

from practice to practice



Seidenschwarz & Comp.

from idea to value®

19th international Starnberg Management Days

Shifting Positions and Entrepreneurial Action

- Let's be fast and bold enough -



10th and 11th November 2026, Hotel La Villa on Lake Starnberg

- What can we learn from China, the global driver of performance?
- How do we tackle the challenges of global logistics?
- What's the latest on AI as a source of value?
- How does a German-based market leader operate across different regions of the world?
- What can we learn from the leadership philosophy of an entrepreneurial female executive from Africa?
- How do we steer companies in Germany with fresh, youthful impetus?

With presentations and practical contributions from leading personalities

Gebrüder Weiss | Henning Höne | Krones | LIQUI MOLY
Odyssey ML | Seidenschwarz & Comp. | Siemens
VR Bank Starnberg-Zugspitze

www.seidenschwarz.com

Welcome

Dear Sir or Madam,

A company's appeal to customers and employees depends on how it and its key players position themselves and develop their vision for the future.

Chinese and American companies are currently setting many new standards for products and technologies across numerous growth sectors. Consequently, the questions arising in Europe are: Are we, as a company and as leaders, developing in the right areas – quickly enough and 'boldly enough'?

It is about entrepreneurial action that takes customers seriously. It is about transformation that renews a company and brings about a positive shift in atmosphere. And it is about leaders and employees taking personal responsibility for their actions.

The international Starnberg Management Days provide inspiration in this regard. What can we learn from China, a global driver of performance? How do we tackle the hurdles of global logistics? What's the latest on AI as a source of value? How does a German-based market leader operate across the world's regions? And we'll gain an insight into the leadership philosophies of two young executives from South Africa and Germany, as well as that of a young deputy chairman of a political party that is reinventing itself in challenging times.

We look forward to seeing you again on Lake Starnberg!

Kind regards



Prof. Dr. Werner Seidenschwarz



Speakers



Achim Peltz

CEO of the Motion Control Business Unit at Siemens AG, Digital Industries, Erlangen, since 2020, and CEO of Digital Industries Automation China since 2025; previously held senior positions at Siemens AG worldwide, including heading a regional business unit in China and leading overseas business development and standard and mid-range systems.



Alessandro Cacciola

A member of the Executive Board at Gebrüder Weiss since March 2026, with responsibility for the Air & Sea division. Previously held several management positions at DACHSER, served as Chairman of the Executive Board of the Andreas Schmid Group and as Chairman of the Advisory Board of IDS Logistik.



Sebastian Delgado

Head of Sales at Krones AG, Neutraubling. Previously, from 2023 onwards, he held roles including Head of Corporate Sales, Head of Strategic Sales and Global Key Accounts, as well as Head of Sales for North & Central America, General Manager of Krones Canada, and other responsibilities in project management and as Product Manager for Aseptic Filling. He holds a Master of Science in Brewing and Beverage Technology.



Dr. Jenny Seidenschwarz

Currently Research Scientist at Odyssey ML, Palo Alto, USA, and London, UK. Previously, amongst other things, she completed her PhD at the Technical University of Munich, including research stays at the Robotics Institute at Carnegie Mellon University, Pittsburgh, USA, and subsequently worked as a researcher at NVIDIA Corporation in Florence, Italy, and Santa Clara, USA.



Susanne Berchtold

Head of Division at VR Bank Starnberg-Zugspitze eG, with responsibility for branch sales, the customer service center, treasury and mortgage lending; previously held various specialist and management roles in the credit and risk division, in commercial client advisory services, and in Omni-channel and Retail customer sales.



Melicia Labuschagne

CEO of LIQUI MOLY South Africa; since its foundation in 2007, she has been responsible for its development into a regional company serving South Africa, Botswana, Mozambique, Namibia, Eswatini and Lesotho; her focus has been primarily on business development, market expansion, customer strategies and the development of high-performing teams.

Evening round



Henning Höne MdL

is Deputy Federal Chairman of the FDP, as well as State Chairman of the FDP in North Rhine-Westphalia and Chairman of the FDP parliamentary group in the North Rhine-Westphalia state parliament.

