

“My main motivation is to support the German companies and business community in China - with a special focus on the German small and medium sized companies in Beijing and our Chamber locations in Tianjin and Shenyang.”

DR. BJÖRN LINDEMANN

General Manager
Haver Technologies Tianjin



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 the next two years, German companies will have to meet the challenges of the changing economic environment in China. Examples such as the Social Credit System or strict enforcement of the regulations during the epidemic crisis demonstrate the importance for German companies to lobby, network and exchange information. Finding, training and retaining qualified employees as well as rising labor costs will remain major challenges in the coming years. Moreover, handling the increasing competition with local Chinese companies will continue be a crucial success factor.

The German Chamber plays an active role to support companies facing these challenges: as a platform to share insights, provide up-to-date market information and deepen the exchange between member companies. As a bridge between the German and Chinese governments, the Chamber offers its members a wide network, which provides strong benefits especially for small and medium-sized enterprises.

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

I have been in Greater China for 15 years in various positions. I am currently managing Haver Technologies Tianjin, a German family-owned enterprise and producer of packing solutions for various industries. Previously, I was responsible for the German Chamber activities in North China as Head of the Chamber Office in Tianjin between 2012 and 2015, focusing, among other projects, on preparing the setup of the new Chamber Office in Shenyang. Since 2016, I have supported the German Chamber as a Board Member.

Due to my long-term commitment to the Chamber and experience as General Manager of a typical German medium-sized enterprise, I have a strong insight into the German Chamber activities and the challenges of the German business community. I want to continue contributing to the Chamber mission as a Board Member, supporting especially the small and medium-sized companies in North China including Beijing, Tianjin and Shenyang.