

# GBA BOARD 2023

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## Candidates' Profile and Motivation

AGM 2023 | Monday, 16 January 2023 in Hanoi and Ho Chi Minh City

### List of candidates (in alphabetical order)

1. Christoph ANDERMANN, Mercedes-Benz Vietnam Ltd.
2. Andre DE JONG, Bosch Vietnam
3. Elmar DUTT, Deutsches Haus Ho Chi Minh City
4. Dirk HARTMANN, tesa Site Haiphong Co., Ltd.
5. Martin KOERNER, The Anam Group
6. Jan-Christian KOLDEHOFF, Fr. Meyer's Sohn Vietnam Co., Ltd.
7. Dr. Oliver MASSMANN, Duane Morris Vietnam LLC
8. Torben MINKO, B.Braun Vietnam
9. Lukas SCHOENECK, thyssenkrupp Industrial Solutions Vietnam
10. Thanh Tuan VI, Schaeffler Vietnam
11. Marko WALDE, German Chamber of Industry & Commerce Vietnam
12. Alexander ZIEHE, Viessmann Vietnam Ltd.



### **CHRISTOPH ANDERMANN**

Chief Financial Officer  
**Mercedes-Benz Vietnam Ltd.**

#### **PERSONAL INTRODUCTION**

I started my career at Mercedes-Benz in Stuttgart and held various strategy and finance roles before moving to China in 2014 and Korea in 2018. For more than half of my career, I was either working in Joint-Ventures or as the HQ counterpart for JV controlling / business development.

At Mercedes-Benz Vietnam, I joined as Chief Financial Officer in November 2020.

I am 39 years old, married and father of two kids. If not busy with various family activities, I spend the remaining leisure time on the tennis court and travelling.

#### **MOTIVATION FOR CANDIDACY**

I would like to contribute with experience and viewpoints from three perspectives:

- I spent a large amount of time in my first year to implement the EVFTA requirements for Mercedes-Benz. I would be grateful to contribute and share towards the vision of all entitled companies benefitting from the FTA advantages.
- I am looking forward to learning about the challenges of other industries and overall business climate and would be able to constructively 'challenge' from the perspective of a large corporate group.
- Although my company is in Vietnam since 1995, but personally I am relatively new to Vietnam and would bring a fresh perspective representing the "newcomers" to the Board.

**As a candidate for the GBA Board 2023, I'd like to take active part in the following activities:**

- ☐ Business Meetings
- ☐ Networking Meetings
- ☐ Events
- ☐ Advocacy/Government Relations
- ☐ Media Relations
- ☐ EuroCham and other Business Association Relationship Management
- ☐ Acquisition of new members
- ☒ Support of office administration
- ☐ Services to Individual GBA Members
- ☐ Others



### ANDRE DE JONG

ASEAN business unit head – 2-wheelers  
**Bosch Vietnam**

#### PERSONAL INTRODUCTION

With a total of 13 years living in ASEAN (Vietnam 8 years and Cambodia 5 years), and with responsibility over various ASEAN countries, I have gathered experience representing Bosch professionally, but also experience representing German and European companies in various chamber positions.

- Co-founder and board member of the German Myanmar Business Association in coordination with the AHK in Myanmar.
- Active board member and treasurer in EuroCham Cambodia
- Chairman of the Real Estate and Construction (RECC) Working Group in EuroCham Cambodia (advocacy, organized forums, and events)
- Board member in GBA 2021 and 2022 board (responsible for marketing activities, Events and Oktoberfest committee)

In Bosch, my work is related to 2-wheelers components, including electrification. Topics such as road safety, air pollution and the drive for electrification around the region are key focus areas and also drivers for German companies and government alike.

I work for Bosch more 25 years in 6 countries around the world. I am Dutch, speak German, I am married and have three children between 17 and 22 years old.

