Dear Members & Friends,

A very warm welcome to the latest edition of our German-Australian Business News.

I am delighted to join the German-Australian Chamber of Industry and Commerce as its new Executive Director, after having worked twelve years in Guangzhou and Beijing as the Chief Representative of the Delegations of German Commerce and Industry. Sydney is a wonderful city, and my husband and I are looking forward to working and living here for the foreseeable future. I particularly want to thank the members and partners of the Chamber for the warm welcome, and I look forward to continuing the fantastic work the chamber has undertaken so far.

We have a range of important projects underway, including our involvement in the Australia-EU Free Trade Agreement negotiations, and our delegation to the Asia-Pacific Conference of German Business (APK) in Jakarta, Indonesia, in early November.

One particular event I would like to bring to your attention is our Australia-Germany Business Summit on 21 September in Melbourne. Commencing on the evening of 20 September with a reception hosted by Invest Victoria, the event will explore how Australian and German businesses can engage in mutually beneficial collaboration. Through our close relations with federal and state governments we have been able to secure Federal Ministers, together with top-management from business heavy-weights such as SAP, Schaeffler, Siemens, Mercedes, and many others who will join our panels to discuss new investment and trade opportunities against the background of the current Australia-EU FTA negotiations. Other panel topics at the Summit will include Disruptive Technologies that affect businesses across all industries, including Digitalisation, Machine Learning and Big Data; Energy; Mobility and Infrastructure, and the challenges of the Future Work Force. Concluding the day will our Annual Gala Dinner, where you can enjoy yourself and entertain your guests, clients and partners with exquisite food and beverages, show and dance.

Also, as you might know, all German Chambers of Commerce Abroad (AHKs) in 140 location in 92 countries work closely together. To show the close cooperation between each Chamber, the Association of German Chambers of Commerce e.V. (DIHK) had a closer look at the Corporate Identity throughout this network. One of the results is a unique branding element you will see on all our communication material from now on – starting with this edition of the German-Australian Business news. The #partnerinaustralia hashtag allows concise communication of the brand core while promoting the individual identity of the country at the same time.

We hope you enjoy reading our magazine and continue to send us your valuable comments and feedback.

With best wishes,

Alexandra Voss,
Executive Director
German-Australian Chamber

UPCOMING EVENTS

Events range from workshops & seminars to roundtable discussions, receptions, to large-scale conferences. Some events are open to the public, while others are only accessible for members. Our speakers include top-level industry experts, leading government representatives and inspiring thought leaders.

11 Sep  Business Dinner with Rheinmetall, Brisbane
21 Sep  Australia-Germany Business Summit 2018, Melbourne
21 Sep  Gala Dinner 2018, Melbourne
27 Sep  CEO Briefing with Rocco Bräuniger, Amazon, Sydney
29 Oct  5th Annual German-Australian Chamber and Allianz Golf Day, Melbourne

If you are interested in one or more events please contact:

SYDNEY
Lars Mehlman
Director – Events & Marketing
(02) 8296 0444
lars.mehlan@germany.org.au

MELBOURNE
Caroline Stapleton
Manager – Events & Training
(03) 9027 5618
caroline.stapleton@germany.org.au
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Policy Update on Trade and Investment

Celebrating milestones: The official launch of the Free Trade Agreement negotiations between Australia and the European Union, and what this means for business across both Australia and Germany.

We were able to celebrate a true milestone in June: European Commissioner Dr Cecelia Malmström and Australian Prime Minister Malcolm Turnbull officially launched formal negotiations for the Australia-EU Free Trade Agreement (FTA).

Immediately following the official launch in Canberra, the Chamber co-organised a sold-out luncheon with Commissioner Malmström in Sydney. During this event, Commissioner Malmström spoke about the unique opportunity this agreement presents to some of our member companies and other representatives from the European-Australian Business Community. We wish to thank the EABC for working with us on this luncheon.

The start of the FTA negotiations is incredibly important due to its strong potential to remove a large number of tariff and non-tariff trade and investment barriers between the European Union and Australia. We are in ongoing communication with both sides, the Australian side, represented by the Department of Foreign Affairs and Trade and especially chief negotiator Alison Burrows, and the European side through the DIHK office in Brussels. This has allowed us to raise awareness for issues of particular importance for the German-Australian business community. Of particular interest are questions around product standards, the recognition of skills and qualifications, and better access to government procurements.

Also critical is making the agreement easily usable for small and medium-sized enterprises (SMEs) that make up 99% of all European businesses and, in the context of the Australian market, are often engaged here from the German Mittelstand. We have also been instrumental in raising awareness that tariffs currently discriminate European suppliers in Australia compared with competitors from many Asian markets, showing a level playing field must be created.

I also want to thank our Policy Advisory Committee, who put in additional effort to help us update our FTA submission to DFAT with more specific information from a number of key industries. This valuable input helps us to be seen as a key voice in the FTA debate. We encourage further cooperation with DFAT and other key stakeholders.

If the existing barriers to trade, investment and services are removed, there is potential for significant growth in the EU-Australia relationship, particularly for Germany and Australia. As the impact study by the European Union has shown, this growth will positively affect Australia and the EU, and will increase prosperity, jobs, and consumer choices in both markets. Therefore, we will continue our constructive involvement with all relevant government and non-government stakeholders.

I am extremely optimistic that the negotiations will be successful and will address and at least partially remove a large number of tariff and non-tariff trade and investment barriers. However, in terms of timing, one must be realistic. With the 2019 European Parliament election and the likely 2019 Australian Federal election likely to slow down the negotiations a conclusion of the negotiations in 2019 is unlikely. Despite both sides sharing many similar values and supporting free trade, the devil can be in the detail. Elements such as recognition of standards, access to government procurement on the Australian State and Territory level, agricultural exports and geographic indicators will not be trivial to resolve. As we discussed during our Canberra delegation earlier this year, it is very encouraging to see that there is a bipartisan support for this agreement in Australia.

The launch of the FTA negotiations is also highly important from an additional perspective: It clearly demonstrates that 2018 is not just a year of increasing global trade and tariff barriers. While many headlines focus on protectionist measures and necessary responses from the large trading blocks, both the European Union and Australia continue their work to further remove trade and investment barriers and to allow companies, particularly SMEs, to expand their markets. This in turn helps to grow the economies involved, provides consumers with more choice at better prices, and also deepens the people-to-people connections.

We will discuss the importance of the EU-Australia trade and investment relationship also in the context of the overall EU-Australia relationship at the upcoming second “EU-Australia Leadership Forum” from 18 to 22 November 2018 in Brussels. This project by the European Union is supported by the Australian government and implemented by a consortium that includes the German-Australian Chamber. This prestigious invitation-only event will be another opportunity to discuss the current state of the relationship and FTA opportunities with the key stakeholders from both sides.

Stay tuned for more updates on the website about the latest developments around the Australia-EU Free Trade Agreement negotiations. As with all our policy projects, please feel free to get in touch if you want to discuss them, or want to get involved.

Written by Dr Michael Zettinig, German-Australian Chamber

Email: michael.zettinig@germany.org.au
Phone: (02) 8296 0448
New Member Breakfasts

It has been wonderful to welcome many new members into the Chamber family in 2017/2018. Across Australia, our Chamber network is continuously growing as many companies are joining the Chamber to take advantage of the benefits it brings, and to widen their business networks.

The Chamber invited all new members to join at one of the three New Member Breakfasts on 17 April in Melbourne, on 24 April in Sydney or on 3 July in Brisbane to hear about the opportunities and benefits their membership can offer them.

Melbourne invited its new members to the International Chamber House where Rolf Drohn, Partner at Premium Partner Ernst & Young and Board Member of the Chamber, as well as Alicia Haesslein, Lawyer at Premium Partner Hall & Wilcox, gave a short overview of membership benefits from their point of view. They specifically noted that a membership is a two-way street, and you will get out of it what you are prepared to put in.

Tina Thoms from the chamber also attended, offering an interesting insight into the Chamber’s work and supplying detailed information about the Chamber’s publications, consulting services, and other membership benefits. Caroline Stapleton, Event Manager in Melbourne, then gave a short overview about exciting upcoming events; with a special focus on our flagship event, the Business Summit and Gala on 21 September in Melbourne.

