

Sponsored by **STIEBEL ELTRON**

German-Australian Business Day as part of Brisbane German Week 2020

Anti-Fragile – Leapfrogging in Times of Crisis and Beyond

Thursday, 8 October / 3.00pm – 7.00pm

QUT Kelvin Grove Campus, E-Building, KG-E5 Function Space
and virtual conference platform

The 2020 German Business Day will be part of the 5th Brisbane German Week since its creation in 2016. Jointly organised by the Honorary German Consulate in Brisbane, the Queensland Chapter German Australian Chamber of Industry and Commerce, the German Australian Business Council, the German Australian Business Association and the German Australian Business Women Association. This event will be dedicated to gaining a better understanding of the success factors behind the tremendous improvements in corporate performance we have seen in response to COVID-19. Organisations across various industries have excelled – they accelerated, scaled, converted to an extent never seen before. How to make such leapfrogging the new normal and how do we emerge even stronger, anti-fragile, will be key questions we answer during the German Business Day. We will explore related collaborative pathways between Queensland-based and German corporations ranging from established to emerging organisations.

3.00pm – 3.30pm

Welcome coffee

3.30pm – 3.50pm

Welcome messages by



[Prof Michael Rosemann](#)
Honorary Consul
Federal Republic of Germany



[Adrian Schrunner](#)
Lord Mayor of Brisbane



[Christoph Freiherr von Spesshardt \(tbc\)](#)
Executive Director
German-Australian Chamber of Industry & Commerce

Opening of the event by the MC



[Michaela John](#)
Vice Chair Queensland Chapter
German-Australian Chamber of Industry & Commerce

Message from the sponsor of the day



[Glenn Day](#)
National Sales Manager
Stiebel Eltron Australia

3.50pm – 4.05pm



Extreme Decisiveness: The Qld Government Case

[Paul Martyn](#)
CEO, Trade Investment Queensland

How Queensland's success in responding to COVID-19 can be leveraged for the benefit of both countries.

4.05pm – 4.20pm



Vorsprung through Engagement: Audi Australia

[Paul Sansom](#)
CEO, Audi Australia

In the months of June and July, Audi Australia recorded 85% and 53% growth respectively. A core reason is, that Audi realised they had to urgently accelerate their plans to be able to actively engage with their customers throughout this crisis, and even pivot to be able to sell cars online. Audi needed to be agile enough to make happen instantly – and without additional funds or resources at our disposal. At a time when many industries needed to stand staff down during COVID, Audi moved to redeploy their flexible workforce to launch new digital initiatives in sales and marketing, ultimately allowing customers to transact and engage entirely online and have the car delivered to their door. This presentation will provide numerous examples of how Audi has connected with consumers virtually this year which has improved business metrics across the board on brand awareness, brand image, customer enquiry and market share.

Paul Sansom is an experienced senior executive and board director, with a career in the automotive industry that has spanned 20 years, across three continents. Paul has led Audi Australia since 2017, transforming the business through a time of unprecedented industry change. While Paul firmly believes that strong business foundations and a sustainable sales strategy is essential, he attributes real success to an unflinching focus on the most valuable asset of any business: its people, including employees, partners, dealers and customers. Paul's role as Chairman of the Audi Foundation is a true reflection of his sense of responsibility in giving back to the communities in which a business operates. Prior to Australia, Paul led the Audi business in South Africa for three years. Paul's career in the automotive industry started in his native United Kingdom, where short stints at Jaguar and Volkswagen Group led to his appointment in senior roles at Audi UK, in Aftersales, Customer Service and Sales.

4.20pm – 4.45pm

Panel Discussion: Anti-Fragility in the Automotive Industry

On Panel: Paul Sansom, Volker Richter

Panel Moderator: Michael Rosemann



[Volker Richter](#)
Head of Total Vehicle Technology and Quality Management,
BMW Munich

4.45pm – 5.05pm

Break

5.05pm – 5.20pm



Extreme Growth: The Case of Clipchamp

[Dr Alexander Dreiling](#)

Founder and CEO of Clipchamp

While millions of people and businesses around the world struggle as a result of Covid-19, Clipchamp has grown significantly over the past six months. Some of the reasons behind this growth are beyond the company's control, while at the same time its leadership took active steps to boost growth. Alex Dreiling's talk will focus primarily on the decisions taken during the unfolding pandemic and how they had an impact on the business.

