来绿色发展的着力点，共谋可持续发展。**





# EVENT DETAILS

## Time & Venue



### Date

14:00-18:00, Tuesday, Sept 24, 2024  
2024年9月24日（周二）14:00-18:00



### Venue

Guangzhou International Cooperation Center  
广州国际交流合作中心



### Participants

Around 100 high level representatives  
from the Sino-German Business Community  
约100位德中商业社群高层代表



### Language

English 英文



# AGENDA

Join us

9月24日 (周二) Tuesday, Sept 24

- 14:00-14:05**      **Opening Remarks 开幕致辞**
- Martin Klose, Executive Director of German Chamber of Commerce in China · South & Southwest
  - 马廷坤, 中国德国商会·华南及西南地区执行董事

- 14:05-14:10**      **Welcome Remarks 欢迎致辞**
- Jana Ludwig, Deputy Consul General of the Federal Republic of Germany in Guangzhou
  - 卢永岚, 德意志联邦共和国驻广州总领事馆副总领事

- 14:10-14:30**      **Paper Launch: Greening China's Economy - Contributions by German Companies**  
**倡议书发布：德国企业助力中国绿色经济发展**
- Constanze WANG, Head of Government Affairs and Advocacy, AHK Greater China
  - 王晓丹博士, 德国海外商会联盟大中华区政府事务部负责人

- 14:30-15:00**      **Report Presentation: From Principles to Practices - ESG Practices of German Companies in China 2024**  
**报告解读：从理念到行动 - 在华德企ESG实践报告2024**
- Cynthia XUE, ESG Expert of TÜV SÜD
  - 薛姿韵, TÜV SÜD可持续发展技术专家

- 15:00-15:30**      Coffee break 茶歇

\* Above agenda is subject to change.



## 9月24日 (周二) Tuesday, Sept 24

15:30-15:50

### Keynote Speech 主旨演讲: 创新开道, 先行碳路

- Alex Liu, Director of Site Management Service, Senior Engineer, BASF New Verbund Site China  
刘国平, 巴斯夫一体化基地(广东)有限公司基地管理服务资深总监、正高级工程师

15:50-16:10

### Topic Sharing 1: Green Supply Chain Management: Collaborative Emission Reduction Practices Across the Industry Chain 主题分享 1: 绿色供应链管理: 产业链上下协同减排实践

- Justin Hu, Director of Bravowhale Technology South China Branch  
胡济源, 祺鲲科技华南分公司总监

16:10-16:30

### Topic Sharing 2 主题分享 2

- Air China 中国国际航空股份有限公司

16:30-17:20

### Panel Discussion 企业对话

- Andrew Li, General Manager, NEFIN Group  
李宝欣, 立盈绿能科技(深圳)有限公司 总经理

- Gianni Li, National Sales Manager, UVEX (Guangzhou) Safety Co., Ltd.  
李江涛, 优唯斯(广州)安全防护用品有限公司 全国销售经理

- Oliver Berghofer, Business Development Manager, Schüco International (Beijing) Co., Ltd. Shanghai Branch  
白峰, 旭格国际建材(北京)有限公司上海分公司 业务发展经理

- Moderator: Constanze Wang, Head of Government Affairs and Advocacy, AHK Greater China  
主持人: 王晓丹, 德国海外商会联盟大中华区政府事务部负责人

17:20-18:00

Networking 自由交流

\* Above agenda is subject to change.





# HIGHLIGHTS

Join us

- First Sino-German Symposium in South China focusing on green transition  
华南区首个德中绿色转型研讨会
- Paper Launch: Greening China's Economy - Contributions by German Companies, published by AHK Greater China  
重大发布：德国海外商会联盟·大中华区绿色转型倡议书
- Report Interpretation: From Principles to Practices - ESG Practices of German Companies in China 2024  
报告解读：从理念到行动 - 在华德企ESG实践报告2024
- Gathering of representatives from German companies in South China to discuss the latest green topics.  
汇集华南区德企代表，聚焦当下热门绿色话题





# ESG Alliance

环境 | 社会 | 治理 联盟

The German Chamber of Commerce in China has been endeavoring to promote the ESG development.

In 2022, we officially launched an initiative “ESG Alliance”, a platform for German companies in China to showcase their ESG engagement and commitment, as well as to exchange knowledge.

Through a variety of ESG related activities, we help our members and clients to learn about ESG, connect with valuable partners, open a line of communication to government authorities, and increase employee and stakeholder engagement in sustainability.

中国德国商会一直致力于推动ESG发展。

我们于2022年发起了 环境 | 社会 | 治理 联盟，旨在在华德企提供一个展示其ESG表现和承诺、沟通交流的平台。

通过各种相关活动，我们帮助会员和客户了解ESG，与多方伙伴建立联系，与有关部门建立沟通，提高员工及利益相关者在可持续发展实践中的参与度。[\(https://esg.china.ahk.de/\)](https://esg.china.ahk.de/)



ESG Report 在华德企ESG实践报告



ESG DAY 2024



More Than A Market Awards



Closed-door Meeting 联盟闭门会

03

# **PARTNERSHIP**

2024 Sino-German  
Green Transformation Symposium  
德中绿色转型研讨会



# PARTNERSHIP

Join us

**Exclusive!**

## Speaking slot to show your expertise!

Find your potential customers and boost your business

## Present your company by product showcase

Present your company product, leaflet and roll-up at reception!

## Gain maximum visibility

Company logo on all promotional materials at the events and media channels in the Sino-German business community to raise brand exposure!





# Partnership

## Benefits Package

### GOLD SPONSOR

Member: ¥6,800  
Non-Member: ¥7,800

### SILVER SPONSOR

Member: ¥3,800  
Non-Member: ¥4,800

#PartnerForGrowth

## Your Logos

Online: event website, invitation mailing, WeChat posts, etc.

✓

✓

Offline: event backdrop, event PPT, etc.

✓

✓

Company showcase area next to the registration area  
(Incl company roll-up, products, brochures, etc.)

✓

✓

## Your Exposure

An exclusive company KT board on site

✓

✓

Display of company video (< 3min) at the event

✓

✓

Special Thanks at the Event

✓

✓

## VIP Seats

3

1

## Your Privileges

**Speaking Slot: Speech / Panel Discussion / Best Practice Sharing**  
(\*Depends on the contents from sponsor and the actual situation)

✓

NA

**Marketing flyer with the meeting materials / door gifts**

✓

NA

**An exclusive WeChat post on GCCSSW WeChat account**

✓

NA

\* Please note that the final benefits is subject to change.

\* Content of Company profile is subject to prior approval by the GCC SSW (including visual or audiovisual materials)





# Contact Us

## Ms. Charlotte Tan

Regional Director  
020-8755 8206  
[tan.charlotte@china.ahk.de](mailto:tan.charlotte@china.ahk.de)

## Ms. Jay Fang

Senior Event Manager  
020-8755 8203  
[fang.jay@china.ahk.de](mailto:fang.jay@china.ahk.de)

