

Documentation Brochure 2016

2016 年峰会文献手册



October 14 – 15, 2016
Zeppelin University
Friedrichshafen, Germany

Leadership Excellence Institute Zeppelin | LEIZ
Initiiert und gesponsert durch die Karl Schlecht Stiftung KSG

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Welcome Address by Dr. Jonathan Keir, International Ethics Project Coordinator Karl Schlecht Foundation; Coffee Break

On October 14th and 15th, 2016 the first Transcultural Leadership Summit, hosted by the Leadership Excellence Institute Zeppelin | LEIZ, took place at Zeppelin University.

The inaugural event kicks off a series of Leadership Summits at Zeppelin University with the aim to generate a mutual understanding of the increasing importance of transcultural leadership for multinational companies.

With more than 180 participants from all over the world including experts and leaders in science and practice, students and young professionals, the summit has been a great success. We would like to thank all our sponsors for

their commitment and their trust in our first transcultural Leadership Summit.

Thanks to the contribution of 20 outstanding and renowned speakers from various disciplines and nationalities, participants were given insights into different aspects of global leadership, Chinese – European relations and transculturality. In the course of the two day summit the speaker's involvement resulted in various inspiring keynote speeches, panels and breakout sessions. In the next part, key contents of the conference will be summarized here.



Keynote Prof. Dr. Rong Pei, Beijing Institute of Technology; Welcome Speech Isabelle Yu, Founder and Student Project Coordinator 2016

The conference was moderated by Astrid Oldekop, founder of the Medienbüro Düsseldorf Beijing. Her long time experience as a journalist with a focus on German-Chinese for the German newspaper *Handelsblatt* as well as her moderating background ensured smooth transitions and professional introductions.

Isabelle Yu, the founder and head of the student organization committee kicked off the summit by outlining the relevance of the conference topic. In our modern society, it's mostly about adapting to other cultures, linked with an integration process. What is often disregarded is an mutual understanding of value creation with benefits for both sides.

In line with the vision of the organization team, the format is not about teaching people how to go back

to the individual organizations equipped with practical tools to perform transcultural leadership, but to trigger the right chain of thoughts that give room for transcultural improvement.

Warm welcoming words, in fluent Chinese and English, were given by Dr. Jonathan Keir, International Ethics Project Coordinator of the Karl Schlecht Foundation, the initiator and main supporter of the LEIZ. His focus on China stems from the background of a traditional German company, Putzmeister, which was once owned by Karl Schlecht and later acquired by its Chinese competitor Sany. His passion about improving global relations through Transcultural Leadership aroused the participants' curiosity for the upcoming speeches.



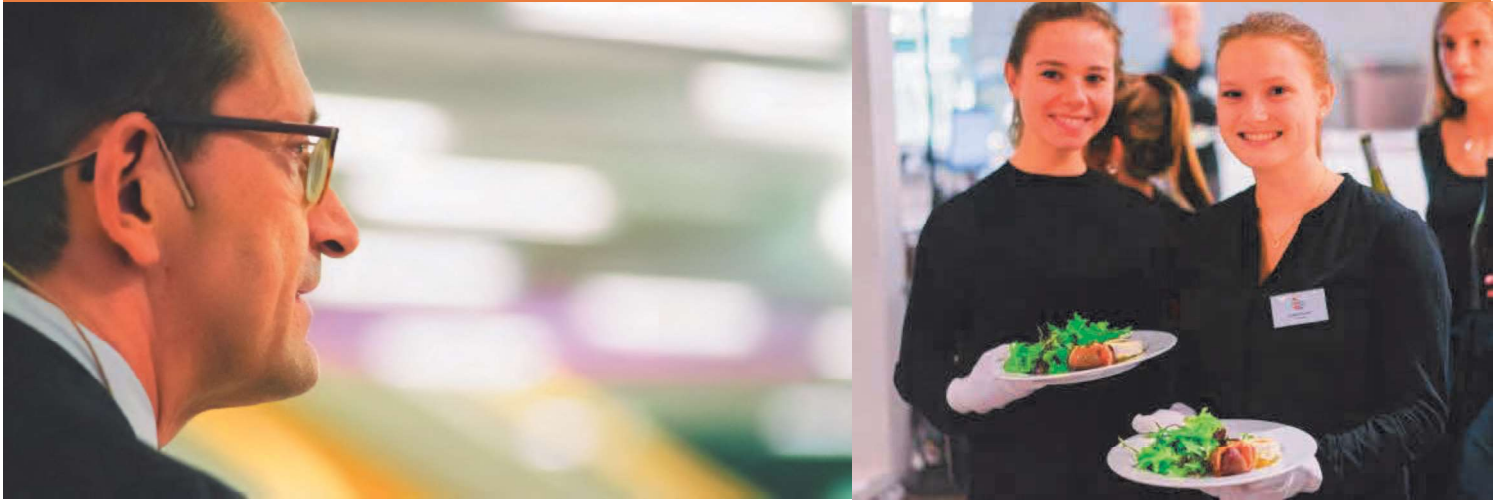
Keynote Prof. Dr. Josef Wieland, Director Leadership Excellence Institute Zeppelin I LEIZ; Keynote Dr. Stefan Sommer, CEO ZF Friedrichshafen AG