Sydney hosted its New Member Breakfast at the Amora Hotel Jamison where guests were greeted by Lars Mehlan, Director of Events and Marketing at the German Chamber, before he handed over to Tina Thoms who gave some introductory words regarding the Chamber, its purpose, and the advantages membership can have. The various chamber departments were then given the opportunity to introduce themselves, including Policy, the consulting services DEInternational, as well as Events and Marketing.

It was then over to Buse Heberer Fromm and Dr Wolfgang Babeck, Board Member of the Chamber, to facilitate the discussion, and speak about his relationship with the Chamber from the point of view of a long-standing member. The floor was then opened up to all new members who were able to introduce themselves, and network further.

Finally, Brisbane opened its doors to new members at the Capri by Fraser Hotel. The new members were welcomed by Sabina Langenhans, from the Chamber’s Queensland Chapter, who then introduced Tina Thoms, the Chamber’s Membership Director. After each new member introduced themselves and talked about their businesses and the reason for joining the Chamber, Tina gave an overview of all the membership benefits and services of the Chamber. Since the Queensland Chapter opened in 2015, membership has grown sharply, and we look forward to continuing on this path with the support of our Queensland Chapter Committee.

All functions concluded with networking over coffee, tea, and breakfast, offering a great opportunity to talk directly to the chamber staff and to share their expectations of the membership.

We look forward to long-lasting relationships with our newest members and thank them for attending our New Member Breakfasts.

Written by Tina Thoms, Caroline Stapleton, Eva Kosinski, German-Australian Chamber
Innovative Healthcare

InnoHealth Australia’s InnovationPlatform enables active dialogue between German Research-SME-Tandems and Australian researchers.

From 10 -11 April 2018 the InnoHealth Australia InnovationPlatform took place in Melbourne, Australia within the “German-Australian Platform for Health Research” (organised by Fraunhofer-Gesellschaft and DAAD).

20 selected representatives of the German-Mittelstand and research institutions (paired in 10 Research-SME-tandems) presented their ideas and innovation from the fields of eHealth, Individualised Medicine, Nutrition and Antibiotic Resistance/Antimicrobial Research. The event had the aim to foster the dialogue between Australian and German leading researchers, postdocs, entrepreneurs, scientists and university representatives of the health care sector.

The German Research-SME-tandems (selected through a “Call for Ideas and Innovation” in autumn/winter 2017) were prepared for their trip to Australia during a Two-day “InnovationWorkshop”, which took place in Munich from 1 - 2 March 2018. The workshop comprised trainings in market and sector-specific know-how, intercultural understanding, innovative thinking and presentation skills by experts from the fields of industry, research and marketing.

The Two-day-programme of the Innovation-Platform covered a wide spectrum of information about local opportunities related to the healthcare sector in Germany and Australia including various presentations, idea workshops, showcases of demonstrators as well as the possibility to network with local stakeholders in Australia. Furthermore, representatives from both Australian and German universities had the chance to enter into exchange.

The first day was dedicated to the presentation of German research and innovation competence. The event, held at the German-Australian Chamber of Industry and Commerce in Melbourne, was opened by Dr Eckart Bierdümpe (Fraunhofer-Gesellschaft), Dr Charles Day (CEO Office of Science and Innovation Australia (OISA)), the Executive Director of the Melbourne Academic Centre for Health (MACH), Professor Cheryl Jones and Carolina Wienand (InnoHealth Australia project team). The subsequent presentations of the 10 Research-SME-tandems showcased different innovative solutions for the essential challenges of the healthcare sector. In the afternoon, a successful panel discussion on the topic of “Bridging the gap between Academia and Industry” issued the potential of applied research for a future-proof economy.

Parallel to the presentations and panel discussion, an exhibition took place in the “network area”, where visitors could get further information about the presented project ideas of the German tandems and were able to engage in personal in-depth discussions.

The exhibition continued on the second day of the event. In the afternoon, Professor von Itzstein (Griffith University) opened the Workshop “World Café” with a presentation on “project iCAIR”. During the workshop format, the German and Australian participants (who were previously evaluated in an Australian “Call for Ideas and Innovation”) of the InnoHealth Australia initiative had the opportunity to get to know each other while discussing various challenges of the healthcare sector in short sessions.

After the presentation of the workshop results, the Australian participants were honoured for their project approaches, which were submitted in February 2018 in order to participate in the InnovationTour of the InnoHealth Australia initiative, taking place in November 2018. The Five-day tour through Germany (starting at the Fraunhofer Headquarters Munich and ending in Dusseldorf) will lead the group to different Fraunhofer Institutes, universities, research institutes as well as SME companies who were also active in the InnovationPlatform in Melbourne. The main focus of the last event with InnoHealth Australia initiative is to establish a vivid network between the German and Australian healthcare research sectors and to strengthen the co-operation for potential research or business projects.

Provided by The Fraunhofer-Gesellschaft

ABOUT RESEARCH IN GERMANY

Research in Germany is an initiative funded by the German Federal Ministry of Education and Research to promote innovation and research in Germany and to support R&D collaborations between Germany and selected target countries.

ABOUT INNOHEALTH AUSTRALIA

InnoHealth Australia is an initiative under the umbrella brand “Research in Germany” and a constituent part of the collaborative project “International Research Marketing” managed by the Fraunhofer-Gesellschaft and funded by the Federal Ministry of Education and Research (BMBF). The InnoHealth Australia initiative aims to connect the German and Australian healthcare sector with focus on the facilitation of an active exchange of high-tech competencies and research excellence.
Free Trade Business Dinner

The German-Australian Chamber held a very special event—a Business Dinner with Andrew Mackenzie, President of the German-Australian Chamber and CEO of BHP at Melbourne’s beautiful RACV City Club. The topic of the evening was: Free Trade: The Driving Force of the Global Economy.

Dr Christoph Hein, Asia-Pacific Correspondent at Frankfurter Allgemeine Zeitung, moderated the ‘fireside chat’ that followed Mr Mackenzie’s keynote on free trade. This was a fantastic opportunity for members to hear from and even put questions to the Chamber President, live through an app that also provided the opportunity to vote on questions posed by other guests.

The dinner also offered the opportunity to officially welcome both the Chamber’s newly appointed Executive Director Ms Alexandra Voss and the Chairman of the Board Mr Jeff Connolly, CEO and Managing Director at Siemens Australia. We were also honoured that H.E. Dr Anna Prinz, Ambassador of the Federal Republic of Germany and Patron of the Chamber, joined the list of high-ranking guests.

We would like to thank our two sponsors of the evening, Winder Controls (represented by Managing Director Bernd Portugall) & uvex Safety Australia (represented by Managing Director Andreas Dammann) for their support, and would also like to acknowledge and thank our two event partners, the Australia China Business Council and the American Chamber of Commerce in Australia.

Written by Lars Mehlan,
German-Australian Chamber
Luncheon with EU Commissioner Malmström to Explore the Opportunities in the EU - Australia Free Trade Agreement

The German-Australian Chamber joined the European Australian Business Council (EABC) for a luncheon discussion with European Commissioner Dr Cecelia Malmström.

This sold-out event on 19 June at the New South Wales Parliament was held on the occasion of the launch of the formal negotiations for an Australia-EU Free Trade Agreement (FTA) just a day prior. Commissioner Malmström travelled to Australia to launch the FTA before continuing to New Zealand to launch the separate EU-New Zealand FTA negotiations.

The opening was provided by Jason Collins, CEO of the EABC, who emphasised the broad European history in Australia. Over 140 guests at the event were then welcomed to the NSW Parliament House by the President of the NSW Legislative Council, the Hon John Ajaka MLC, and to the luncheon by European Ambassador to Australia, H.E. Dr Michael Pulch. Further remarks, also in regards to the strong links from all of Europe to New South Wales, were delivered by the Hon Niall Blair MLC, Minister for Primary Industries, Minister for Regional Water, and Minister for Trade and Industry. He emphasised that NSW is open for business and is looking forward to deepening its economic links with Europe. Commissioner Malmström was then introduced by the Hon Simon Crean in his function as Deputy Chair of the EABC Board.