Prior to founding Clipchamp, Alex was an Associate Professor, Industry-funded Chair and Digital Innovation Theme Leader at QUT as well as a Research Program Manager at SAP. Over the past 20 years, Alex has been driving an agenda of digital innovation in each of his roles. At SAP he was responsible for working with customers on entirely new product ideas. Together with Google he drove the first major visible collaboration between SAP and Google. At QUT he founded the Aviation Innovation Network, drove Brisbane Airport's Digital Strategy and led the Digital Disruption theme at QUT's Institute for Future Environments. At Clipchamp he oversaw the launch of several products, the growth of Clipchamp's platform to more than 10 million registered users, and secured funding in excess of US\$11m from a variety of sources.

5.20pm – 5.35pm



Foresight: How RxMx Strengthened Its Value Proposition During a Crisis

[David Gahan](#)

Chief Commercial Officer, RxMx



[Andrew Cramsie](#)

Head of European Operations, RxMx

Learn how RxMx was positioned to step in during the pandemic and provide a technology solution needed in the pharmaceutical industry. A combination of being nimble, responding to unprecedented problems with unique solutions and remaining focused on delivering excellent global technology solutions has helped the company grow over the past year despite the economic challenges. The company has a solid understanding of how medical technology is evolving and is always innovating to develop the tools needed for their pharmaceutical clients to stay successful and in touch with patients' needs. In the coming year, RxMx will continue to expand into new international markets as they support their pharmaceutical clients and launch specialty medicines in new countries around the world.

5.35pm – 5:50pm



Simultaneous at Scale: How 2M Conquered by Distance

[Tea Dieterich](#)

CEO & Founder, 2M Language Services

Quarter 4 of FY20 saw a 99.71% increase in turnover of Brisbane based international translation and language technology company 2M Language Services - despite the fact that social distancing rules had forced the cancellation of all onsite events, conferences, seminars, court hearings and health care appointments and thousands of interpreters had lost their job overnight. Afterall, this also had meant the cancellation of simultaneous conference interpreting, consecutive business interpreting and

bilateral community interpreting. Whilst the industry seemed decimated, 2M Language Services was quick to respond with solutions such as Remote Simultaneous Interpreting platform and Video Remote Interpreting for courts and hospitals. In this talk Tea will explain that what made 2M anti-fragile was not the ability to pivot and adapt in times of crisis but to have been at the forefront of technology all along.

2M Language Services has its HQ in Brisbane with offices in Melbourne, Manila, Paris and Cordoba (Argentina). CEO Tea Dietterich works with a client portfolio including Fortune 500 companies within the mining & resources, defence, manufacturing and medtech industry as well as the public sector. Tea is Chair of the [QLD Chapter](#), Board Director of the [German Australian Chamber of Industry & Commerce](#) and Paris based [ABIE France](#).

5.50pm – 6.05pm



Persistence and the Need to be Ready: Scalability as a property of Antifragility

[Dr Silvia Pfeiffer](#)

CEO & Director, CoviU Global Pty Ltd

During the pandemic, CoviU saw a 10,000% increase in Web views within 2 weeks. This was as Medicare reimbursements had just been announced for telehealth and every provider in Australia was trying to learn how to deal with this new situation. During that time, CoviU saw its platform go from delivering 400 video consultations a day pre-Covid to 25,000 in the mid of April. Such massive growth in such a short period of time is of course exerting a lot of stress on all parts of the company: the technology, the people, the finances. As both founders have a software engineering background, they had always developed the technology as a scalable solution, which came in handy: CoviU failed a couple of times during the increase in sessions, but overall, several bugs were found and fixed and the company came out stronger after the end of the first wave of Covid. Similarly, CoviU had to cope with the scaling of its support people and Silvia applied a method from computer science to that effort as well: divide and conquer. Silvia will talk about how scalability as a key property of antifragility has led to the creation of a far stronger business.

6.05pm – 6.35pm

Closing Panel Discussion: The Principles of Leapfrogging

On Panel: David Gahan, Dr Silvia Pfeiffer, Alex Dreiling, Tea Dietterich

Panel Moderator: Dr Ivonne Ranisch



[Dr. Ivonne Ranisch](#) runs a boutique negotiation consultancy helping her clients to become more effective negotiators and create more profitable deals. Prior to founding Octalo Negotiation Ivonne had a long career in the international shipping and logistics industry. Dealing with many third-party providers was not always smooth sailing and Ivonne quickly recognised the importance of good communication and negotiation skills. Over the years she has become an expert in dealing with tough negotiations and has made it her mission to teach people to become comfortable when dealing with uncomfortable situations. She is helping organisations with their negotiation strategies and improving the bottom line through better negotiation capabilities. Ivonne is also the NSW Ambassador of GABWA, the German Business Women in Australia.

6.35pm – 8.00pm

Networking Drinks (COVID safe)

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