#### MOTIVATION FOR CANDIDACY

I was elected for the GBA board 2021 and 2022 and enjoyed being part of this. I was pleasantly surprised of pro-active involvement of the board members and the positive impact this has on the business community. I would like to continue this contribution. I was responsible with 2 other board members for the marketing activities, organized various events and this included the active organization of Oktoberfest 2022, besides these activities there are many other ad hoc tasks and roles to be active in.

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- ☒ EuroCham and other Business Association Relationship Management
- ☐ Acquisition of new members
- ☒ Support of office administration
- ☐ Services to Individual GBA Members
- ☒ Others, depending on needs, priority and availability any of the above or other tasks!



## ELMAR DUTT

General Director and COO

**Deutsches Haus Ho Chi Minh Stadt Limited**

### PROFESSIONAL EXPERIENCE:

Since 2021	General Director and COO of the Deutsches Haus Ho Chi Minh City in partnership with the German Federal Foreign Office of the Federal Republic of Germany, the best green and energy-efficient premium office building in Vietnam and South East Asia with LEED Platinum & DGNB Gold Certification
2015-2021	Member of the Board of Management, Senior Director Marketing & Communications – Deutsches Haus Ho Chi Minh City, Ho Chi Minh City
2007-2017	General Manager – Tanner Vietnam Ltd. Ho Chi Minh City

From a professional perspective, I have vast experience in Executive Management, Operations, and Marketing & Consulting by working in emerging markets & countries around the world in various positions, prior to coming to Vietnam.

### ORGANIZATION BOARD MEMBER IN VIETNAM

2010-2015	Board Member and Chairman of the Board of the German Business Association Vietnam
	Executive Committee Member of the European Chamber of Commerce Vietnam
1966	Mr. Elmar Dutt was born in Ellwangen, Germany
1997	Carlson School of Management - University of Minnesota/USA, George Washington University School of Business (Degree: Master of Business Administration)
2007	Mr. Dutt moved to Ho Chi Minh City in 2007.
Since 2007	Mr. Dutt has been a resident of Vietnam and is domiciled in Ho Chi Minh City.

## MOTIVATION FOR CANDIDACY

For more than 15 years I support the GBA Community and its members in Vietnam in different roles and capacities.

The most visible one has been my previous role as a member of the board and as Chairman from 2010 – 2015, and the development of Deutsches Haus Ho Chi Minh City – a beacon for Germany, German and European business in Vietnam and beyond.

My motivation to serve our GBA members and the GBA as a Member of the Board again, shall I be elected, is to address topics of members' concern that matter to our GBA Members the most.

- Sharpening and elevating the external profile of the GBA while addressing priority challenges and opportunities of our GBA members.
- Be a facilitator and integrator to get familiar with what the GBA stands, for new members and new representatives of GBA member companies.
- Be the voice, particularly for members who are small and medium enterprises.
- Promoting sustainability in business for the environment and the communities we live in.

While the global economic challenges for all of us remain in 2023, I want to offer as a candidate for the 2023 GBA Board a strong voice on advocacy in the interest of all of our GBA Members to the Vietnam Government, local provincial authorities, and towards other Vietnamese, German and European stakeholders and institutions.

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- ☐ Others



### **DIRK HARTMANN**

General Manager  
**tesa Site Haiphong Co. Ltd**

#### **PERSONAL INTRODUCTION**

- **Nationality:** Germany, 60 years old, married, 2 sons
- **Relocated to Vietnam** since **November 2021**
- With a major in Electrical Engineering, I started my professional career in 1988 in the field of **engineering for manufacturing and production machinery and processes**.
- My **experience** was always connected to the **processing of web-based materials**, called “Coating and Converting”. First, for photographic films and papers and later in the Adhesive Tapes Industries.
- Getting the chance to **start a new entity for tesa** is a great pleasure and the ultimate highlight of my career’s final phase.
- My wife and me, **we enjoy the time in Vietnam** and especially our living in Haiphong City.

#### **MOTIVATION FOR CANDIDACY**

**tesa Site Haiphong Co., Ltd** is a wholly-owned subsidiary of **tesa SE, Germany**, which is a multi-national company and also a leading provider of **self-adhesive products and solutions**.

