

## International Delivery Success – Prof. Dr. Ulrike Reisach (as of March 2018)

For more information see <http://www.ulrike-reisach.com/en/speeches-and-events/>

### As a member of the German Federal Education and Research Ministry's Expert Group on China for the Sino-German Innovation Dialogue (2017- today)

- **February 2018, Beijing: Digital Innovation and their Perception in China and Germany.** Speech of Ulrike Reisach for the **Sino-German Innovation Workshop of with MOST/CAS.**
- **November 17-18, 2017, FU Berlin: Innovation in China and Germany - A Cross-Cultural Comparison.** Speech of Ulrike Reisach for the Workshop "Innovation Systems in Germany and China".
- **June 2017, Hangzhou/PR China: Creativity and Innovation in Applied Sciences and Industry Cooperation.** Speech of Ulrike Reisach for BMBF/MOST/CASTED: Innovation Policy Dialogue.

### As a Professor at Neu-Ulm University of Applied Sciences, Germany (2008-today)

- **Regular lectures in English** (5<sup>th</sup> and 6<sup>th</sup> semester and 1<sup>st</sup> semester master course) in courses the following courses: Intercultural Management, Intercultural Communication, International Business Negotiations, External Corporate Communications, Institutional, Ethical and Cultural Aspects of International Corporate Communications and Media Management. Each with approx. 20% of international participants (from partnering universities in Brazil, Czech Republic, France, Poland, PR China, Spain, South Korea, Taiwan, Turkey) and excellent evaluations.
- **Officer for International Affairs** for the Information Management Department (2016-today)
- **China Advisor** of the university's president and negotiation leader for two university partnerships with the PR China (partnerships successfully established).
- **Presentation at several international scientific conferences**, i.e. of the International Federation of Operational Research Societies (IFORS) and the European Federation of Operational Research Societies (EURO). Papers accepted and published.
- Presentation and panel moderation at the **Summer Palace Forum, Beijing 2015**, together with colleagues from the Marietta College and Harvard Business School.
- **Visiting professor** in Ankara (2012) and Beijing (2013-2017)
- **Delegation leader** for several field trips of the university with successful research projects and speeches given at partnering universities in Cape Town/South Africa (2012 and 2013), the PR China (2013, 2015 and 2016) and Vietnam (2017)
- Several **publications in English**, including double-blind reviewed articles.

**Examples for publications on international topics** (see <http://www.ulrike-reisach.com/en/publications/>)

**Reisach, Ulrike:** Kulturelle Einflussfaktoren auf Wissenschaft und Innovationen: Deutsch-chinesische Gemeinsamkeiten und Unterschiede in der Wahrnehmung und Bewältigung aktueller Herausforderungen. *Cultural Influences on Science and Innovation. Sino-German Perceptions of Current Challenges*. In: Deutsch-Chinesische Plattform Innovation: Policy Briefs 2018 der deutschen Experten-Gruppe. Februar 2018, Berlin.

Reisach, Ulrike (Hrsg./ed.): Das Gesundheitswesen in China. Strukturen, Akteure, Praxistipps. *The Chinese Health Care System. Structures, Actors and Practical Advice*. 297 pages, Medizinisch-wissenschaftliche Verlagsgesellschaft (Medical-Scientific Publishing House), Berlin 2017, ISBN: 978-3-95466-303-3. <https://www.mwv-berlin.de/produkte/!/title/das-gesundheitswesen-in-china/id/492>

Reisach, Ulrike (Hrsg./ed.): Kommunikation und Integration: Ein Handbuch für Akteure in der Flüchtlingshilfe. *Communication and Integration. A Handbook for Actors in the Refugee Aid*. 270 pages, Achter Verlag, März 2017. ISBN 9783981767445. <http://www.achter-verlag.de/informationsmedien-fuer-gefluechtete-ein-internationaler-vergleich/>