Commissioner Malmström then delivered a comprehensive keynote address, speaking about this specific agreement and its opportunities as well as the current global situation. She recognised that trade is being used as a scapegoat for other issues and she clearly pointed out that hiding behind fences is no solution, but at the same time trade must deliver benefits for all.

Trust is a key element and is closely connected with transparency. Therefore, the European Union will be very transparent in the negotiations for the EU-Australia FTA. It is particularly important that small to medium-sized enterprises (SME) benefit from free trade agreements and therefore the EU-Australia FTA should have a dedicated SME-Chapter. For the EU, also sustainable development, anti-corruption arrangements and climate change are also important elements that could be covered in a corporate government chapter.

Australia and the EU share many common values and this agreement will be negotiated between a circle of friends.

However, there will also be some controversial points, including geographical indicators that Commissioner Malmström sees as important both for the EU and Australia.

The luncheon provided a unique opportunity to hear some of the priorities for this key agreement from the European Union perspective. We want to thank our guests and the EABC for inviting the German-Australian Chamber to participate. It was an excellent opportunity to obtain first-hand insight from a European leader at this milestone of the Free Trade Negotiations. Overall, it was an outstanding luncheon at the unique location of the New South Wales Parliament.

Written by Dr Michael Zettinig,
German-Australian Chamber

Watch us Work at Singapore Airlines

On Sunday, 27 May, Lufthansa Group and Joint Venture Partner Singapore Airlines invited 15 members of the German-Australian Chamber of Industry and Commerce to a very special Watch us Work event: An exclusive behind-the-scenes tour of Singapore Airlines’ Cargo Boeing 747 aircraft at the Melbourne International Airport Cargo Terminal.

Once the visitor passes were obtained and all guests were fitted with security vests our members were walked through the Singapore Airlines Cargo Operations in a comprehensive behind-the-scenes tour. Seeing the large volume of cargo that is being handled at the terminal on a daily basis was very impressive and our members made sure to ask the knowledgeable staff many questions. The highlight of the event was the opportunity to see Singapore Airlines’ Boeing 747 Freighter up close. Members were able to inspect the
On Wednesday 2 May, the German-Australian Chamber and Brazil Chamber hosted the Evening Forum: Soccer in Australia and Around the World at the City Tattersalls Club. Altogether, 70 guests attended the event, which reflected Australia’s continuously growing soccer fanbase.

Our special guests for the evening were Eric Abrams, National Technical Director at Football Federation Australia (FFA) and former National Team Head Coach Belgium, and Kyle Patterson, former Football Presenter at SBS TV and former Head of Corporate Affairs and Communications at Football Federation Australia (FFA). Along with the two moderators Sabrina Ehrle and Luis Fernando Arruda de Carvalho, they evaluated soccer in Australia and its prospects for the future. A quite positive outlook was given by our speakers, especially for the women’s league and the current youth generation.

All in all, the topic received great feedback from our members and friends and even after the discussion was over, opinions were exchanged and some die-hard soccer fans talked shop with our speakers. Our business card raffle was won by Philipp Giese from Jungheinrich, who received a $100 voucher for the City Tattersalls Club restaurant, kindly donated by the very same.

A particular highlight was a game that usually is played in the German Sportschau called Torwandschießen (translates to ‘goal wall shooting’). Our participants were asked to shoot a soccer ball into the goal wall to accumulate as many points as possible. The lucky winner also received a $100 voucher for the City Tattersalls Club. Congratulations Flávia Ribeiro De Souza from the AABC!

We would like to thank our Hosting Partner the City Tattersalls Club as well as our speakers Kyle Patterson and Eric Abrams.

Written by Eva Kosinski, German-Australian Chamber

Evening Forum: Soccer Culture in Australia and Around the World

Aircraft, sit in the cockpit and gain exclusive insights into the airline’s cargo operations.

After this exciting tour, Singapore Airlines hosted a lovely lunch at the Park Royal Hotel and gave our members the opportunity to do some further networking with like-minded aircraft enthusiasts. We would like to thank Lufthansa Group and Singapore Airlines for this exclusive opportunity.

Written by Caroline Stapleton, German-Australian Chamber
An event on a Friday night is a rather unusual occurrence for the Chamber and its members. However, on this occasion, approximately three dozen members were more than happy to ‘give up’ their weekend evening for a very special treat. The Chamber had partnered with the Sydney Symphony Orchestra and its new CEO Emma Dunch to host an exclusive reception preceding one of the artistic highlights of the year - German star violinist Anne-Sophie Mutter’s performance with the Sydney Symphony Orchestra.

Hosted at the Sydney Opera House boardroom, guests were treated to canapes and beverages before the reception was formally opened by the Chamber. This was followed by Emma Dunch, who shared some of her expertise and insights into music and the arts, including her view on the question of whether there are in fact things that businesses can learn from a group as complex as a full-fledged symphony orchestra. Emma’s enthusiasm and vision for the orchestra were on full display as she passionately elaborated on the upcoming European concert tour and its importance to showcase the orchestra not only to an overseas audience but to the international community of world-class soloists and conductors whom she’s hoping to attract to work with the orchestra here in Sydney.

Upon conclusion of the reception, guests were guided through the maze that is the Sydney Symphony Orchestra and Reception backstage area of the Opera House to the concert hall and treated to a phenomenal concert by the Sydney Symphony and special guest Anne-Sophie Mutter. Interval drinks were served to the group at an exclusive patrons’ area in the Northern Foyer, from where guests were even able to enjoy the view of Sydney harbour, colourfully lit up by the Vivid lights festival.

We would like to thank the Sydney Symphony Orchestra management for collaborating with the Chamber on this occasion and look forward to teaming up again for more cultural highlights in the future.

Written by Lars Mehlán, German-Australian Chamber

More than 90 Guests filed into the Blackbird Café and Bar, overlooking the picturesque and brightly lit Darling Harbour, which was illuminated with all the colours in the spectrum for the Sydney Vivid Festival. A better backdrop for the event could not have been chosen.

The first speech was given by Alex Baneres, representing La Camara, the Spanish-Australian Chamber of Commerce. Thanking the traditional custodians of the land, he also thanked the sponsor for the evening Berlitz, who now have offices across Australia. He also thanked other representatives of the La Camara who were in attendance, before introducing the Executive Director of the German-Australian Chamber, Alexandra Voss.

Alexandra spoke on behalf of the German-Australian Chamber – she thanked the sponsors and the co-organiser of the event, The Spanish-Australian Chamber. She extended a special welcome to Klaus Steitz – the Deputy Consul-General of Germany in Sydney, before introducing the Sebastian Saule, Managing Director of Brandenburg Invest.

Sebastian spoke on its behalf gave and a small overview of the Brandenburg delegation’s role whilst in Australia, before handing back to Alexandra who concluded the official part of the evening.

Guests continued on to network into the evening, backlit by the light show in the harbour.

Overall, with the numbers in attendance, the event was a great success not just for the German-Australian Chamber, but also for La Camara, and it was an absolute pleasure to work with the Spanish-Australian Chamber for the second time. We would like to thank our main sponsors for the evening – Berlitz, and to all who came to make the evening a great success.

We look forward to having many more events in the future and hope to see you all there.

Written by David Roberts, German-Australian Chamber
Growth through Sustainable Business Practice

More than 30 guests joined us on Tuesday, 5 June for a very successful Evening Forum on Growth through Sustainable Business Practices at HSBC in Barangaroo.

Lars Mehlan, Director – Events & Marketing of the German Chamber, opened the evening by welcoming all guests and thanking Executive Member HSBC for hosting the event. Following was Hamish Kelly, Managing Director & Head of Global Banking (Australia) who welcomed all participants on behalf of HSBC. He also elaborated on the importance of sustainability to HSBC.

Steven Münchenberg, Director at Futureye, was introduced as the moderator for the evening and took his seat on the panel. Steven then introduced the other panellists, being Dr Graham Sinden, Director, Climate Change and Sustainability Services at EY; Taimor Hazou, Leader, Public and Government Affairs at Dow Chemical; and Andrew Petersen, CEO at Sustainable Business Australia.

Andrew started the panel discussion with an introductory keynote address. He introduced the importance of sustainability in Germany and Australia and particularly mentioned ambition, authenticity and accountability as the key drivers for sustainable business practices in today’s business world. The panel then moved on to discussing practical experiences of sustainable business practices with particular insight gleaned from Dow Chemical.