Program 10th of November

16:00 – 16:45

Prof. Dr: Werner Seidenschwarz, Managing Partner of Seidenschwarz & Comp. GmbH and Leading Sales GmbH, Possenhofen on Lake Starnberg, Professor of Strategic Leadership at the Technical University of Munich

Shifting Positions and Entrepreneurial Action – *Let's be fast and bold enough*

- There's no turning back – but you have to be willing to face up to it
- Staying ahead of the curve: speed and bold moves
- Market and AI are the strongest team members

16:45 – 17:45

Achim Peltz, CEO of the Motion Control Business Unit at Siemens Digital Industries Operating Company in Erlangen and CEO of Digital Industries Automation China in Shanghai

A perspective from a Chinese and industrial tech viewpoint

- Siemens – the industrial ONE Tech Company
- China as a Business: in direct competition with local providers
- Living in two worlds: lessons learned from day-to-day management between China and Germany

17:45 – 18:00 Coffee break

18:00 – 19:00

Alessandro Cacciola, Member of the Executive Board and head of the Air & Sea division at Gebrüder Weiss, Lauterach, Austria

The new world of logistics in an international context

- Gebrüder Weiss - the world's oldest transport and logistics company
- Logistics on the world's oceans and in the air
- What lies ahead and how we should deal with it

19:00 – 19:15 ...a glass of wine

19:15 – 20:15 Evening Talk

Henning Höne, Deputy Federal Chairman of the FDP, as well as State Chairman of the FDP in North Rhine-Westphalia and Chairman of the FDP parliamentary group in the North Rhine-Westphalia State Parliament

A formula for Germany's comeback

- 30-minute presentation by Henning Höne on current developments in the German political landscape
- Questions from the floor and a plenary discussion

Dinner and come together

An opportunity for participants to get to know one another personally and to discuss current topics in a relaxed atmosphere, accompanied by a buffet and music

Program 11th of November

08:30 – 09:30

Sebastian Delgado, Head of Sales, Krones AG, Neutraubling

At the heart of the beverage industry – high-tech around the world

- High-speed bottling – flexible responsiveness in sales
- Winning customers with passion – from the Upper Palatinate to the world
- What's changing in global B2B sales and how we're positioning ourselves for it

09:30 – 10:30

Dr. Jenny Seidenschwarz, Research Scientist, Odyssey ML, London/UK, Palo Alto/USA

The AI Round-up: News and Developments

- A brief overview of the current AI landscape
- Quick Deep Dive – current technologies in practice
- Pros and cons – experiences from working in the AI field

10:30 – 10:45 Coffee break

10:45 – 11:45

Melicia Labuschagne, CEO ZA-LIQUI MOLY, Centurion (ZA)

LIQUI MOLY – Strong Brand. Strong Values. Entrepreneurial Action

- LIQUI MOLY – a worldwide entrepreneurial brand
- My leadership journey – from selling products out of the boot of a car to building empowered entrepreneurial teams
- South Africa and Africa – turning complexity into opportunity and sustainable growth

11:45 – 12:45

Susanne Berchtold, Head of Retail Banking, Omni-channel Sales and Treasury at VR Bank Starnberg-Zugspitze, Herrsching on Ammersee

Young people, young customers – what an opportunity to revitalize our understanding of leadership

- Omni-channel banking – set against one of Europe's most beautiful landscapes, stretching from Lake Starnberg to the Zugspitze
- What young customers really want – reflected in their expectations of a bank
- Towards a new understanding of leadership

12:45 – 13:00

Prof. Dr. Werner Seidenschwarz, Managing Partner, Seidenschwarz & Comp. GmbH, Possenhofen on Lake Starnberg



Closing remarks, followed by a move towards implementation and a light meal

... so that this year, too, you'll take home three great ideas that you can put into practice straight away!

Further event information

A few comments on the event

“It was an unusually lively exchange of ideas with the participants at the international Starnberg Management Days. The atmosphere and setting were brilliant.”

