

## Registration

Thank you for registering to attend the event  
“Talent Pool Asia – Digitalisation: Connecting Multicultural Teams across Germany and Asia” at Google Germany GmbH on Friday, 24 March 2017 at 9:15hrs.

Registration is mandatory. Please register online [here](#) until 21 March 2017.

Since the number of seats is limited, we recommend an early registration.

Participation is free of charge.  
By registering, you agree to the publication of photographs of your person within the framework of the conference.

**For further information please contact:**

## Registration

Ms Özgül Orhan

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## Event

Ms Barbara Schmidt-Ajayi

Telephone: +49 40 35 75 59-16

E-Mail: [schmidt-ajayi@oav.de](mailto:schmidt-ajayi@oav.de)

## Venue:

Google Germany GmbH  
9th Floor  
ABC-Straße 19  
20354 Hamburg

## How to find us:

For your individual route please check [Google Maps](#)



## Talent Pool Asia –

Digitalisation: Connecting Multicultural Teams across Germany and Asia

at Google Germany GmbH  
ABC-Straße 19 | 20354 Hamburg  
Friday, 24 March 2017 | 9.15 – 12.00hrs



Hosted by 

Dear Sir or Madam,

In the era of digitalisation, the whole working environment is undergoing major changes. Old structures and processes are challenged and newly defined. Multicultural teams work together across continents and physical as well as cultural boundaries, creating a multitude of new opportunities for German companies to make use of the vast "Talent Pool Asia".

We invite you to discuss challenges and opportunities of digitalisation for your HR processes and the shaping of the future workplace with representatives from the new and old economy at the Hamburg premises of one of the world's most successful digital giants – Google Inc.

Initiated in 2013 by OAV – German Asia-Pacific Business Association and Hamburg Chamber of Commerce, the annual series of events "Talent Pool Asia" aims at expanding the dialogue between Asian and German business leaders on strategies to overcome the global skills shortage. Previous events have addressed topics such as "Gender Diversity", "Skill Development and Diversity Management" as well as "Training and Retention of the Next Generation".

The event is conceptualised as an exchange and learning platform for CEOs, HR and diversity managers as well as entrepreneurs from Germany and Asia.

We look forward to welcoming you to our event.

Yours sincerely,



Corinna Nienstedt, Director,  
Hamburg Chamber of Commerce



Timo Prekop, Executive Member of the Board,  
OAV – German Asia-Pacific Business Association

## Programme

09:15hrs

### Addresses of welcome

**Mr Frank Kohl-Boas,**  
Head of HR Northwest,  
Central & Eastern Europe,  
Google Germany GmbH

**Mr Hans-Georg Frey,**  
Chairman of OAV and Chairman  
of the Board of Management of  
Jungheinrich AG

09:30hrs

### Digitalisation in Bangladesh – Government's perspective

**H.E. Zunaid Ahmed Palak MP,**  
Honorable State Minister,  
ICT Division, Ministry of Post, Telecom-  
munications & Information Technology  
(Bangladesh)

09:45hrs

### Attracting German and Asian talents for the future workplace – Google's perspective

**Mr Frank Kohl-Boas,**  
Head of HR Northwest, Central & East-  
ern Europe, Google Germany GmbH

10:15hrs

### Panel discussion: How can digital working environments enhance talent recruitment from Asia for German enterprises?

#### Moderation:

**Ms Ulrike Wieduwilt,**  
Managing Director,  
Russell Reynolds Associates

#### Panelists:

**Mr Frank Kohl-Boas,**  
Head of HR Northwest, Central & East-  
ern Europe, Google Germany GmbH

**Dr Prisca Brosi,**  
Chair of Strategy and Organization,  
TUM School of Management,  
Technical University of Munich

Representative of a German  
enterprise

11:15hrs

### Tour through the office of Google Germany GmbH (optional)

**Conference Language: English**

Impressions of Google Germany GmbH

