

“Standing close together and meeting the challenges of the future together, that is what the German Chamber stands for and I would like to make my contribution to this.”

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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?

The upcoming two years will be extremely demanding for German companies in China. It is not only the current slump in sales and the overcoming of the rampant pandemic that will keep the world busy for months, if not years, that are causing unexpected difficulties. New legal challenges, the Corporate Social Credit System and China's new self-image bring new risks, but also new opportunities.

For many years, "Made in Germany" stood for quality, reliability and technical maturity. These attributes must continue to be able to be perceived, but at the same time they must be further complemented by speed, flexibility and innovative strength. The famous German "Mittelstand", but also German leading companies and world market leaders face a competition that claims to be or become a world market leader itself. The speed of change is enormous and in many areas it is not clear at the moment where the journey will go.

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

In my eight years in China, I have had the opportunity to build up new several locations. I witnessed a company being set up, built up and flourishing. I was able to play a major role in shaping the strategic orientation of entrepreneurial childhood, but also in the phase of operational maturity. With my role as General Manager in Langfang and Shenyang I have a good insight into economic life in northern and north-eastern China even outside the capital.

By working for a typical German medium-sized company, I know what concerns those companies have, which are not among the global big players. Small and medium sized enterprises are playing a vital role in supplementing German entrepreneurship.

For me, the German Chamber of Commerce has always played an important role in networking, but also as an information platform. Political lobbying and information sharing, both of which I consider to be essential in the work of the Chamber of Commerce.