The panel also touched on the range of companies and industries and what factors drive them to embrace sustainability. There was also mention of the role financial institutions can play to facilitate change to more sustainable practices. After a very informative discussion, it was up to the audience to ask questions and debate their interests in more detail with the panellists.

This Evening Forum was both informative and a great success, which was mostly due to the very engaging nature of the guests and those on the panel. We would like to thank our panellists for taking the time and sharing their insights with our members and friends. Also big thanks to our Executive Member HSBC for hosting the event.

We are looking forward to many more engaging discussions in the future.

Written by Eva Kosinski, German-Australian Chamber
About 25 guests joined us on Wednesday, 13 June for a very informative Evening Forum on the New Competition Law, hosted by our valued member Johnson, Winter & Slattery.

Guests were welcomed with a wonderful view across Melbourne whilst getting to know the other participants over some drinks and canapes.

Tina Thoms, Manager of the Melbourne Branch of the German-Australian Chamber of Industry and Commerce, opened the evening by welcoming all guests and thanking Dr Wolfgang Hellmann from Johnson, Winter & Slattery for hosting the event. She introduced Wolfgang as one of THE experts in competition law in Australia with an emphasis on domestic and global merger control, cartel cases and antitrust compliance.

Wolfgang then gave a comprehensive overview of the topic with very interesting and engaging real-life examples. To ensure that the guests also receive insights from a company perspective, Wolfgang invited Ben Lee, General Counsel at Mercedes-Benz Australia/Pacific Pty Ltd to share his view. It was a very engaging discussion and many of the guests asked Wolfgang and Ben questions and discussed certain aspects in more detail. The evening concluded with more networking.

We would like to thank both speakers for their time and efforts and of course Johnson, Winter & Slattery for hosting the event and providing some wonderful catering.

Written by Caroline Stapleton, German-Australian Chamber

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Panel Discussion: The Future of Hiring

The German Australian Chamber of Commerce, in partnership with Pongolabs and supported by The Polyglot Group, invited members and friends to an interactive panel discussion on The Future of Hiring at the International Chamber House in Melbourne.

What will the future of recruiting look like? How will artificial intelligence and big data shape the recruiting process and candidate experience? Which skills will become crucial for candidate success? These and more burning questions were discussed by industry experts, ranging across the corporate, start-up, recruiting, and academic environments.

After words of welcome by Caroline Stapleton, Event Manager German-Australian Chamber of Industry and Commerce, the moderator of the panel discussion Shourov Bhattacharya took the floor, followed by a short introduction round of the panellists: Nicolette Barnard, Head of Siemens Pacific HR; Richard Hall, Deputy Dean Leadership and Executive Education, Monash Business School; David Carman, VP of Strategy and Co-founder VideoMyJob and Stefan We lack, Senior Consultant at Polyglot Group.

The panel discussed that in the pursuit of talent, data-driven decisions will enable managers to decide on the basis of evidence rather than intuition, however, with algorithms built by humans subconscious bias may not be eliminated entirely. With this in mind, Nicolette Barnard advised caution against falling for AI and big data as the most important variables in the complex formula for recruiting success. Rather AI and big data are able to help create and inform a healthy candidate ecosystem alongside emotional and cultural intelligence that is exercised by skilled recruiters. Furthermore, it was highlighted that companies and recruiters should avoid a one-size-fits-all approach when leveraging data-driven tools in their HR processes as valuable candidates might be excluded prematurely due to insufficient selection criteria.

Following the insightful discussion on stage, guests were invited to take part actively and join the conversation. With a highly engaged audience, many topics were raised. It was discussed how AI will inform subconscious bias during candidate selection and support in identifying cultural fit without neglecting the pursuit of the diversity of thought.

In search of talent intelligence, we currently observe a rapid pace of change that demands an equally rapid rate of adaptability for companies as well as candidates. From an educational perspective, Richard Hall emphasised the importance of taking charge of your own career and constantly seeking the opportunity of self-development and becoming a resourceful individual who can navigate in the data-driven world.

Panellists and guests agreed that we are amidst of exciting times, where both companies and candidates will have the chance to shape the future together to encourage better candidate fits, promote fairer interview screening and ensure an ethical and efficient hiring process.

Throughout the evening, the different topics and themes were captured in a live infographic by the award-winning artist Luke Feldman.

Written by Annkatrin Stender, German-Australian Chamber
The world looks very different to what it did only 12 months ago. From where we sit now, companies, organisations and leaders across the globe are having to deal with new challenges which only twelve months ago were not even on the radar. And, with the rapid increase in the use of technology and its availability, these challenges are becoming far less predictable.

From big data and machine learning through to the implementation of renewable resources and energy strategies, the business climate is moving quicker than it ever has.

With this in mind the German–Australian Chamber of Industry and Commerce is hosting the Australia-Germany Business Summit 2018 – a one-day conference with 300 delegates focusing on German-Australian trade and business topics across a variety of areas.

Specialists, senior business figures and government leaders will discuss critical subjects which will shape the next 20 years of economic and business growth across both Europe and the Asia Pacific Region and lend some insight into how Australian and German business can benefit from it.

Topics such as Big Data – a subject which has been somewhat prevalent in the news recently. With datasets from large, multinational companies growing ever larger – questions arise from the security of our data in the hands of multinationals, through to what it means for those of us using it – and how we can stay relevant and use it to help our businesses grow.

Companies such as Schaeffler, are a prime example of adapting to innovation within the market. With the advent of new technologies, they are not only finding new ways to adapt sensors and receive more data from running and operational machinery – but also finding ways of turning previously static parts into new sensors with innovations from their research departments. New coatings and sensor tech mean more data to the user, to maintain and extend the operational lifespan of machinery.

But these ideas must come from somewhere. These disruptors and pursuant changes to the industry have historically been created by ‘startup’ businesses. Yes, many of the newer ideas we have seen across various sectors in the last few years have all started from someone’s home office or garage. However, the successful model has now been recognised across the world, and larger companies are investing in upcoming fields within Science, Technology, Engineering, and Maths (STEM) to stay ahead of the curve.

Companies like Robert Bosch are investing large amounts of time and money into developing the next wave of employees, all with the capability of dealing with the rap-

Brave New World – Why Bilateral Investments in Trade and Technology Will Be Critical to Economic and Business Success in the Not Too Distant Future

Why working together is the answer to driving economic opportunity forward between Australia and Germany.
id change we will see in the coming years. It has been through STEM education and application that we are now seeing the rise and development of disruptive technologies. Blockchain, Cloud Computing, and on a wider scale the Internet of Things are all starting to become not only important, but intrinsic in everyday business life.

This is why support for STEM education and development is now critical. To have members within organisations who can learn, adapt to, and eventually integrate and operate these new technologies will be critical to be successful. Furthermore, a trans-national approach to integrating this knowledge into our businesses is now more important than it has ever been in order to stay ahead of the ever-growing curve.

But this conference is not only about disruption and data.

Energy Strategies are also being challenged across the world. And with it, new markets are being opened up. From large solar companies and electric vehicles making massive headway to futuristic sustainable energy production – which isn’t so futuristic after all – we must wonder what Australia’s and Germany’s long-term strategies toward sustainable and affordable energy are.

For example, the state of Victoria is currently pursuing a goal to become a world leader in Hydrogen production. And, with over ten different ways to produce Hydrogen (including one discovered by CSIRO scientists only this month), and multiple ways to store and use it, the state has its sights set high. But, with the world’s development of hydrogen technology being in its infancy, companies are now beginning to look on and see what benefits it may bring. And with it, what business opportunities that may also be ushered in.

With it, disruptions too may occur, disruptions to the oil and fossil fuel industries, as well as changes to transport networks across the world. However, there are many more on the horizon. In fact, the status quo is set to change drastically in the not-too-distant future.

Over the next few years, Brexit legislation is set to pull the United Kingdom out of the EU bloc – something which is set to begin in 2019. With this, changes will be made to trade deals, which will have an impact across the globe – many of which we are starting to see the genesis of now. As such, the German-Australian alliance will be even more critical for trade, doubly so with the new Free Trade Agreement negotiations between Europe and Australia taking place.