In the first keynote, the growing importance of Transcultural Leadership in a globalized world was demonstrated by Prof. Dr. Josef Wieland, Director of the Leadership Excellence Institute Zeppelin. Strategies and organizational structures can be changed in less than two years but companies often neglect the duration of cultural changes, which take between six 6-15 years. Without a change in organizational culture, the critical requirements of Transcultural Leadership such as trust, respect and mutual understanding of issues cannot be achieved.

With means of Transcultural Leadership, companies do not gain competitive advantage by the way they run their company, but also create shared value while implementing successful integrity management.

Prof. Dr. Dr. Dr. h.c. Franz-Josef Radermacher stressed the importance of common cultural perspectives with regard to topics like global governance and sustainability. In line with Prof. Wieland's perception, he stated that failure in transcultural cooperation, is determined by trust and that not only business relationships can be enhanced with non-stigmatizing trust.

Prof. Dr. Rong Pei from the Beijing Institute of Technology held a Chinese keynote, translated into English for the participants, in which she gave insights into the Chinese perspective on topics of leadership and introduced various concepts such as Confucian Entrepreneurship and the philosophies of Zhong Yong.



Dinner Speech Marcus A. Wassenberg, Rolls-Royce Power Systems AG; Gala Dinner

Her examples of how misunderstandings emerge and which leadership solutions were the most appropriate in the individual situation caught the participants interest and enriched the discussions afterwards.

The series of keynote speeches was rounded off by Dr. Stefan Sommer, CEO of ZF Friedrichshafen AG, who gave practical insights into the current firm strategy. Dr. Sommer stressed the importance of mutual cultural understanding with regards to global cooperation and long-term success.

A champagne reception and a four course Gala Dinner posed yet another

highlight to the first day of conference. In his dinner speech, Marcus A. Wassenberg, CFO of Rolls-Royce Power Systems AG stated: *"We have to open up to other cultures. We have to question hierarchies and design our organizations towards transparency and openness."*

His authentic presentation as well as his personal strong reflection and desire towards a more transcultural approach exemplified the operational readiness and the necessity of multinational companies to tackle these management issues.

Day 2



Speaker Presents; Keynote Dr. Dahai Yu, Dr. Yu Consulting and Investment Ltd.

At the beginning of the second day Dr. Dahai Yu, the first Chinese board member of a German DAX listed corporation (Evonik Industries AG), talked about the value of cultural identity and different leadership styles between Europe and China. He personally favours a sophisticated program for future expatriates in order to ensure a proper mindset that enables transcultural cooperation and shared value creation.

The second day was shaped by interactive formats such as several 45-minute breakout sessions, designed to widen the participants' perspectives and diversify their views on transcultural leadership.

Participants engaged in lively discussions about the summit's topics, exchanged best practices and shared cultural perspectives.