Main business areas are **applications for Electronics, Automotive**, as well as for **a variety of other industries**.

“Give me a tesa!” In Germany and most countries of Europe tesa is a well-known consumer brand for sticky tapes in office, household, DIY and craftsmen application for sticky tapes.

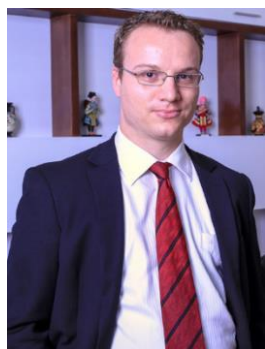
Therefore, it goes without saying that representatives of our company also have to get involved abroad. Connecting people, exchanging experiences and very down-to-earth approaches would be my contribution so that the GBA further can continue to be so successful in Vietnam.



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### **MARTIN KOERNER**

Group Commercial Director  
**The Anam Group**

#### **PERSONAL INTRODUCTION**

My name is Martin Koerner, German national and live and work in Vietnam now my 11th year. Currently I am holding the position of Group Commercial Director of The Anam Group while serving both in the Board of the GBA and EuroCham, where I chair for the later its tourism and hospitality committee.

#### **MOTIVATION FOR CANDIDACY**

I have been privileged to serve in the board of the GBA for the last 2 years, which were marked by the corona pandemic. In the board, I took on the responsibility of being part of the marketing focus group, shaping GBA's external communication, as well as of Delegate of the GBA to EuroCham.

If elected, I would like to focus in 2023 on the planned development goals of the GBA to contribute to its successful implementation.

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#### **GERMAN BUSINESS ASSOCIATION**

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+84 028 3823 9772 · [info@gba-vietnam.org](mailto:info@gba-vietnam.org) · [www.gba-vietnam.org](http://www.gba-vietnam.org)



## **JAN - CHRISTIAN KOLDEHOFF**

General Director

**Fr. Meyer's Sohn Vietnam Co Ltd**

### **PERSONAL INTRODUCTION**

As General Director of Fr. Meyer's Sohn Vietnam Co Ltd (FMS) it is my daily passion to connect German business life with the Vietnamese culture and values. I can leverage my years of FMS experience as being part of a family-owned global and digital forwarding company. Since 1897 FMS has taken care of every customer, is always up-to-date with digital, individual transport and logistics solutions which add sustainable value to customers supply chain. Our Office in Vietnam is already established for more than 8 years.

Personally, I have started my FMS journey with an apprenticeship in 2010. During my time with FMS I have held different positions in Asia and was able to develop deep industry knowledge and cultural experience within Thailand, Hong Kong, China, Indonesia and Singapore.

### **MOTIVATION FOR CANDIDACY**

I am looking forward to developing the GBA further as a Board Member.

My work will especially focus on the following three points:

1. I want to be the contact person for members who are looking for new business opportunities in Vietnam to develop their operations. For me personally this also means to give something back to the GBA community, as the GBA and its board members have been a key supporter in answering my challenges.
2. I want to further enhance the GBA visibility in Vietnam to connect German values, German working methods or even the dual apprenticeship with the Vietnamese business environment.
3. I want to share my personal knowledge and experience in the important Logistics industry to develop new solutions for our daily challenges by actively holding business & network meetings, workshops and participate in governmental events.

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### **DR. OLIVER MASSMANN**

Partner – General Director  
**Duane Morris Vietnam LLC**

#### **PERSONAL INTRODUCTION**

My name is Oliver Massmann, and I was elected as a Board Member of the German Business Association, Vietnam since 2004.

I am fluent in Vietnamese language, negotiation, and presentation level.

I arrived in Vietnam in July 1990 and am a Partner and General Director of Duane Morris Vietnam LLC, which is a member of Duane Morris LLP.