However, these Free Trade Agreements require the ability to deliver goods, and as such must take into account critical infrastructure and mobility – especially when distances between Australia and Europe are so great. Ideas such as 5G connectivity, the Hyperloop transport models, and even freight shipping, roads and trains are all being scrutinised and reworked to better serve the future. This is aided by Prescriptive Analytics – a way of pre-empting what challenges may come and countering them before they arise.

Questions such as: How to make current systems more efficient; and, what to invest in for the future to benefit both a country and its businesses are being pondered. The main question however is, what are the right forms of infrastructure to continue growth and help both countries progress deeper into the 21st century. How can we leverage the large swathes of data we now collect to simplify mobility? And, how can results incentivise both government and business to create the right solutions for problems we mightn’t even know about yet.

These are topics which will be in the discussion at the Australia-Germany Business Summit 2018. Guest speakers with experts from various fields, CEOs, Trade Advisers, and government leaders amongst many others will fill panels, and lend some of their expertise onto all of these critical themes.

It’s a big, brave new world out there. And by engaging in these discussions, we can navigate the upcoming challenges, develop the knowledge, and execute plans to ensure great success in the future.

Written by Lars Mehlan, German-Australian Chamber
Ten billion people – that’s the global population projected by 2050. As the digital economy takes hold, some experts say the demand for electricity, natural gas, and water will double or triple. Also predicted is an increase of resources as vehicles and mass transit go electric. One thing is clear – the digital economy needs clean, dependable, and affordable water and energy.

This should be a great outlook for those in the energy and water markets. Yet, decarbonization, deregulation, and decentralization are disrupting the century-old utilities hierarchy. We see an emerging digital energy network, reflecting new structures of distributed generation, water supply, transmission, distribution, and retail. This network will foster new business models and processes, embrace the prosumer, and transform work in a competitive and collaborative digital economy.

The industry is currently balancing the efficient operations of its existing infrastructure with the need to adapt to a new volatile market environment. New market entrants such as Google, Amazon, and Tesla are disrupting the trillion-dollar industry, whilst rapid technical and social innovation is allowing consumers, communities and companies to go ‘off-grid’. This leaves leading utilities re-evaluating their physical assets and customer relationships.

Reimagine Business Models

Utilities must find new revenue and profit sources. This can be achieved by offering innovative supply, load balancing, and smart home and business energy services. Disruptors to established utilities industry business models don’t show a clear road to the future. In response to these disruptions, we see utilities redefining their business models and re-structuring the value chains.

New business potential comes from changes in consumer behaviour. Consumer information about personal preferences, lifestyle, location, sentiment, or consumption behaviour gleaned from smart meters and other devices create new business potential. In addition, customers are willing to invest in energy efficiency and renewables however this requires new infrastructure and services.

Of course, even decentralized, renewable energy still needs powerful grids to deliver electricity. Whether transmission and distribution are paid by consumption (KWh) or load (KW), excellence in grid building, operations, and maintenance is key. But the increase in intermittent and decentralized power production requires the ability to predict and handle power in-feed with bidirectional power flow. The evaluation of energy data helps to predict grid loads and anticipate bottlenecks which strain the grid.

This allows for optimisation of grid investments. Furthermore, real-time processing of load data enables integration with demand and supply balancing services, optimising the grid’s utilisation. And, new capabilities in predictive maintenance and self-healing concepts help to further reduce operational costs.

The intermittent character of these distributed energy resources (DERs) generates business opportunities around balancing services in the energy system – either by storing cheap and releasing expensive energy or by influencing the demand side to shift consumption and save energy. To visualise and manage these networks, ‘virtual power plants’ will connect and centrally manage the decentralized energy production requiring real-time processing and prediction of generation and consumption data.

Reimagine Business Processes

The traditional energy value chain is transforming at breakneck speed. Driven by massive structural changes, new technologies, highly interactive devices, and real-time processes enabled by the digital energy network, many examples can be sighted where this is evident throughout this sector.

Energy Supply Optimisation

Focusing on optimising the energy supply is critical. Specifically, services around storage, sensors and meters attached to power-consumption or power-generation. Monitoring and combining this information with the industrial consumers’ overall operations plan, allows the input to be calculated and offer demand increases and reductions in capacity. This capacity can then be managed automatically and sold to grid operators who need to stabilise their grid. These structured portfolios of aggregated, expected energy demand are optimally mapped to planned generation and standard energy wholesale products, sourced through their own or cloud-based trading systems.

Operational Efficiency

Smart asset operations and maintenance are key drivers for cost-efficient, compliant, and safe power generation. Based on sensor data,
predictive analytics enables smarter asset management with a fully digital allocation and delivery of spare parts, work, and logistics services.

On the transmission side, significant investments are being made to adapt the transmission network from as-is fossil plant locations, incorporating new renewables plant locations. Simulation to predict load patterns, financial and technical modelling, and real-time control optimises the grid utilisation and avoids building oversized transmission assets.

The increase in renewable energy has added additional variables to the networks. The energy from wind parks and solar farms feed back into the distribution grid that was designed for one-way operation. The distributed generation of volatile renewable energy requires sophisticated, digital, supply-side coordination that collects, analyses, and distributes information in real-time to market participants.

This is where meter data becomes ever more valuable as it is not just needed for billing purposes. It is analysed in real time to forecast and balance the load, optimize demand response, monitor and improve energy efficiency and reliability, and ultimately optimize the energy portfolio profitability.

Customer Engagement and Billing

Digital information about consumer behaviour, preferences, and needs, creates a new world of sales opportunities. This, in turn, drives the innovative service offerings and processes that can have a game-changing impact on customer relationships and the top and bottom line. Connecting all service processes will result in more efficiency and customer value.

Reimagine Work

People continue to be key assets in the digital energy network. Their roles will change, but their value to each segment in the network will grow. The fundamental transformation to a digital services provider profoundly changes what people do, how they do it, and how they learn, interact, and grow.

Every substantial business transformation automates manual tasks, enriches jobs, and drives efficiency. Digital business processes replace manual transaction work in procurement, inventory management, invoicing, and payment processing. Digital processes have access to real-time analytics to support rule-based decision-making.

Shop-floor processes can be supported or controlled by predictive and self-learning systems that interact with machines and business processes. Predictive analytics and machine-learning accelerate the delegation of business processes and decisions. People who require knowledge have access on demand and in real time, regardless of whether they are part of the core or extended workforce. Interactive technologies reflect the transition of people’s roles from transaction workers to exception workers who engage when the digital rulebook needs human creativity and ingenuity.

Real-time digital information on the right devices is critical to advance the business agenda through interaction between people. Flexible business-to-people relationships will grow between consumers and service teams, between the core and the extended workforce, and with the public over social and broadcasting networks.

Reimagining the utilities business will shape the digital energy network that overlays and complements the power supply system. All participants – utilities, consumers, and new non-utility players, will use digital innovation to anticipate real-time demand and supply, operate self-healing grids, and innovate the customer experience.

Our vision is to help the world use energy and natural resources responsibly. We are finding ways to serve all people reliably, sustainably, and affordable. We will offer the digital foundation and the digital gateways that will integrate the core solutions of each market participant to the digital energy network.

Written by Ian Ryan, Innovation Architect, SAP
Time For a Mobility Change

Innovators like car2go and Mercedes are speaking at the Australia - Germany Business Summit 2018, on how to get our cities moving again.

From the extensive work we have been undertaking at both Council and State Government level, it is clear that the entire mobility sector in Australia is standing on the edge of a major change. In Melbourne, we are being told that it will soon be Australia’s largest city. Meanwhile, in both Sydney and Melbourne there are constant reports of major congestion challenges for bringing misery to people trying to live, work and play around our ever-growing cities.

Every day we see the traffic in major cities get closer and closer to its limits with parking space availability, road congestion, and air pollution all getting worse. For the future of our most valuable resources, our cities, it’s crucial that we find ways to reduce traffic congestion, lower the kilometres travelled around the main hubs, and at the same time move towards a future with electric and autonomous vehicles. We believe this will revolutionise the future of mobility. The key next step for us is to support the valuable work that our councils, cities and State Governments are doing in the pathway to meet these key objectives.

