

“As founding member of the Young Business Leaders (Wirtschaftsjunioren) within the German Chamber, I see a great opportunity to link this young, very diverse network even more into the Chamber and use my experience and influence to leverage this connection for our members.”

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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?

We live in turbulent times and need a platform to be a connection point to offer accurate information, best practice sharing and experience exchange. This is especially important for German SME's in China. Here, I see the role of the German Chamber strengthened.

Everything is accelerated and the world is interconnected – nothing stays isolated for long, whether it is a headline, a picture, a dance move or a virus.

This brings challenges and opportunities for how we do business in China. However, these challenges differ greatly between large corporations, SMEs and start-ups. Let's take the virus for example: it impacted all of us. But resources to get the latest information on regulations, information on logistic routes to balancing of supply chain disruptions or access to funding vary.

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

As Director Operations for a reputable brand in the Chinese consumer industry in which the opinion of KOLs, KOCs, the engagement of followers and social selling are a key to success, I learned to understand that trend scouting, creating wow moments and a good omnichannel strategy are important today, but may already be obsolete in 3 years.

Some of you might think, what is she talking about? That is exactly my point. For the German Chamber to be a partner in a fast world, it is important to include members from SME's and see things from different angles. The development of the consumer industry in China is fast and demonstrative for how the world might progress, however it is still underrepresented within the German Chamber Board.