Reisach, Ulrike: Politische/wirtschaftliche Rahmenbedingungen und strategische Interessen chinesischer Investoren in Deutschland. *Political/Economical Framework conditions and strategic interests of Chinese Investors in Germany*. In: Hans-Böckler-Stiftung (Hrsg.): Report No. 19, Duesseldorf 2016, pp. 1-27. [http://www.boeckler.de/pdf/p\\_mbf\\_report\\_2016\\_19.pdf](http://www.boeckler.de/pdf/p_mbf_report_2016_19.pdf)

Meier, Regina / Reisach Ulrike (Hrsg./ed.): Aufbruch im Reich des Drachen: Leben und Arbeiten zwischen Konfuzianismus, Sozialismus und Globalisierung. *The Rise of the Middle Kingdom: Living and Working between Confucianism, Socialism and Globalization*, 192 pages, Casimir Katz-Verlag, Gernsbach 2008, ISBN 978-3-938047-37-8.

Reisach Ulrike / Tauber, Theresia / Yuan, Xueli: China - Wirtschaftspartner zwischen Wunsch und Wirklichkeit. *China – Business Partner between Wish and Reality*, 478 pages, Redline Wirtschaft, Heidelberg, four editions 1997-2007. ISBN 978-3-636-01404-7. <http://www.redline-verlag.de/shop/article/1817-china-wirtschaftspartner-zwischen-wunsch-und-wirklichkeit/>

Reisach, Ulrike: Die Amerikanisierungsfalle – Kulturkampf in deutschen Unternehmen. *The Globalization of US Management Styles*. Berlin March 2007, 281 pages, Econ-Verlag (Ullstein), ISBN 978-3-430-20007-3, Reviews in FAZ, SZ, Financial Times Deutschland, Harvard Business Manager etc.

Reisach, Ulrike: Fachvortrag und Internet-Recherche. *Presentation Skills and Internet Research. Chapter 7: Presenting for international audiences* (pp. 248-286); 3 editions, 304 pages, Deutscher Sparkassenverlag Stuttgart 1996-2002 sowie Bankverlag, Köln 2002. ISBN 3-09-305753-1.

**In different Government Affairs and Corporate Strategy functions at Siemens HQ, Munich 1991-2008 (latest: Director Corporate Communications and Government Affairs)**

- **Regular Siemens Government Affairs representation in Ministries and General Directions of EU Member States, the EU Commission and the PR China.** Participation in discussions with business associations, think tanks and members of parliaments and commissions on the Common European Market, the introduction of a Common European Currency (the Euro), the EU enlargement process, political cooperation between the EU member states, Industrial Policy in the EU, the WTO accession of the PR China, regional strategies in Europe and Asia, International Trade Issues, Global Government Affairs strategies.
- Graduation from a **Siemens Advanced Management/Corporate MBA program with Duke University and Babson College, USA** focusing on Asia/Pacific and taking place in Singapore/Kuala Lumpur/Beijing (2005-2006)

- Representation of Siemens at international conferences and panels; **Speeches (in English)** for delegations and dialogue forums of ministries, companies, think tanks and universities, including the Aspen Institute, Berlin, the American Enterprise Institute and the Harvard Center for European Studies Berlin.

#### Examples for International Deliveries – Ulrike Reisach (chronologically)

**February 2018, Beijing: Digital Innovation and their Perception in China and Germany.** Sino-German Innovation Workshop of with MOST/CAS

**November 2017, FU Berlin: Innovation in China and Germany - A Cross-Cultural Comparison**

**October 28, 2017, Munich: Challenges in Today's Transatlantic Business World.** Presentation for the American-German Business Club (AGBC Munich, [events.agbc.de/public/event/showevent/id/789](https://events.agbc.de/public/event/showevent/id/789))

**July 2017, Quebec: Information Media and Migration – Channels, Content and Culture.** IFORS-Conference (<http://ifors2017.ca/>), Stream Sustainable Living: Cognitive, Social, Economic, Ecological and World View

**June 2017, Beijing: Delegation of the European Union to China:** Round Table Discussion on the Chinese Health Care System

**June 2017, Beijing: Chinese Investment in Europe and Germany - Business, Economic and Political Considerations of both Sides.** Speech at the University of International Relations.

