



# XXV. WIFU-ONLINE-FORUM

## In cooperation with Entrepreneurs' Organization (EO)

**Succession in German and Brazilian family businesses – similarities and differences**

### PROGRAM

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During our XXV. Online-Forum we will focus on the **similarities and differences of succession in German and Brazilian family businesses.**

Participants will have the opportunity to discuss the main topic with our experts and to contribute their own questions to the discussion, which will be moderated by **Otto Baumgart, Oskar Kedor and Prof. Dr. Tom Rösen.**

The joint discussion will be based on the previous research results of WIFU as well as the experience reports by **Selina Stihl (STIHL Holding AG & Co. KG)** and **David Feffer (Suzano Papel e Celulose).** Personal questions will be discussed in the plenary discussion.

**5:00 pm (CET) Welcome and introduction**

**Reflection on the main topic**

**Keynote**

**Experience report I**

**Experience report II**

**Plenary discussion**

**Feedback (Menti)**

**7:30 pm (CET) End of the event**

### AT A GLANCE

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#### DATE:

Thursday, 25 March 2021 from 5:00 – 7:30 pm (CET)

#### PLATFORM:

The discussion is held via Zoom, a user friendly video conferencing software. You are welcome to also dial into the conference by phone.

#### PARTICIPANTS:

Members of family businesses and entrepreneurial families

#### REGISTRATION:

The online registration form is available [here](#).

#### Registration deadline is Wednesday, 24 March 2021 at 12:00 pm.

Registrations received past this deadline can unfortunately not be considered. The video conference access will be sent to you automatically with the registration confirmation, once you have successfully registered for the event.

#### PARTICIPATION FEE:

Participation in the event is free of charge. Donations to the WIFU-Foundation are greatly appreciated.

#### YOUR CONTACT FOR QUESTIONS:

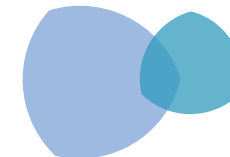
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#### FOLLOW-UP EVENTS:

If you would like to stay up to date and be informed about follow-up events of our WIFU-Online-Forum, please follow us on [Facebook](#) and [LinkedIn](#) - Here we will post WIFU-publications related to the thematic focus of each event and inform you about upcoming events as well as their thematic focusses.

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**Please note:** This event will be recorded. The video recording will be used for internal purposes as well as the public relations work of the Witten Institute for Family Business (WIFU) and the WIFU-Foundation. As part of the public relations work, the video or video excerpts as well as screenshots may be published on the social media channels (Facebook, Instagram, Twitter, LinkedIn, Xing, YouTube), the homepage as well as in the online and print media of the WIFU. In addition, we will make the recording available to our major donors upon request. The breakout sessions will not be recorded. If do not wish to be recorded or portrayed on the screenshots, please anonymize your name or turn off your camera. This will ensure the anonymity of your identity in the recording as well as the screenshots.



## YOUR SPEAKERS



### SELINA STIHL

is Vice Chairman of the Advisory Board of STIHL Holding AG & Co. KG. After completing her Bachelor's degree in London, she worked for the auditing firm Deloitte and is a member of the English Chamber of Chartered Accountants. She also holds a Master's degree in industrial engineering and an Executive MBA from INSEAD Business School. In Hamburg, she was Finance Director of a leading private label beverage company in Germany before joining the management team at STIHL Brazil. There, as Vice-President, she was responsible for Finance, Controlling, Human Resources, IT and Infrastructure. She has been a member of the advisory board since 2016 and has worked at the company's headquarters in Waiblingen since 2017.



### DAVID FEFFER

is a member of the third generation of Suzano's shareholders. His path in the company began in 1974 and since 2003 he is President of Suzano Holding and Chairman of the Board of Directors for Suzano S.A. David studied Business Administration in Brazil and has taken specialization courses at Harvard Business School, Columbia University, IMD, The Aspen Institute, Singularity University and Stanford University. Suzano Holding is the main shareholder of Suzano S.A, a biorenewable company and the world's largest pulp and paper producer. Suzano Holding businesses also includes: insurance brokerage and reinsurance, risk management, real estate development, software products and services for digital media. David also serves as a member of the Brazilian Tree Industry Council (IBÁ) and Chairman of the Board of Directors at Escola Alef Peretz.



### OTTO BAUMGART

is a Shareholder of Baumgart Group, including Otto Baumgart Ind e Comercio SA (Vedacit - leading waterproofing business in Brazil), Shopping Center Norte (331 stores - leading sales per square foot in Brazil), Shopping Lar Center (120 stores for furnishing and home decoration), Expo Center Norte (780.000 square foot hosting the most important trade shows in Brazil like APAS - Supermarket trade Show and Hospitalar - Leading Hospital trade show), Novotel SP Center Norte (344 hotel room managed by Accor under Novotel Flag) e Fazendas Reunidas (Leading farm in Rio Verde center of Brasil with 20.000 cattle, Soybean and corn producer).

Previously Baumgart has worked at Itau (largest privately owned Bank in Brasil), Toshiba (Multinational conglomerate in information technology, communication and electronic), Ancar Ivanhoe (Brazilian Shopping Mall management company in a joint venture with Ivanhoe Canadian Pension Fund) and Revman International (Home textile Business in New York) in several positions and areas like finance, sales, marketing.

Otto Baumgart has a bachelor degree in Business Administration. Being a family business owner he has attended several Courses such as FIB - Families in Business in Harvard, OPM - Owner President management Program from Harvard Business School, IBGC specialized in Corporate Governance.

## YOUR SPEAKERS



### OSKAR KEDOR

Son of German immigrants, father of Frederik (16)), Konstantin (13) and Maya (11), moved to Germany at the age of 20, where he opened his first travel agency. He graduated in Insurance Administration and later in Administration and Economics at the University of Witten-Herdecke in Germany.

Since 1997 back in Brazil, he re-introduced Sixt for 2 years and opened Mobility S/A, a B2B2C platform that brings together the main car rental companies and completed in march 20 years.

As a volunteer he accumulates the presidency of Club Transatlântico, of Instituto Mahle and recently became Community Leader of the Airbnb Club of Mantiqueira. In EO Network since 2017, he participates in the Board as learning chair. In 2020, he started the Think Tank Mobility 2025, bringing together leaders from the Mobility ecosystem in order to reflect about the impacts and opportunities generated by Covid19. He lives with his family in Bairro dos Mellos, Mantiqueira, Brazil.



### PROF. DR. TOM RÜSEN

is chairman of the WIFU-Foundation and managing director of WIFU. After completing a degree in economics at the Witten/Herdecke University, he spent several years working for the inhouse consultancy of a large multinational industrial corporation, and for restructuring and recovery consultancies. He has been an honorary professor at the Faculty of Management, Economics and Society at Witten/Herdecke University since 2015. The main areas of his research, teaching and publication work include the examination of conflict and crisis dynamics, structural risks in family businesses, mental models in business families, and family strategies and their evolution over generations. In his coaching and consultancy work, he assists family businesses and business families in developing practical solutions as part of succession processes, conflict and crisis situations, and the development of family strategies and family management systems.

