

## Registration

Thank you for registering to attend the event “Talent Pool Asia – Building Bridges to Overcome Skills Shortages in 2024” at Hamburg Chamber of Commerce on Friday, 15 March 2024 at 9:00hrs.

Registration is mandatory. For registration visit our website [www.oav.de](http://www.oav.de) or [click here](#) until Monday, **11th March 2024**.

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:

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**Venue:**  
Merkur-Zimmer  
Hamburg Chamber of Commerce  
Adolphsplatz 1, 20457 Hamburg

## How to find us:

**Railway and Bus**  
S-Bahn Jungfernstieg: S1/S2/S3  
U-Bahn Jungfernstieg: U1/U2  
U-Bahn Rathaus: U3  
Buslines Rathausmarkt:  
Metrobus 3/4/5/6/109  
and Schnellbus 31/34/35/36/37

**Intercity Railway**  
Hamburg Hauptbahnhof (15 min on foot)

**Car parking**  
Ferdinandstr. (P1)  
Gertrudentor (P2),  
Große Reichenstr. (P3)  
Hanse-Viertel (P4)  
Bleichenhof (P5)  
Deutsch-Japanisches Handelszentrum (P6)



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## Talent Pool Asia –

Building Bridges to Overcome Skills Shortages in 2024

Hamburg Chamber of Commerce  
Adolphsplatz 1 | 20457 Hamburg  
Friday, 15th March 2024 | 9.00 – 12.30hrs



**oav** WORKING GROUP TVET **IMOVE**  
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Dear Sir or Madam,

We live in an age where skill shortages in German companies pose an increasingly serious challenge and high competition for talents – for their German, but also Asian operations. To effectively counteract this shortage, companies are increasingly compelled to use innovative recruiting and work models and also recruit employees from abroad.

The key to tapping into this international "Talent Pool" lies in building and nurturing partnerships and bridges between German and Asian companies strategically operating in both markets. As part of the "Talent Pool Asia" conference series, the event aims to continue and expand the dialogue between Asian and German business leaders. This interaction focuses on strategies for effectively using work models to manage Human Resources, thus tackling skills shortages.

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,



Daniel Marek, Executive Member of the Board  
OAV - German Asia-Pacific Business Association

## Programme

**Master of Ceremonies:** Markus Heinen, People Consulting Leader Germany, Ernst&Young

**Language:** English

9.00hrs

### Registration and Reception

9.30hrs

### Address of Welcome

**Dr Arnd Nenstiel,**  
Chairman, OAV – German Asia-Pacific Business Association

9.40hrs

### Keynote: Engineering the Future – Tackling Talent Shortages in Europe

**Ralph Appel,**  
President, European Federation  
of National Engineering  
Associations

## Part 1: Talent Dynamics: Insights on Recruiting for Companies Operating in Asia-Pacific

10.00hrs

**Panel Discussion**  
**Moderation by Fabian Kuhnt,**  
Partner, Ernst&Young

**Markus Heinen,**  
People Consulting Leader,  
Ernst&Young

**Benedict Kothe,**  
Managing Director, Jungheinrich  
Lift Truck Singapore Pte. Ltd.

**Dr Susanne Lehmann,**  
Managing Director, Volkswagen  
Group Malaysia Sdn Bhd

11.00hrs

### Coffee Break

## Part 2: Strategies for Germany to Attract Talent from Asia – Chances and Challenges

11.30hrs

**Panel Discussion**  
**Moderation by Enrico Rühle**  
CEO, Smart Industry Campus GmbH

**Preeti Bendele,**  
Dean, Hapag-Lloyd Academy/  
Hapag-Lloyd AG

**Joachim Glendenberg,**  
Head of Business Development,  
WBS Language School

**Tim Miller**  
Co-Founder & CEO, Certif-ID  
International GmbH

**Prof Dr M Tuan Nguyen,**  
Hochschule der Bundesagentur  
für Arbeit

12.30hrs

### End of the Conference



\*Panels can be subject to change without further notice