



**GREEN BUSINESS  
DEVELOPMENT**

FOUNDED IN 2004

# 欢迎来到我们的网站

# WELCOME!

## Smart City & Sustainable Mobility in Taiwan



# WE BUILD UP YOUR BUSINESS

## VENTURE BUILDING & SUSTAINOVATION



### VERTICALS

MOBILITY & TRANSPORT

ENERGY

FINANCE

MEDIA

SUSTAINABILITY

### SERVICES



RESEARCH & STRATEGY



BUSINESS DEVELOPMENT



VENTURE BUILDING



EXPANSION ADVISORY



SUSTAINABLE DUE DILIGENCE

“If you always do what you’ve always done, you’ll always get what you’ve always got.”-Henry Ford





## EDUCATION

02/95 Master Media and Communication [1,3/ Top 5%], Ludwig-MaximiliansUniversity, Munich  
07/93 Diplomed'infomation, IFP French Press Institute, University of Paris II Panthéon-Assas  
07/04 Essec-Mannheim Executive MBA, Paris-Mannheim

## WORK EXPERIENCE

1997-2000 Publishing Director COSMOPOLITAN MAGAZINE  
2001-2003 Managing Director Eco-Test Publishing House  
2004 –to date Founder & Managing Director Green Business Development

## SELECTED PROJECTS

**2017-2020** Toyota Germany, Business Director Mirai Taskforce, Business Development H2-Fuel Cell Cars, GER  
**2018-2020** GRDF, France; Consulting, Energy & Mobility Innovation, Start-up & Innovation Scouting  
**2018** KIC InnoEnergy Incubator, Sweden, SoleliaGreentech, Solar-Charging , Feasibility & Market Entry Study GER  
**2016, 2018** European New Mobility Expert Survey, in cooperation with IDDRI, the Sustainability Institute of the elite university Science Po Paris & Business Finland  
**2012-2015** Multicity E-Carsharing, Citroen/ PSA, Cologne/ Paris, B2B Business Development, Berlin, GER  
**2008-2010** Co-Founder & Business Angel CITYPender, Ridesharing, Berlin, GER

## HONORY POSITIONS – MEMBERSHIPS - AWARDS

2019 –to date Member of the German Industry Standard DIN-consortium to establish a DIN rating sustainability standard for start-ups  
2018 -to date RheinMainUniversity Wiesbaden, Mobility Innovation, Lecturer & Advisory Board Member  
2014 -to date Member of Federal Association of Green Business

## SPEAKER

2019 FTWC, Vienna, Future of Transport World Conference, “Energy Transition”, Vienna, Austria  
2019 HSBA Hamburg School of Business Administration, Guest lecturer, Zero Emission Mobility  
2018 EuroBike, “Financing Start-up’s” , Friedrichshafen, Germany



**EGBERT HÜNEWALDT**  
**FOUNDER & MANAGING DIRECTOR**

Follow us on [LinkedIn](#)

# REFERENCES



## VERTICALS, WE SERVE



**GREEN BUSINESS**  
DEVELOPMENT



# RESEARCH & STRATEGY



SCENARIO PLANNING



MARKET ANALYSIS



EXPERT SURVEY



START-UP  
SCREENING

*I believe in innovation and that the way you get innovation is you fund research and you learn the basic facts. – Bill Gates*



# BUSINESS DEVELOPMENT



**BUSINESS  
DEVELOPMENT**



**STRATEGIC  
PARTNERSHIPS**

*The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks and starting on the first one. – Mark Twain*

# EXPANSION ADVISORY (GERMANY & DACH REGION)



**FEASIBILITY  
ANALYSIS**



**COUNTRY  
MANAGEMENT**



**BOARD ADVISORY**

*There are no foreign lands. It is the traveler only who is foreign. – Robert Louis Stevenson*



# THANK YOU!

# 谢谢你



## Contact

**GREEN BUSINESS DEVELOPMENT GmbH**

Zelterstrasse 8 | D - 10439 Berlin | +49/ 151/ 64619411

[huenewaldt@gbd.green](mailto:huenewaldt@gbd.green)

[www.gbd.green](http://www.gbd.green)