As the summit was embedded in the context of Zeppelin University, which has been ranked among the best and most innovative universities in Germany for its approach of bridging business, culture and politics, it seemed to be indispensable to represent all disciplines.

The winners of the Transcultural Caravan essay competition, which were honoured in the morning, had the opportunity to create posters of their findings regarding the topic of transculturality.



Pentagon Exhibition, curator Leoni Awischus; Coffee, Cake and Culture

During the format “Coffee, Cake and Culture”, which was kindly sponsored by Bahlsen, a traditional German cookie manufacturer, several exhibitions took place in which participants were invited to collect ideas and inspiration in the field.

In the afternoon, high ranked representatives from Putzmeister Holding GmbH (CFO, Dr. Renate Neumann-Schäfer), Rolls-Royce Power Systems AG (Director Corporate Strategy, Tobias Ostermaier) and the Wagner Group (CEO, Bruno Niemeyer) shared their

best and worst cases with a time frame of only eight minutes. The innovative and fresh format provided compromised high quality content as seen from different perspectives to the audience.

The conference ended with a lively panel discussion that revolved around the current importance of transcultural leadership. Discussants were Dr. Dahai Yu, Marcus A. Wassenberg, Prof. Dr. Josef Wieland, Adolf Kloke-Lesch, Tim Schleicher, ambassador of the Transcultural Caravan and Astrid Oldekop.



Coffee, Cake and Culture; Organization Committee Members

As the first summit of its kind, the Transcultural Leadership Summit was shaped by its pioneer spirit. Posing an end to a one-year preparation period, the event exceeded all expectations of the organization committee.

For the following years the team is working on extending the recognition of the concept of Transcultural Leadership and furthering the networking possibilities.

The objective for this summit was to build a valuable information platform to deepen participants' cultural knowledge and foster mutual understanding with its unique feature of an annually changing regional focus.

To accomplish this, the organization committee established this year's conference agenda to enable

participants to discuss the many existing facets of leadership and cultural challenges organizations face today and then to determine the necessary solutions, actions, policies and programs to overcome these problems and issues.

"I think this years Transcultural Leadership Summit showed both the need and the relevance of the topic and managed to lay a solid foundation for future events." said Isabelle Yu the project lead of the 2016 summit."

The Transcultural Leadership Summit is not only the start of a series of events to come but is imagined to be the cornerstone of a network of leaders that strive to develop their skills in leadership excellence.

Impressions



Impressions



Impressions



Speakers



**Prof. Dr. Josef
Wieland**

**Leadership
Excellence Institute
Zeppelin University**



**Prof. Dr. Dr. Dr. h.c.
Franz-Josef
Radermacher**

Club of Rome



**Marcus A.
Wassenberg**

**Rolls-Royce Power
Systems**



Dr. Birgit Suberg

**Xi' An Liverpool
University**



Matthias Zeuch

Johnson Electric



Prof. Dr. Rong Pei

**Beijing Institute of
Technology**



Dr. Stefan Sommer

ZF Friedrichshafen



Dr. Dahai Yu

**Dr. Yu Consulting
and Investment Ltd.**



**Astrid Oldekop
(Moderator)**

**Mediapoint
Düsseldorf Beijing**



Dr. Bruno Niemeyer

Wagner Group



**Dr. Bernd-Uwe
Stucken**

Pinsent Masons



Miriam Fritz

Berners Consulting



Adolf Kloke-Lesch

**Sustainable
Development
Solutions Network**



Isabelle Yu

**Founder, Student
Project Coordinator
TLS 2016**



**Dr. Renate Neumann-
Schäfer**

Putzmeister



**Jun. Prof. Dr.
Matthias Niedenführ**

**China Centrum
Tübingen University**



Georg Stieler

**STM Enterprise
Consulting**



Dr. Thomas Karst

**Rolls-Royce Power
Systems**



Dr. Jonathan Keir

**Karl Schlecht
Foundation**



Tobias Ostermaier

**Rolls-Royce Power
Systems**

