

## Press Release

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### **Dominique Herold new managing director of the German Centre Singapore**

*On July 1, Dominique Herold took over the management of the German Centre in Singapore. The German Centre, an LBBW company, has been supporting German companies in their business activities in Southeast Asia since 1995.*

The 32-year-old Herold has already been working at the German Centre Singapore since 2018. As Head of Customer Relations, she and her six-member team were responsible for tenant support, the Business Centre with conference and seminar services as well as events, marketing and the strategic development of the German Centre. The previous Managing Director, Katharina Ravens, is returning to Germany and will take on new responsibilities within the LBBW Group.

"Through my previous work at the German Centre in Singapore, I know the institution and the companies based here very well. Especially now, when we do not yet know exactly what the Covid19 pandemic will change, it is very important to listen to our customers and to develop our services in a joint dialogue in order to ensure that the German

Centre continues to create added value for German companies," said Herold. She will use her knowledge of the local markets as well as the existing networks into the German and Singaporean business community and the cooperation with the German Business Incubator in Vietnam to help companies to establish or expand their commitment in Southeast Asia and to quickly find their way around and start successfully.

Before moving to the German Centre in Singapore, Herold worked as a team leader for Real Estate Portfolio Management for the Schwarz Group (Lidl & Kaufland) in Neckarsulm and as assistant to the CFO of the Stuttgart real estate developer Bülow AG. She completed her MBA (Management and Real Estate) at the HfWU Nürtingen-Geislingen.

### **German Centre Singapore - reliable partner on site**

In 1995 the five-storey German Centre in Singapore was opened in the International Business Park in the west of the island. Since then, it has supported over 600 German, in particular medium-sized companies in their activities in South East Asia. The building currently accommodates around 150 tenants, including LBBW's branch.

On a total of 20,000 square meters, the German Centre offers its tenants various types of office (from individual desks in cowork areas to small office rooms and open-plan offices), as

well as various conference and exhibition rooms, and provides numerous management and infrastructure services. It also provides fast access to networks and direct exchange of experience between tenants, representatives of trade associations and local business partners within the Centre itself. Numerous events round off the information offer.

As the most important economic and financial metropolis in Southeast Asia, Singapore continues to be an attractive starting point for many German companies for their business activities in the Southeast Asian economic region. In addition to the German Centres in Singapore and Beijing, LBBW also has branches in Singapore and Seoul, as well as representative offices in Beijing and Shanghai (China), Hanoi (Vietnam), Jakarta (Indonesia), and Mumbai (India), in order to provide practical support to companies throughout Asia. LBBW also operates further German Centres in Moscow and Mexico City.

*A photo by Dominique Herold is available on the Internet at*

*<http://www.germancentre.com/en/news>*

*More information about the German Centre Singapore and the German Centre network is available at*

*<http://www.germancentre.sg>*

*<http://www.germancentre.com>*