

## Press Release

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### **Ruth Schimanowski new Managing Director of the German Centre Beijing**

Ruth Schimanowski took over management of the German Centre Beijing, a member of LBBW group. The German Centre has been supporting German companies in China with offices, advice and networks since 1999. She is the successor to Jörg Höhn, who started managing the German Centre in September 2011, and now has taken over a new position back in Germany.

Schimanowski, a physics graduate from Freie Universität Berlin, has been working in China for 20 years, most recently as Deputy Head of the German Academic Exchange Service (DAAD) in Beijing. Before that, she headed the China Office of the aid organization Misereor, and worked at the Cultural Department of the German Embassy in Beijing and as Project Assistant during construction of the Boehringer Ingelheim plant in Shanghai. Her working experience has given her a comprehensive understanding of economic, legal and cultural conditions in China. Ms Schimanowski speaks fluent Chinese and has traveled to almost every Chinese province to manage projects there. Her longstanding experience in German-Chinese business and cooperation means that she has built up a local network to companies, institutions and authorities in the country.

## **German Centre Beijing supports to enter the Chinese market**

The German Centre in Beijing assists German companies to establish themselves on the Chinese market. In 2015, the German Centre doubled in size with a second location in the Chaoyang district to meet the growing demand. It provides office and conference facilities in addition to advisory, logistics and other services. The German Centre works closely together with LBBW's representative offices in Beijing and Shanghai. Crucially, the German Centre enables the direct sharing of information and access to diverse networks. Those new to the region are thus able to acclimatize more easily to local business conditions.

Since its establishment in 1999, around 400 companies have used the German Centre Beijing as a launching pad for business in China. Around 130 companies are currently tenants. In addition to the German Centre Beijing, LBBW also operates German Centres in Singapore, Mexico City and Moscow.

*A photo of Ruth Schimanowski is available online at:*

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

*For more information on the German Centre Beijing and the German Centre network visit :*

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

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