

**“I help understand the regulatory environment and challenge, position German industry in the Chinese market and promote co-creation with Chinese stakeholders as well as Sino-German win-win cooperation.”**

**YONGXIN WU**

Executive Vice President  
Chief Government Affairs Officer  
General Manager Regional Organization  
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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?**

1. To sustain technology strengths and innovation competence to penetrate the Chinese market and to seize growth potentials (quality, efficiency and innovation-driven);
2. To be agile in seeking new ways of business approaches including partnership and cooperation models in response to emerging and growing industries, e.g. 5G, AI, IIOT, smart infrastructure etc.;
3. German Chamber can address tangible regulatory issues by leveraging Sino-German relationship and government platforms, to help explore business opportunities for German industry by creating access to relevant Chinese business and enterprises.

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

1. With my long-term working experience in a leading industrial player (Siemens) in areas of electrification, automation and digitalization, I can articulate and position the strengths of German industries including innovation and craftsmanship to help explore cooperation potentials between both German and Chinese industries.
2. With my professional knowledge and expertise in working with regulatory landscape and stakeholders, I can represent the Chamber to engage in exchanges and dialogues Chinese government agents on advocacy topics.