**June 2017, Hangzhou: Creativity and Innovation in Applied Sciences and Industry Cooperation.** BMBF/MOST/CASTED: Innovation Policy Dialogue.

**May 2017, Hanoi: Vietnam Excursion** of the Information Management Department of Neu-Ulm University of Applied Sciences with visits to B. Braun, Europlas, Haxaco, Vietnam National University of Economics and Business and Foreign Trade University. <https://www.hs-neu-ulm.de/en/research/news-about-teaching-and-research/>

**Berlin Dec. 08, 2016: Chinese Investor's Motivation, Targets and Chinese Network-Thinking. At:** Buying Europe? Implications of Chinese Investments in the EU. Conference of the German Institute for Global and Area Studies (GIGA) and Confucius Institute at the Free University Berlin: EU-China Relations: A New Era of Cooperation?

**Vienna Nov. 2016: Consequences of the US Elections for Europe,** keynote speech

**July 06, 2016, Dornbirn/Austria: The Chinese Dragon as an Investor:** Opportunities and Challenges for Cooperation

**June 2016, Hong Kong and Shenzhen: t Hong Kong und Shenzhen:** Head of a study excursion of the Information Management Department of Neu-Ulm University of Applied Sciences o companies and universities in Hong Kong and Shenzhen, PRC (Lucky Top, Moso Power, Huawei, City University Hong Kong, AHK Hong Kong, BASF)

**Nov. 2015, Beijing, Hangzhou, Shanghai: Beijing/Hangzhou/Shanghai** Excursion of the Information Management Department of HNU University of Applied Sciences, with company visits to Chamber of Industry and Commerce, Serviceplan, SAP, Audi, Wensli Silk, Zhejiang Sci-Tech University, Hangzhou.

**Sept. 2015, Berlin: German-Chinese Business Dialogue** in the Chinese Embassy in Berlin. Panel Moderation. Photo and report see [www.hs-neu-ulm.de/forschung/aktuelles-aus-lehre-und-forschung/newsmeldung-aus-forschung-und-lehre/artikel/prof-dr-ulrike-reisach-moderiert-den-deutsch-chinesischen-wirtschaftsdialog-in-berlin/](http://www.hs-neu-ulm.de/forschung/aktuelles-aus-lehre-und-forschung/newsmeldung-aus-forschung-und-lehre/artikel/prof-dr-ulrike-reisach-moderiert-den-deutsch-chinesischen-wirtschaftsdialog-in-berlin/)

**June 2015, Beijing/PR China:** Summer Palace Forum: Speech on Stimulating Creativity and Innovation and panel moderation (see attached pdf)

