

Lausanne, avril 2017

La [Section romande de la Société Suisse-Chine](#) (SRSSC) et la [Chambre de commerce Suisse-Chine](#) (CCSC), Section romande, ont le plaisir de vous informer de la conférence suivante, qui sera donnée en anglais :

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TURNING CROSS-CULTURAL COMPLEXITIES INTO HIGH PERFORMANCE VITALITY (BRIDGING CULTURES)

Par **M. Hans J. ROTH**

Président et fondateur d'EurAsia Competence SA

et **M. Peter SORG**

Fondateur d'EurAsia Competence SA

Mercredi 3 mai 2017

Accueil dès 17h30, conférence à 18h.

Lieu : [Hôtel Continental](#), place de la Gare 2, 1001 Lausanne

[EurAsia Competence AG](#) is a leading management services boutique dedicated to creating high-performance organizations. It focuses on private enterprises and governmental as well as non-governmental institutions in the European and Asia-Pacific regions.

EurAsia Competence helps Swiss, German and Chinese, Japanese, or Korean client organizations to turn complexity and volatility in culturally different working environments into high-performance vitality.

The presentation describes the challenges to leadership and management in a rapidly changing global environment and then introduces the theoretical model that EurAsia Competence uses in its cultural assessments, mainly in the Chinese and Western European environment.

The theoretical background will develop and establish cultural understanding of differences especially between Chinese and European culture at different levels of management and leadership and will thus show the potential for improvements both operationally and strategically in the respective cultural settings.

The following Q&A session will concentrate on concrete experiences and challenges of the audience that will demonstrate how EurAsia Competence translates its novel proprietary cross-cultural competence model into practical organization for specific client solutions, especially in China as well as Germany and Switzerland.

The two speakers are partners of EurAsia Competence AG set up by four partners in 2015. Dr. Hans J. ROTH and Peter SORG (see below short CVs) will give the presentation and will answer the questions raised during the Q&A session.



Mr. **Hans J. ROTH** is chairman and founding partner of EurAsia Competence AG. He worked for 33 years as a Swiss diplomat and former ambassador in the Federal Department of Foreign Affairs. His professional career with positions in Tokyo, Beijing, Shanghai and Hong Kong contributes to his broad knowledge of the Asian culture. Hans J. ROTH holds seminars at universities and advises companies on all levels of intercultural issues and their influence on operational and strategic challenges. He

holds several Master's degrees: History (University of Basel, Switzerland), Economics (University of Geneva, Switzerland), Labor and Organizational Psychology (University of Hagen, Germany) as well as a PhD in Economic History (University of Basel, Switzerland). He regularly publishes and has published a comparative cultural theory entitled "Culture, Space and Time" with Nomos in 2013, followed by a book on Gender Cultures, "Gender and Power" in 2016. In his essay "The Crisis of the West - a crisis of individualism", published with NZZ libro, he outlines the strengths and weaknesses of Western individual societies in comparison with collective companies. Hans Jakob ROTH builds bridges between different social concepts and cultures by examining both sides in their characteristic features.



Mr. **Peter SORG** is founding partner of EurAsia Competence AG. He is a specialist in global technology business development, global business strategy management, leadership and change management, strategic assembly and M&A transactions as well as corporate issue and reputation management. Peter SORG spent 22 years in various senior executive line management positions in Ciba-Geigy, Novartis and Ciba Specialty Chemicals. For 13 years, he lived and worked in various Asia-Pacific countries (Indonesia, Japan, Korea), where he has built successful and profitable enterprises for these companies. For 17 years, he was a part-time lecturer for leadership & change management, organizational development and innovation management at the Sino-Swiss Management Training Programme of the Universities of Geneva and St. Gallen, Switzerland for training Chinese Government Officials (CTCSPMO, Beijing, China). Peter SORG is an independent entrepreneur and technology business development consultant and has spawned many start-up companies and incubator organizations in the Biotech, Pharmaceuticals, Biomedical and Specialty Chemicals field. He is also founding partner of Quilt-Solutions LLC an interdisciplinary project management organization providing science, strategy, business development and financing services to life science companies. He has a business administration degree from the HWV business management school (BBA), a diploma in economics & management (Höheres Wirtschaftsdiplom) of the Swiss Institute for Management Education and a Swiss Federal Government Master's Degree in international business, marketing and sales management.

Un apéritif sera offert à l'issue de la conférence.

Prière de vous inscrire d'ici au **lundi 1^{er} mai 2017** par l'intermédiaire du **site web** :
www.romandie-chine.ch/actuel/inscription/

Participation membres SRSSC, Société Suisse-Chine, CCSC : CHF 20.--;
non-membres : CHF 40.--, étudiant(e)s : 15.--.

Pour tout complément d'information, consultez le site :
www.romandie-chine.ch

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