

“Utilizing personal expertise and experience to facilitate chamber to provide value-added services in China's business environment.”



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Where do you see the main challenge or main opportunity for German companies in China over the next two years and where do you see the role of the German Chamber?

In my opinion, the main challenge German companies in China will be facing can be seen in the following aspects: Mitigating the negative business impacts of COVID-19 in a more complex geopolitical landscape, managing business successfully as well as securing new growth opportunities in an environment where regulatory framework is less transparent and quite unpredictable.

The further opening-up of various industry sectors for foreign investment as well as expected consumption upgrading will most likely provide German companies additional opportunities to expand their operations and provide high-quality products to Chinese customers, provided that China will continue its development course as the power house of global economic growth.

The German Chamber should provide both information to member companies and a valuable platform for German companies to address their major business concerns in China via its bridging role to Chinese and German governments.

How can your expertise and professional background support the German Chamber to address this challenge or opportunity?

Automobile is an industry sector where German companies play a major role in the Chinese market and a big number of German big, medium and small companies are involved. With my long-time professional experience both in German large companies, especially in chemical and automobile, and my early years working experience in Chinese central government, I'm confident that I'll bring the necessary expertise and value for the Chamber to fully develop its key role to the benefits of the member companies.