

Press Release

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20 May 2020

Jochen Tenhagen new Managing Director of German Centre Beijing

Jochen Tenhagen took over management of the German Centre Beijing since May 2020. The German Centre, a member of LBBW group, has been supporting German companies in China with offices, advice and access to important networks since 1999. The 44-year-old business sinologist has dealt with China for more than 15 years. Most recently, he was General Manager for a subsidiary of the automotive supplier Magna in Tianjin.

"Because I have worked almost exclusively for medium-sized companies, I know the challenges our tenant companies are facing here in China, especially in the current crisis situation. In times like this I want to be a reliable partner and support them to better get through the crisis", says Tenhagen. In 2000, Tenhagen studied for a year as a scholarship holder at the East China Normal University Shanghai while he was still studying at the Hochschule Bremen. After graduating with a degree in Business Sinology, he worked for eight years in management positions for various companies in Beijing before returning to Germany in 2012. In early 2014, he joined the

medium-sized automotive supplier BÖCO Böddecker & Co. from Wuppertal and was responsible for the establishment of the China subsidiary in Tianjin and led the company as General Manager. Born in the Lower Rhine region of Germany, he speaks fluent Chinese and, thanks to his many years of experience in the German-Chinese business world, has excellent connections with local companies, institutions and authorities.

German Centre Beijing supports the start in China

With German Centre Beijing, LBBW supports medium-sized German companies in particular in their market development in China. In 2015, its area was doubled with a second location in Chaoyang District to currently 21,000 square meters in order to meet the growing demand for office and conference rooms as well as advisory, logistics and other services. The German Centre is currently home to 120 German companies. The Landmark Tower and the DRC Liangmaqiao Diplomatic Office Building offer offices ranging from twelve to 2,000 square metres in size. Meeting, conference and training rooms for up to 150 people as well as break out areas and cafés complete the range of facilities.

The German Centre works closely with LBBW's representative offices in Beijing and Shanghai. In addition, German Centre facilitates the direct exchange of experience and access to various networks. This helps companies wishing to establish

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or expand their involvement in China and let them familiarise quickly with the conditions of the local market.

Since its foundation in 1999, more than 500 companies have used the German Centre Beijing as a starting point for their business activities in China. In addition to the German Centre in Beijing, LBBW also operates German Centres in Singapore, Mexico City, and Moscow.

A photo of Jochen Tenhagen is available on the Internet at

<http://www.germancentre.cn/de/aktuelles>

For more information about German Centre Beijing and the German Centre network, please visit

<http://www.germancentre.cn>

<http://www.germancentre.com>