The obvious first step is to start sharing vehicles. This is a trend that is ever-increasing – particularly in our capitals – not only for cars but also bikes and even our ridesharing rides. Simply put, mobility is changing. It’s staggering that for the most of us, our cars are parked for more than 95% of the time. We either leave them at home, and catch public transport to work, or park in expensive car parking. To us, this is a huge waste of resources for both personal owners and companies.

In light of this information, it is easy to see why car sharing has a very positive impact on mobility behaviour in many major cities across the world similar to Melbourne, Sydney and Brisbane. The evidence base is overwhelmingly pointing toward major change for everyone involved. In fact, evidence shows people who realise that they don’t necessarily need to own a car to be able to move flexibly in a city are willing to explore alternatives to car ownership. Yes, some may keep a primary car but many no longer require second or third cars within their household, as owning a car in a city is complicated and expensive. We have found that once flexible alternatives are available for their commutes – whether for work or pleasure – people generally reduce their overall car ownership and start using other forms of transport. Walking or using scooters, riding bicycles, and the public transport systems often become part of their daily lives.

Further, car sharing also aids in solving the problem of a lack of parking in major metropolitan areas. Because shared cars are driven much more often than privately owned cars, (according to our figures more between six and 14 times per day) there is a greater turnover of parking spots, freeing up new spaces for other road users. Our cars rarely sit empty for long in primary locations, and we have found car share vehicles are more often than not used for that first and last kilometre of their journey, used to connect to a range of other transport options.

But an even more important factor is the breakthrough of electric cars. Combined with a flexible free-floating car-sharing service, this gives new impetus to electric mobility. The knowledge gained from the operation of our purely electric car sharing fleet facilitates most individual’s first contact with electric vehicles and proves the suitability of electric mobility for daily use. It also solves the chicken-and-egg problem regarding the necessary charging infrastructure in the cities of the world. For this reason, car2go is strongly convinced that the future of car sharing is electric.

Car sharing and electric mobility have adopted the same strategic goal of making cities a cleaner and better place to live, yet there is much more to it. car2go is the world’s largest provider of purely electric fleets in the free-floating car sharing sector and has set itself the goal of making the future of car sharing electric. The precondition for this is an “overall system of electric mobility” which understands purely electric driving to be an interaction of a variety of components – from the battery to the customer experience, from the electricity network to the charging infrastructure.

Here in Australia, we are passionately working to resolve the regulatory hurdles to launch free-floating car sharing in the near future. Our first vehicles will more than likely be petrol until there is a wider and more convenient electric charging infrastructure, but we expect the first of our electric vehicles to be available within a year.

In the future, we hope your carshare will arrive to you, pick you up, drop you off and move on to the next person – all without you touching the wheel. But that’s a story for another time. For now, we are looking forward to enacting change to help our cities breathe, and get moving more efficiently again.

And we look forward to you being a part of that too.

Written by Malcolm Noyle, Project Manager- Mobility & car2go, Daimler
German companies such as Robert Bosch Australia, Deutsche Bahn Engineering, BayWa r.e, BASF, Pilz, Belectric, Innogy Renewables and others across a wide range of industries have established business operations and Asia Pacific headquarters here in Melbourne. But what has caused them to choose Melbourne?

A strong economy, infrastructure and a growing population

Victoria’s economy has grown 2.1% over the last 10 years and is larger than those of Singapore, Hong Kong, and the United Arab Emirates. This along with projections that its population of 4.5 million will overtake Sydney’s by 2030 makes Melbourne the fastest growing city in Australia, and a compelling market for now and the future.

Logistics are made easy by Australia’s busiest curfew-free airport and Melbourne’s sea port that handles more cargo than all other major Australian ports combined.

Meanwhile establishing business operations here is made easier by stable and strong government, transparent administrative processes and just three days and processes required to establish a business in Melbourne.

A highly educated and cosmopolitan population.

With 13 world-class research institutes, 10 universities and 18 vocational colleges, Melbourne has a highly educated workforce with almost 57% having post-high school qualifications.

Melbourne’s population is diverse and cosmopolitan. 34% of Melburnians speak a language other than English at home, incl. Mandarin, Greek, Italian, Vietnamese and Cantonese.

Why German Companies Choose Melbourne for their Asia-Pacific and Australian Headquarters

A thriving startup ecosystem

Melbourne is home to a number of global digital businesses that have redefined their category and are now valued at more than $2 billion each. They include seek.com.au, carsales.com.au and realestate.com.au. Meanwhile more recent startup success stories include Redbubble, Tribe, Envato, Airwallex and Vinomofo.

Melbourne provides a rich and supportive environment for startups including the government’s LaunchVic, and 170 coworking spaces which has made Melbourne the coworking capital of Australia.

Fundraising levels for Australian venture capital funds reached a record level in 2016, with $78 million invested in 20 Victorian headquartered companies.

New and sustainable energy resources

Victoria’s world-class renewable energy resources such as wind, solar, marine and biofuels are being harnessed by the state’s advanced manufacturing base and leading infrastructure and research capabilities.

Of particular note is the world-first project to produce hydrogen by a consortium of companies including Kawasaki Heavy Industries (KHI), electric power development company J POWER, Marubeni, Iwatani, Shell and AGL and supported by the State Government of Victoria, the Australian Government and the Japanese Government.

The world’s most liveable city

In 2017, the Economist’s Intelligence Unit selected Melbourne as the world’s most liveable city, for the seventh consecutive year. The report ranks 140 cities on stability or safety, education, infrastructure, healthcare, culture and environment, and education.

Written by Ian McLean, Senior Investment Adviser - Invest Victoria (Europe, UK, Israel & NZ)

Train and Tram opportunities

Trains, Trams and Jobs 2015–2025 state’s 10-year plan for designing and producing new, locally manufactured trains and trams. The plan offers opportunities for suppliers to join Bombardier, Alstom, and CRRC in Victoria’s major tram and regional train projects – and to partner with the best in Australia’s rolling stock supply chain industry.

INVEST VICTORIA | AUSTRALIA - GERMANY BUSINESS SUMMIT 2018
A safety system before your very eyes.

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With DriveSafe, ZEISS has used a special new coating to take into account the many different situations during driving when our eyes are confronted with glare.

The DuraVision® DriveSafe antireflective coating has been designed for a light transmission spectrum that optimises performance against discomfort glare in the presence of Xenon/HID and LED headlights. Figure 1 illustrates the typical spectral radiance of a Xenon/HID and a white light LED module used in headlamps and the transmission of DuraVision® DriveSafe on hard resin CR39® and polycarbonate lens substrates.

Figure 1: Solid lines: Spectral radiance of automotive headlights LED, HID/Xenon and Halogen (Source: Hella KGaA Hueck & Co.). See the emphasis in the bluish spectrum band for LED and HID/Xenon. Dashed line: transmission spectrum of DriveSafe coating with specific transmission drop in the blue spectrum.

Find more information at www.zeiss.com/drivesafe

An everyday lens for safer and more relaxed driving.

- Better vision in low-light conditions such as on rainy days
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Did you know that...

- images of the first moon landing were captured by ZEISS lenses?
- 35 Nobel Prize winners have used ZEISS microscopes in their research?
- ZEISS opened the world’s first planetarium? That was back in 1923, on the roof of a ZEISS factory in Germany. Today, more than 80 million people around the world visit a planetarium equipped with ZEISS optics each year.
Sparking Enthusiasm for STEM

In a first of its kind, Bosch Australia has introduced Learn@Bosch, a program designed to “spark enthusiasm for STEM” among Year 6 Primary School students.

Most of us are familiar with Bill Gate’s famous phrase “Content is King,” but the slightly modified “Context is King” could provide a key to unlocking the young minds of today.

Learn@Bosch aims to spark enthusiasm for STEM subjects by providing real-world and inspiring context for learning. Rather than sending associates out to schools, Bosch Australia invites busloads of students to visit their Clayton headquarters and experience first-hand industry application of STEM.

“I can’t be bothered learning algebra, when am I ever going to use it?” “Why do I need to understand…” Do these questions sound familiar?

