



Invitation to 8<sup>th</sup> Workshop on German-Chinese Logistics Networks

**Successfully Developing and Managing Relationships  
with Logistics Service Providers in China**

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**Navigating German-Chinese Logistics Networks**

June 8, 2016

Contract logistics service providers play a key-role in the globalization of supply chains. Especially when entering emerging markets the assistance of qualified logistics service providers is a key success factor. As one of the world's fastest growing economies China has attracted many global manufacturing firms and logistics service providers. However, the development of contract logistics in China is still in an early stage and does not live up to its potential. The Chair of Logistics at Technische Universität Berlin, Germany and the Kuehne Chair of International Logistics Networks and Services at Tongji University Shanghai, China invite you to participate in a workshop on the current state of contract logistics in China. The workshop addresses manufacturing companies as well as logistics service providers to jointly identify future challenges and cooperative strategies to accelerate the development of contract logistics in China. Furthermore it provides a networking platform of business professionals. The workshop results will help your business to better prepare for market requirement in China.

## Agenda: June 8, 2016

08:30 – 09:00	Registration of the participants and welcome tea & coffee
09:00 – 09:15	Welcome Note
09:15 – 09:45	Introduction of Workshop Participants
09:45 – 10:30	Presentation of Preliminary Project Results
10:30 – 11:00	Introduction to Contract Logistics in China
11:00 – 12:30	Workshop I: Identification of Needs for Action
12:30 – 13:30	Lunchtime
13:30 – 15:00	Workshop II: Discussion of Cooperative Actions
15:00 – 15:15	Tea & Coffee Break
15:15 – 16:00	Presentation of Workshop Results
16:00 – 16:15	Feedback and Farewells

**Address:** to be announced

**Language:** English

**Registration fee:** Free of Charge

**Addressed audience:** Managers from Electronics, Automobile, Consumer Goods and Logistics Service Provider Industry

## The Project

- The workshop is part of a project called „Navigator for German-Chinese logistics networks“ funded by the Kuehne Foundation.
- The project aims at supporting businesses in strategically managing their supply chains between Germany and China.
- The goal of the workshop is to provide a platform for companies from different industries (incl. logistics services providers) to enable the exchange of ideas among industry experts.
- From 2013 to 2016 similar workshops have been held in Germany at the Technische Universität Berlin and in China at the Tongji University Shanghai.
- The project is a joint activity by the Chair of Logistics at Technische Universität Berlin and the Kuehne Chair of International Logistics Networks and Services at Tongji University Shanghai.

## Your Benefits

- **Free participation** in the workshop.
- You get exclusive access to the **latest findings and results** of the project.
- You are able to exchange **approaches and best practices** from different industries.
- You have the chance to expand your **professional network**.
- You get the opportunity to attend **future workshops**.

## Your Contribution

- You complete an anonymous **20-min online survey**. The survey will be sent to each participant shortly before the workshop.
- You are ready to get involved in discussion about solutions of current and future challenges in German-Chinese logistics networks.

# Registration Form

For successful registration, please submit the following form via email or fax to:

[china@logistik.tu-berlin.de](mailto:china@logistik.tu-berlin.de)

+49 30 314 29536 (Fax)

- Yes, I want to participate in the workshop on Friday, June 8, 2016 at Tongji University, Shanghai, China.\*
- I won't be able to participate in the workshop. Please keep me informed about future activities.

.....  
Company Name

.....  
Name/ First Name

.....  
Job Title

.....  
Street

.....  
ZIP/ City

.....  
Telephone

.....  
Email

\*Please Note: The workshop is limited to 21 participants. Participants will be selected on a first-come-first-served basis.

**Thank you for your interest!**



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Head Department of  
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