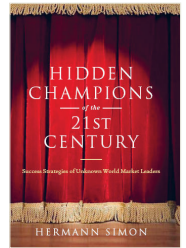


**3<sup>rd</sup> Hidden Champions Summit**

# Hidden Champions – The Story Continues

**Sheraton Frankfurt Airport Hotel, September 14, 2017****Agenda**

12:30 p.m.	<b>Registration and Buffet</b>
1:30–1:40 p.m.	<b>Welcome</b> <b>Dr. Georg Tacke</b> – CEO, Simon-Kucher & Partners
1:40–2:00 p.m.	<b>Hidden Champions – The Story Continues</b> <b>Prof. Dr. Dr. h.c. mult. Hermann Simon</b> – Honorary Chairman, Simon-Kucher & Partners
2:00–3:00 p.m.	<b>High Tech – New Tech</b> <b>Andreas König</b> – CEO, TeamViewer GmbH <b>Franz Kraus</b> – Managing Director, ARRI <b>Alexander Zosel</b> – Co-Founder & Chief Innovation Advisor, Volocopter GmbH <b>Moderation: Dr. Georg Tacke</b>
3:00–3:30 p.m.	<b>Coffee break</b>
3:30–4:30 p.m.	<b>Start up – Scaling up</b> <b>Hans-Dieter Kettwig</b> – Managing Director, ENERCON GmbH <b>Hermann Rosen</b> – Founder and President, ROSEN Group <b>Dr. Erich Schiffers</b> – CEO, ZWILLING J.A. Henckels AG <b>Moderation: Prof. Dr. Dr. h.c. mult. Hermann Simon</b>
4:30–5:30 p.m.	<b>Leadership – Globalization</b> <b>Ayla Busch</b> – CEO and Owner, Busch SE <b>Fritz Straub</b> – Managing Director, Deutsche Werkstätten <b>Dr. Hannes Bardach</b> – CEO, FREQUENTIS AG <b>Moderation: Dr. Rainer Meckes</b> – Senior Partner and Executive Vice President, Simon-Kucher & Partners
5:30 p.m.	<b>Closing Remarks</b> <b>Dr. Georg Tacke</b>
Followed by	<b>Get-together</b>

**Simon-Kucher & Partners**

Simon-Kucher & Partners is a global consulting firm with more than 1,000 professionals in 34 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to [www.simon-kucher.com](http://www.simon-kucher.com).

**Venue**

Sheraton Frankfurt Airport Hotel  
60549 Frankfurt am Main, Germany  
[www.sheratonfrankfurtairport.com](http://www.sheratonfrankfurtairport.com)

**Please note**

The talks will be held in German;  
simultaneous interpretation will be available  
in English.

**3<sup>rd</sup> Hidden Champions Summit**

# Hidden Champions – The Story Continues

Sheraton Frankfurt Airport Hotel, September 14, 2017

## Speakers



**Dr. Hannes Bardach**, FREQUENTIS  
CEO

Leading global supplier of communication and information solutions for mission-critical applications in air traffic management and public safety & transport



**Hermann Rosen**, ROSEN Group  
Founder and President

Technology and world market leader – no. 1 in pipeline inspection



**Ayla Busch**, Busch  
CEO and Owner

Global market leader for vacuum pumps



**Dr. Erich Schiffers**, ZWILLING J.A. Henckels  
CEO

Global market leader for high-quality kitchen products and beauty instruments



**Hans-Dieter Kettwig**, ENERCON  
Managing Director

German market and technology leader in onshore wind energy



**Fritz Straub**, Deutsche Werkstätten  
Managing Director

Leading provider of interior furnishings for mega-yachts, luxury residences, and executive floors



**Andreas König**, TeamViewer  
CEO

Global market leader in hyper-connectivity – installed on over 1.4 billion devices



**Alexander Zosel**, Volocopter  
Co-Founder & Chief Innovation Advisor

Developer of the world's first electric helicopter



**Franz Kraus**, ARRI  
Managing Director

Leading manufacturer and supplier of digital cameras, digital intermediate systems, and lighting equipment

## Hosts and Moderators



**Prof. Dr. Dr. h.c. mult. Hermann Simon**

Simon-Kucher & Partners  
Honorary Chairman



**Dr. Georg Tacke**

Simon-Kucher & Partners  
CEO



**Dr. Rainer Meckes**

Simon-Kucher & Partners  
Senior Partner and  
Executive Vice President

## Your contact:

Simon-Kucher & Partners Strategy & Marketing Consultants · Willy-Brandt-Allee 13 · 53113 Bonn · Germany  
If you have any questions in the meantime, please don't hesitate to contact Sebastian Elster from the Events team on +49 228 9843 326 or via [hidden-champions-summit@simon-kucher.com](mailto:hidden-champions-summit@simon-kucher.com).