Around the globe, research points to an overall decline in the number of students pursuing STEM subjects. Furthermore, a recent study suggests only 16% of the STEM workforce are female. Considering that a predicted 75% of future jobs will require STEM study, this does not bode well for the future labour force. For this reason, Bosch Australia views the Learn@Bosch program as a long-term investment into an innovative and diverse talent pipeline for years to come.

Pivotal to engaging children in learning is answering the questions of “Why?” it is important and “How?” it can be applied in the context of their lives. The Learn@Bosch program addresses both of these questions via a fun and interactive program.

The program is designed and run by Human Resources and Corporate Communications and includes ‘Fun Facts about Bosch’ (an age-appropriate company overview) and an interactive tour featuring Augmented Reality, Highly Automated Driving, Robotics, the Factory of the Future and 3D printing. This is followed by a 45-minute onsite coding class facilitated by the Monash University Chapter of “Robogals” – a student-run organisation that aims to inspire and empower young women to consider studying engineering and related fields.

And the enthusiasm does not stop with the students. It also has a flow-on effect on the staff and others involved. President of Bosch (Australia), Gavin Smith, said of the first Primary School visit, “Spending time with the kids was a great experience. I wish I could do more of this personally... In a tech company as diverse as Bosch, the learning opportunities are limited only by the imagination”, said Gavin.

Bosch Australia officially launched Learn@Bosch on 17 August 2018, with Australia’s Chief Scientist, Alan Finkel attending as a guest speaker.

Current bookings will see over 1,000 students attend Learn@Bosch in 2018. However, Bosch Australia recognise the importance of building continued engagement with the students to extend their STEM journey.

Also hosted at the Bosch Clayton headquarters are Real Time Learning workshops – providing students aged 10-14 years with a completely different way of learning about STEM. The workshops focus on coding, 3D printing and electronics and are aimed at children with a curiosity in STEM who might not otherwise benefit from such opportunities in their school classroom.

The current program gives participants an introduction to coding followed by the opportunity to make a robotic arm. It is a team environment and the workshops are designed to ensure the kids work together and build resilience when they face problems they can’t automatically fix.

The possibilities for extending the program are only limited by imagination. There are plans for further sessions in the Internet of Things, smart agriculture, and a hydraulics challenge.

Bosch also offers internships to get directly involved with the team and gather practical, degree-related experience. Internships are offered to those studying a STEM subject and there are opportunities to be chosen for an exclusive talent relationship program ‘students@Bosch’. Here, we provide individualised content to assist in preparation for the start of the career journey. The students are invited to events and exclusive seminars and profit from individual coaching and an internship abroad with Bosch.

Bosch Australia will continue to spark enthusiasm in the areas of technology, engineering and maths. Where we see declining trends in these subjects, we are hoping to reignite interest through being an engineer that gets to drive a highly automated car or find solutions for difficulties in artificial intelligence or those that can build or make robots. It’s those exciting skills that we are hoping to increase in the primary school sector.

Written by Brooke Barr and Amy Kaa,
Cleaner, Safer, Smarter – How Digitalisation is Transforming the World

Global bearings manufacturer and digital technology leader, Schaeffler, discusses the impacts of digitalisation on an increasingly data-driven world.

Digital technologies play an important role in improving processes by gathering and analysing huge amounts of data to determine ways to enhance safety, efficiency, reliability, and sustainability.

Today, digitalisation is one of the technology trends with the strongest growth worldwide. By 2020, experts anticipate that there will be 20 to 30 billion networked devices – from manufacturing sensors through to household devices.

Schaeffler Australia’s focus on digital technologies embodies the company philosophy of using digitalisation to make the world safer, smarter and cleaner.

This philosophy is shared by the global Schaeffler group, headquartered in Herzogenaurach Germany, which has more than 90,000 employees and is one of the world’s largest family companies, with approximately 170 locations in over 50 countries.

Digital technologies allow companies across a broad range of industries to gather data on how their machinery and equipment is being used and can help determine if a fault or problem is likely to occur, prior to it actually happening.

This means that the most efficient allocation of resources can be applied, and safety can be enhanced, because if warning signs are detected (such as increased vibration, which can be detected by condition monitoring technology), the machine can be serviced efficiently, in advance of a breakdown. This results in a faulty machine not compromising employee safety and has the added bonus of being less costly in maintenance costs as opposed to repair costs after a breakdown has occurred.

Furthermore, digital technologies can also enhance operational efficiency by analysing trends and determining more efficient ways to structure a work site, or to utilise machinery.

By collecting data, companies can plan warehouse layouts, for example, that optimise efficiency and minimise downtime. In one of Schaeffler’s core areas of expertise, bearings, it means that we know, in advance, exactly when a bearing will reach the end of its service life. Predictive maintenance programmes can be rolled out for minimal disruption to production and ultimately a lower Total Cost of Ownership (TCO) of the asset.

In the course of advancing digitalisation, Schaeffler relies on Industry 4.0 and on an intelligent networking of product development, production, logistics, customers and suppliers.

Digitally networked systems can enable largely self-organised and optimised plant operation, which reduces energy demands and leads to more sustainable operations.

But we went a step further and asked: What if component parts were the sensors?

In all industrial machinery, components add value to the system, and the life cycle of the system creates an entire value on its own.

Digitalisation and data collection rely heavily on sensors, which are commonly placed on moving parts such as bearings, shafts and axles. But sensors can’t always be used on all component parts, because of limited space or a lack of access.
To solve this accessibility problem, and revolutionise the way we think about sensors, Schaeffler has developed new technology that allows the industrial or automotive component to be the sensor.

Schaeffler’s Sensotect® coating system is a directly coated sensor layer that can sit over the top of components such as bearings to measure forces in previously unavailable places within machinery, which can help achieve fuel and energy savings.

With the aid of modern thin film technology, the component becomes a sensor and the sensor becomes a component.

It goes without saying that this product has enormous potential in Australasia for use as intelligent sensors, offering data transmission in real time. For one example, the forces and torques that act on a component can be rapidly recorded in places where existing sensors cannot be used – giving real-time data on operating devices.

Not only this, but multi-functional surfaces that are characterised in particular by their sensor properties can be created without affecting the design envelope. This only one way that we are embracing the new frontier of Digitalization, and merging it with already established industries.

Advantages such as Sensotect® are integral to Schaeffler’s global initiatives at the forefront of Industry 4.0 automation and data exchange technologies. Schaeffler is constantly looking at ways big data and digitalisation can provide tangible benefits to industry.

Other smart technologies highly relevant in Australia and New Zealand include the latest evolutions of Schaeffler’s SmartQb and SmartCheck condition monitoring systems, along with a host of digitalisation and cloud-based technologies that harness the advantages of Industry 4.0, such as Schaeffler’s BEARINX software.

Schaeffler’s latest predictive maintenance solutions enable machinery operators to look ever more clearly into the future – they provide machine operators with vital information about the future condition of their machines. This, in the long run, means the operator saves time, money, and man-hours.

We at Schaeffler are looking optimistically to a more connected world. And we can’t wait to show you what comes next.

Written by Mark Ciechanowicz, Manager – Industrial Services, Schaeffler Australia

ABOUT THE AUTHOR

Mark Ciechanowicz, Manager – Industrial Services, Schaeffler Australia Pty Ltd, is responsible for Industry 4.0 technology and service concepts and implementation within Australia and New Zealand.

Mr Ciechanowicz has an Electrical Engineering background, with more than 20 years in the field of reliability, covering disciplines ranging from vibration analysis, infra-red thermography, electric motor testing, through to tribology.

Mark has worked in various industrial sectors including aluminium, chemical, paper, steel, sugar and mining.
APK 2018 – A Platform for Open Discussion

Interview with Mr Jan Rönnfeld, Managing Director of AHK Indonesia, the host of APK 2018

What is APK and why should people attend?

APK is all about information and networking. We expect up to 1,000 conference participants, including many global CEOs or board members of multinational companies, 95% of them travelling from Germany, Europe and other Asian countries to Indonesia. Furthermore, aside from many senior German politicians, economic or finance ministers from 24 Asian countries are invited.

What makes the conference so important?

To my knowledge, there is no other conference anywhere in Asia where there are that many high-level government and corporate representatives meeting, networking and sharing their insights on global or regional trends and developments that may affect all of our futures. The aim of APK, which has already been taking place for more than 30 years, is to provide a platform for lively debates on the most pressing topics of our times, including infrastructure, industry 4.0, political stability, and digitalization.