Dr. Theo Waigel, Mister Europe, former Minister of Finance of the Federal Republic of Germany

“No one knows as many sales and market models as Werner Seidenschwarz, and he’s also brilliant at inspiring companies to reorient themselves.”

Bernhard Nebl, Head of Group HR, Würth Group

Date and location:

10th of November 2026 from 4:00 p.m. and 11th of November 2026 until 1:00 p.m., Hotel La Villa, Ferdinand-von-Miller-Str. 39–41, D-82343 Niederpöcking on Lake Starnberg, Germany

Moderators:

Prof. Dr. Werner Seidenschwarz



Managing Partner of Seidenschwarz & Comp. GmbH, founder of the international Starnberg Management Days, operator of the ‘Leading Sales’ Executive Platform, and Professor of Strategic Leadership at the Technical University of Munich.

Previously held leading positions as an expert, partner, board member and managing director in industrial and service companies, as well as serving as a professor, chair holder and lecturer at leading international universities including the Technical University of Munich, the London School of Economics, the National University of Singapore, Leipzig Graduate School of Management, Johannes Kepler University in Linz and the University of Stuttgart.

In sales, he focuses exclusively on practical work with leading international B2B companies and those aspiring to become so.

His world’s first monograph (to the best of our knowledge) on the subject of Target Costing, which posed the key question ‘What is the customer willing to pay for?!’, was followed by a large number of publications.

Dr. Jenny Seidenschwarz



Artificial Intelligence Research Scientist specialising in generative models and world modeling for dynamic environments. Experienced in diffusion-based video generation, large-scale distributed training and interactive systems. Strong background in representation learning, 3D scene understanding and real-time generation.

Seidenschwarz & Comp.

Seidenschwarz & Comp. GmbH: We are B2B.

We work in partnership with our clients. Our day-to-day support for project implementation is guided by the *'from idea to value®'* principle. Three values are always at the forefront: the value of profitable growth, the value of the customer – 'what is the customer willing to pay for?' – and the value of good working relationships and personal development within the organization, for the benefit of the whole.

Appreciation of the past, orientation toward the future

Strategy

Growing in a resilient
and profitable manner

Sales

Leading, managing
and developing

**Developing products,
systems and solutions**
that deliver customer
value and profitability

Transformation
Paving the way for
tomorrow's success



The platform for sales leaders



Challenge, Crossfire and Develop®

- Sales Executive Circles
- C-level Executive Circles for marketoriented Leadership
- Sales Excellence for High-Potentials
- Sales Excellence for leading Companies and those aspiring to be Leaders
- Personal development of Managers and Key Persons in Sales

Leading Sales®: The point of sale at Sisi's
Palace in Possenhofen on Lake Starnberg



Registration

Participation fee

Registration fees per person: € 1.300 plus VAT. The price includes the evening reception and buffet on Day 1, attendance at all presentations, refreshments on Day 2, coffee and soft drinks. We reserve the right to select participants (*see the Terms and Conditions on our website*).

Cancellation

If you cancel by 12th October 2026, an administration fee of € 500 plus VAT will be charged; if you cancel after this date, the full participation fee will be charged. In this case, you are welcome to nominate a replacement participant.

Hotels

We have reserved a limited number of rooms for you at our event hotel, La Villa. We also have a list of hotels available. The hotels we recommend offer the right atmosphere to suit every taste. Please make your own room reservations.

Please send your registration to:

Seidenschwarz & Comp. GmbH, Karl-Theodor-Str. 6,

D-82343 Possenhofen, Germany

E-Mail: margit.rinner@seidenschwarz.com

For further information, please do not hesitate to contact Mrs. Rinner on +49 8151 998877 or use the QR code to register online.



Title, first name, surname

Position

Company

Department / Area

Street / PO Box

Postcode, city

Phone, Mobile

Hotel list desired (please tick)

☐ Yes

☐ No

* We would like to draw your attention to the fact that photographs will be taken during the event; however, these will only be used for the publication of a review of the International Starnberg Management Days on our website. If you do not consent to this, please submit a written statement to that effect at the event.

How did you first hear about the International Starnberg Management Days?

Date, Signature