- 2013-2016, Beijing/PR China:** University of International Relations (UIR): Visiting professor on Intercultural Aspects of Leadership
- 2014, London/Luton/UK:** International Corporate Communications & Media. Negotiation leader for a double degree master and research program of HNU with the University of Bedfordshire
- 2014, Barcelona/Spain: International Aspects of OR:** Cooperation, Coordination, Communication. Stream organizer in the main area „Operational Research Education, History, Ethics and Behavioral OR“, 20<sup>th</sup> Conference of the International Federation of Operational Research Societies
- 2014, Brussels: Who's in charge of Europe?** Head of a study excursion to EP, European Commission, diplomatic representations, political and business associations
- 2013, Shanghai/Hangzhou/PR China:** On the way to a clean industrial revolution in China? Program leader of a delegation researching sustainability in China (with Zhejiang Sci-Tech University (ZSTU), Hangzhou, University of Shanghai for Science and Technology (USST), the German Consulate General Shanghai, Econet China, German Energy Centre and College, Konrad-Adenauer-Foundation, GE, VW, GMP, Zhang-Jiang High-Tech Park Development Co., and Shanghai Municipal Environmental Protection Bureau.
- 2012-2013, Neu-Ulm, Hangzhou and Shanghai:** Negotiation leader for Partnership Agreements of HNU with Zhejiang Sci-Tech University, Hangzhou and University of Shanghai of Science and Technology.
- 2013, Rome/Italy: Corporate Foresight and Strategic Decision Making:** Dealing with Societal Complexity. Presentation at the 26<sup>th</sup> European Conference on Operational Research (EURO)
- 2012, Cape Town/South Africa:** Head of a project team of Neu-Ulm University of Applied Sciences and University of the Western Cape, Information Systems Faculty, on Researching the Ecosystem of an e-learning Project for HOPE Cape Town Association.
- 2012, Ankara/Turkey:** Erasmus visiting lecturer at Middle East Technical University (METU), Department of Business Administration.
- 2011, Cape Town/South Africa:** Scientific Head of an Alumni Delegation to research Corporate Social Responsibility in South Africa. Discussions with charity organizations, development agencies, companies, Stellenbosch University and University of the Western Cape.
- 2007, Metz/France:** China as a Production location or the World's Discounter? Panelist at the 2<sup>nd</sup> German-French Congress „Industrial Dynamics and Competitiveness of Locations“, with Jean-Pierre Raffarin (Former Premier Minister of France and President of « Prospective et Innovation »), Ambassador Dr. Wolfgang Roehr (Foreign Office, Berlin), and Gang Zhang (Chinese Foreign Trade Commissioner for France). Organizer: Conseil General des Département Moselle, Invest in France and Invest in Germany (Metz/Moselle, 10.-11.10.2007)
- 2007, Munich:** USA, China and Europe: The New Strategic Triangle. Public Dialogue with Charles Morrison, President of the East West Center in Honolulu, Hawaii.
- 2007, Berlin:** 20th Conference on Multilateral Economic Cooperation with the ASEAN. Moderator of the discussion panel for the Business Program of the Asia-Pacific Weeks in Berlin.
- 2006, Berlin:** American and European Perspectives on China, Panelist at the Conference of the American Enterprise Institute (AEI), together with the Stiftung Wissenschaft und Politik (SWP)
- 2005-2006: Singapore/Kuala Lumpur/Beijing:** Siemens Advanced Management/Corporate MBA program with Duke University and Babson College, USA focusing on Asia/Pacific
- 2005, Berlin:** China - Human Rights vs. Economic Opportunity. Commentator at the CES Berlin Dialogue of the Harvard Center for European Studies Berlin (Chair: Prof. Tony Smith), with Prof. Sand-schneider, German Society for Foreign Policy and Draeger Foundation, Berlin 22.11.2005

- 2002, Munich: Strategy and HR Development for Asia** – the Example of Siemens, Presentation for visitors of the University of Connecticut, 12.06.2002
- 2000, Princeton, USA:** Speech at the Siemens International Delegations Conference and Workshop
- 1994, Kuala Lumpur:** Speech “The Single European Market: Opportunities of an Enhanced Business Cooperation between Europe and the ASEAN States on the Field of High-Tech Industries” at a joint Conference of the European Commission and Malaysia External Trade Development Corporation on “Malaysia and the Single European Market - Partnership and Business Cooperation”.
- 1994, Brussels:** Business Challenges through the European Economic and Monetary Union, Seminar at the International Forum Siemens Youth for Europe
- 1994, Munich:** Doing Business in the New Europe. Presentation for the Wilfried Laurier Trade Development Center, University of Ontario, Canada, 26.04.1994
- 1993, Munich:** Siemens Strategies facing the European Single Market. Presentation for the International Business Seminar Program of Gary R Brockway PhD, Murray State University, College of Business and Public Affairs, Department of Management and Marketing, Kentucky/USA, International Business Seminars, 15.06.1993
- 1993, Munich:** European Business Strategies and the Completion of the Single Market Program, Presentation for Arizona State University, College of International Studies, Tempe/Arizona, USA, 26.05.1993
- 1993, Munich:** The Single European Market: Challenges and Positions as seen by an International Company, Presentation for the Wharton School of Economics, Philadelphia, USA, 09.03.1993
- 1993, Neuwiller/France:** Presentation on Siemens Regional Strategies Regarding the EC Enlargement Process, International Forum Siemens Youth for Europe
- 1992, Strasbourg/France:** Presentation on the Economic and Monetary Union and its Impacts on Europe’s Prosperity at the Forum Siemens Youth for Europe.