What are the main topics being discussed this year?

The range of topics is wide and manifold and we may categorize these topics into main sections; one will cover the important issue of infrastructure, with China’s Belt and Road Initiative (BRI) and further approaches, for example from Japan and India. The other segment is about innovation, what effect digitalization, artificial intelligence or the Internet-of-Things will have on our economies, our business models and on our societies. To have lively and even sometimes-controversial discussions, speakers and experts with different perspectives are invited and we prepare innovative formats like an Oxford-Style Debate and an Arena setting that will support that kind of discourse.

With all these key decision makers coming to Jakarta in November for the APK 2018, what impact will the conference have on business relations between Germany and Asia-Pacific?

I believe that an exchange of vision and ideas and a dialogue or even discourse about the different ways to approach the issues and challenges of our time will have a beneficial impact on all sides. We have to understand each other’s thinking, circumstances and limitations to work together and to find like-minded partners.

Why is Indonesia the host country for APK 2018?

APK rotates every two years within the Asia-Pacific region. The decision for Indonesia was due to the positive economic developments and the strong position the country has within ASEAN, one of the most dynamic regions in the world.

What do you personally hope people would take away from the conference?

We live at a time where the certainties of the past, be it of political or economic, are challenged or disrupted. Therefore, a better understanding of major trends and developments and their consequences is hopefully a takeaway for the participants. In addition, who knows, maybe one will find the right partner for future business opportunities.

I personally hope that our guests will get good impressions and some fond memories that will positively influence their image of Indonesia as the host country and Jakarta as the host city. Moreover, I hope that they travel back to their home countries with the feeling that it will be worth their while to return and look deeper into the possibilities this great country and its people have to offer.

Interview provided by AHK Indonesia

INFO

There is no other conference anywhere in Asia where there are that many high-level government and corporate representatives meeting, networking and sharing their insights on global or regional trends and developments that may affect all of our futures.

Join the Australian Delegation to APK Indonesia

Further Information and Registration via www.germany.org.au
The Quest Narre Warren is offering AHK members special rates, as well as year-long guaranteed corporate rates. With a dedicated account manager to assist with any of your travel requirements, and flexible booking with a 24-hour cancellation policy.

Europcar is one of the most popular providers of car rental services and offers 10% off the best rate of the day. Fixed daily rates with a reduced damage liability are included.

Hilton Worldwide offers a member discount code for all Hilton Hotels in Australasia. To access rates online, please book your hotel online, following the steps described in the member area.

Compass Offices is offering all Chamber members complimentary two-day passes to all of its centres in Sydney and Melbourne, along with a 20% off all meeting room facilities.

2M Language Services is offering Chamber members a 30% reduced industry rate on translation services into German and other European and Asian languages.

Dammann German-English Translations is offering all Chamber members a 30% discount on the translation of personal documents.

Audi Australia are delighted to offer you as a member of the German-Australian Chamber of Industry and Commerce benefits and superior servicing of the Audi Corporate program on the entire range of premium new Audi vehicles.

MEMBER2MEMBER OFFER SUBMISSIONS:

We are pleased to present you with a range of discounts and special deals from GACIC members for GACIC members.

Please log in to our Online Membership portal to book these special deals.

If you have an exclusive rate or special product that you would like to offer your fellow members, please e-mail: tina.thoms@germany.org.au to submit your offer.
Enjoying Change. Two words, which individually are quite simple, but when used together become powerful.

Change is both functional as well as emotional. The actual process of change is often well planned, documented and executed, however it is often forgotten that it is people that are at the heart of the change, and will ultimately be the key to its success or failure.

Since 1963, gustavkäser has been coaching people from different businesses, functions and cultures, how to lead and enjoy change. This is done by focusing on not only skills and techniques of the individual, but also on attitude and personal influence. This is done by way of practical and behaviour-based coaching in intervals with on-the-job practice.

Whether in the area of Sales, Leadership, Communication. Customer Service or Team Coaching in intervals with on-the-job practice.

Yusen Logistics is part of the NYK Group. The foundation of the business consists of services such as International Freight Forwarding (by air or ocean), Contract Logistics (such as Warehousing), and Transportation (such as trucking).

These services can act as standalone products or as part of our broader offering as a supply chain provider.

With the core supply chain elements in place, Yusen Logistics designs, implements, and manages supply chains specific to global industry markets, or, bespoke solutions for more complex transportation models.

As a service provider, Yusen Logistics manages these elements with a focus on developing strong relationships with its customers to ensure long-term success for their transportation program.

Print Media Group, a privately owned Australian company, commenced business in 1892 as Fraser Es Jenkinson Printer and Publishers in Melbourne. We have been trading continuously since that time and have grown to be a significant print, communications and logistics specialist with extensive manufacturing, warehousing and distribution facilities across Australia.

Our manufacturing and finishing capabilities are flexible and diverse. We provide a broad range of print and communication items using a variety of print methods ensuring cost-effective solutions. SmartWorks, our online ordering and inventory management system, can be fully tailored to manage print fulfilment and distribution and our Digital Asset Management (DAM) system manages all art activity including history and version control through a sophisticated online portal.

PMG offers a solutions orientated approach, utilising our knowledge, experience and innovation to ensure clients achieve their objectives.

MTU Service Centre Australia was founded in April 2014, and is located at Perth International Airport in Western Australia. MTU Australia forms as the company’s centre of competence for on-site services in the Australian and New Zealand markets.

We specialize in repairing and servicing LM Aero derivates of all kinds with the ability to perform ad hoc maintenance and repairs by a team of GE LM-Products licensed technicians and engineers. We provide rapid response to your maintenance needs, whether scheduled or unscheduled. MTU Australia mobile unit is able to perform a wide range of maintenance tasks including, but not limited to: • Engine Inspections; • Field Service Engine Repairs; • Troubleshooting; • Hot Section Replacement; • Engine Exchange; • Engine Alignment; • Contract Management; • Long Term Service Agreements (LTSA); • Dry Ice Cleaning; • Spare Parts; • Customer Training.

MTU Australia aims to minimize downtime for and to support our customers’ benefits with full-service on-time maintenance solutions.
NEW MEMBERS

Going-there provides Corporations and Relocation Management Companies with Destination Services that help to relocate assignees quickly learn to thrive in their new location.

Founded in 2000 and headquartered in London, Going-there offers services in 150 cities in 50 countries across all continents.

To learn more, and for a complete list of cities visit www.going-there.com

Martin Suites is a corporate housing and serviced residences investment & operating company headquartered in Singapore, under German ownership and management.

We are currently exploring expansion and acquisition opportunities in Australia.

ROTHENBERGER Australia has been servicing Australia and New Zealand for nearly 30 years.

Over the years, we have grown as a company and have become one of the leading specialty pipe tool and equipment brands in the region.

We pride ourselves with our accumulated product, industry and application knowledge, which is deeply engrained within each of our Area Sales Managers throughout Australia and New Zealand.

At Truphone we connect people and devices on the move globally.

Our award-winning international business plans with up to 8 numbers on the one sim card (including DE and AU), market-leading mobile recording and IOT solutions provide not only substantial procurement benefit, but opens up more innovative and cost-effective ways to communicate anywhere in the world.

We’re looking forward to connecting with our fellow chamber members and strengthening this important network.

Tracto-technik develops, produces and markets machines and accessories for the underground installation and renewal of underground pipelines and cables.

Its range includes GRUNDOMAT soil displacement hammers and ramming machines, GRUNDOPIIT mini drilling systems, GRUNDOODRILL HDD systems and GRUNDOBURST pipe bursting systems.

For more information visit www.tracto-technik.com.au

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EDITORIAL OFFICE/ ADVERTISING
David Roberts

LAYOUT/ PROOFING/ PRODUCTION
Emily Kraemer, Freelance

Email: media@germany.org.au
Level 6, 8 Spring Street,
Sydney 2000
Ph: +61-2-8296 0446

OFFICE MELBOURNE
German–Australian Chamber of Industry and Commerce
International Chamber House
Level 5, 121 Exhibition Street
Melbourne VIC 3000

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