

EUROPEAN COACHING ASSOCIATION



Press Release

2nd Asian-European Management & Coaching Congress in Shanghai, 17th to 19th of September 2014

Munich: Center for Strategic Intercultural Communication (StrategicInterCom) and the European Coaching Association, in partnership with MITTELSTAND INTERNATIONAL and with the support of Volkswagen Group China and AGCO Corporation, held on 17th-18th September 2014 the **2nd Asian-European Management & Coaching Congress (AEMCC) Shanghai** at the Hyatt on the Bund. The AEMCC brought together decision-makers, practitioners, academics, intellectuals and unconventional thinkers from 20 countries for a great opportunity to exchange ideas and find novel solutions to one of the most pressing challenges of today - **Fostering a Responsible Innovative Organizational Culture**.

The AEMCC opened with panel sessions composed of top speakers from commerce, industry, science and society; discussing from both global, as well as local perspectives, the paradox of creativity, innovation and responsibility; innovation as the competitive edge; modern approaches to development of high potentials; leadership styles that bring out creativity and innovation; and thinking outside the box. All sessions were translated into four languages (English, Chinese, Russian and German).

Exclusive master classes and workshops were conducted on the second day regarding various topics relating to the AEMCC's theme. The Volkswagen Group China participated actively by presenting sessions on vocational education and innovating coaching practices going on in the company, as well as "Spitzenpersonalarbeit" - concepts, tools and achievements. Their participation in the AEMCC is among Volkswagen Group's efforts to become "the most people oriented car company".

On the third day, 19th of September, AGCO Corporation hosted the delegates' visits to production companies around Shanghai, including Vallourec, wherein the delegates met with the companies' management team and were introduced to the production lines.

Several journalists from European, Chinese and leading **international newspapers/magazines** joined the event, together with **TOP executives, recognized entrepreneurs, and senior professionals**, open-minded investors into human capital, qualified freelancers, and unconventional academics alike, who work and live in innovative, multi-disciplinary, and cross-cultural environments. With **guests from all over the world**, successful small and medium sized enterprises, many influential global operating groups and several Chambers of Commerce; AEMCC served as a **large platform for cooperation and collaboration in Eurasia**.



ECA European Coaching Association e.V.

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ECA President – Chairman Bernhard Juchniewicz



About ECA: The European Coaching Association ECA is an internationally organized professional association. It was founded in 1994 with the aim of developing high quality standards in the field of coaching to create a climate of trust in the market. Today, the ECA unites more than 560 coaches as well as consultants, supervisors, trainers, training Institutes and copartnerships under its roof.

We conduct an open dialogue with the private and public sector as well as with other professional coaching associations and we have the vision to making internationally known ECA philosophy and its quality standards for the realisation and further development of the coaching order thus introducing the multiprofessional coach as accepted and independent freelancer.

Subject to the ECA philosophy and its internationally certified high quality standards our members are familiar with the professional and private challenges of their clients. Based on multi professional qualifications and the humanistic-holistically ECA philosophy they see their role in advising and coaching entrepreneurs, the executive management and their teams, personnel development sections as well as private partners and families by supporting a target- and forward-looking development thus securing the client's professional and private success. Client and coach exclusively work at equal and autonomous level.

第二届亚欧管理与培训大会

2014年9月17日 –

19日 上海第二届亚欧管理与培训大会(AEMCC)于9月17日在上海外滩茂悦大酒店开幕，于9月20日闭幕，会议历时三天，来自德国、俄罗斯、中国等20多个国家的企业领导、意见领袖、学术先驱齐聚一堂，例如Klaus

Dierkes先生（大众汽车集团（中国）人力资源、组织架构和ITP执行副总裁）和Dr. Gerhard

Schwarz博士（奥地利维也纳大学教授）悉数到场，就企业责任与创新、外企人员管理培训、外资企业中国化等议题进行了会议式研究和沙龙式讨论，每个会议片段都配有英语、德语、俄语、中文四种语言同声交替传译发言和讨论内容。

亚欧管理与培训大会由欧洲培训协会（ECA）和慕尼黑战略跨文化交流中心(Strategic InterCom)联合中小企业国际协会（MITTELSTAND

INTERNATIONAL）共同主办，ECA主席康斯坦丁博士（Dr. Konstantin

Schamber）表示，亚欧管理与培训大会以培育负责任的创新组织文化为目标，立足中

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国本地，以国际视野解决在华中小型外企的中国化过程中的困惑，并为中国企业的国际化发展与转型提供专业的解决方案和培训服务。

Dr. Gerhard

Schwarz博士主持了“创造与创新领域的责任是否互为悖论”分议题，他认为企业管理不是数学题，没有教科书。他引述中国哲学家老子的理论：“将欲歛之，必故张之；将欲弱之，必故强之；将欲废之，必故兴之；将欲取之，必故与之。”提倡将中国古人的智慧结晶应用于中国经济和现代企业的发展中，解决经济增速和质量的矛盾，找出自由创新和制度责任之间的平衡点。

19日，会议代表探访了美国爱科集团（AGCO）位于江苏常州武进高新工业区的工厂，AGCO常州公司总经理Franz Ganglbauer热情招待了会议代表团，AGCO公司Centurion项目负责人Thomas

Enghof详细讲解了工厂的技术支持、人员构成，引领代表团参观了2万平方米世界级厂房的拖拉机生产线，传授一线运营实践经验。

近年来，外商对中国投资的热潮逐渐降温，更多的外资企业把发展重点从商业投资层面转向企业文化和管理创新层面，学习更好的肩负“中国责任”，以“中国创新”满足“中国需求”。中小企业在中国发展得到政策扶持和优待，然而建立一种中西结合的可持续管理风格，以最大限度激发外资在中国的活力仍是不小的挑战。



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