The European Commission and the EU Trade Delegation in Vietnam has selected me as the lead advisor and my team to advise and assist in a project to support the implementation of the EU - Vietnam Free Trade Agreement ("EVFTA"), one of the most important Free Trade Agreements for Vietnam. It is estimated that over 400 laws have to be renewed and updated to meet Vietnam's commitments in the EVFTA. This is one of the most comprehensive and famous and prestigious projects in Vietnam so far.

I have both worked and negotiated on behalf of foreign parties and taught European law in courses and seminars held by the Ministry of Justice in the Vietnamese language. I am also recognized as Adjunct Professor to the Hanoi University of Foreign Trade. Besides, I'm very involved in the establishing process of a legal framework with regard to the very first laws on renewable energies in Vietnam and in this matter, I have also advised different companies as well as the Vietnamese Government on related renewable energy projects.

Furthermore, I have advised the Vietnamese government for more than 10 years in Vietnamese language and directly on his accession to the World Trade Organisation (WTO).

I am also named as top lawyer in Vietnam, top author with various articles on investing and doing business in Vietnam.

I am the only foreign lawyer as Member to the Supervisory Board of PetroVietnam Insurance Corporation, Vietnam's largest industrial insurer.

I have actively contributed to the development of government relations, I worked directly with the Vietnamese Government on various service sector commitments.

The National Assembly of Vietnam invited me to present on the Impact of the Trans-Pacific Partnership Agreement on Vietnam. I am the first foreigner ever to present in Vietnamese language to Members of the National Assembly of Vietnam.

### **MOTIVATION FOR CANDIDACY**

My publication entitled "Vietnam Investment Guides and Tax Guides" in German is also intended to assist the German business community.

I have supported GBA focusing all relevant legal and commercial issues and contracts for GBA even on my holiday time.

I drafted a number of important legal documents for the use of the GBA and provided many hours of legal assistance this way.

I helped in organizing and implementing GBA Events. I took part in seminars/events.

I commit to provide and support GBA with legal consultancy in different legal matters on the usual regular basis. I keep contributing to the development of GBA in Vietnam and strengthen GBA as a bridge for the investment relationship between Germany and Vietnam.

I confirm my commitment to serve as board member of the GBA for the coming year.

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### **TORBEN MINKO**

Managing Director  
**B.Braun Vietnam Co., Ltd.**

#### **PERSONAL INTRODUCTION**

Torben has been on assignments in Asia Pacific for over 13 years, since 2015 based in Vietnam. In his current position as Managing Director B.Braun Vietnam Co., Ltd. he is overseeing one of the largest German FDI with more than 1,600 skilled employees, two production facilities in Hanoi as well as sales and marketing office in HCMC. Over the last years, he has obtained a deep understanding about the business, political and bureaucratic environments in Vietnam whereas his current position provides an exclusive insight about the healthcare system advantages and challenges.

Torben is active in the Vietnamese healthcare community as Vice-Chairman of the EuroCham Medical Device and Diagnostic Sector Committee representing therewith international member companies counting for more than 80% of the Vietnamese Medical Device market.

For 4 years Torben is active Board member of the German Business Association representing German viewpoints and interests. Further to that, he is in the Board of EuroCham promoting and advocating German, GBA and European interests.

Torben is holding a master in industrial engineering & management and a certificate of pharmacology, biochemistry, anatomy & physiology from the German chamber of commerce

Torben is based in Hanoi

#### **MOTIVATION FOR CANDIDACY**

Apart from organizational aspects (Oktoberfest Hanoi, Monthly Meetings, Business Thursday, Deutschentreff Hanoi etc.), I would be grateful to continuously be part of shaping the future of Vietnam by sharing, promoting, and representing viewpoints and best practices of the German business community among others with high level government officials and the German embassy in Hanoi. Further to that I would be happy to act as a bridge between GBA and EuroCham for business association relationship management, advocacy, and government relations.

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### **LUKAS SCHOENECK**

Regional CEO

**thyssenkrupp Industrial Solutions (Vietnam)**

#### **PERSONAL INTRODUCTION**

- Master of Economy, Westfaelische Wilhelms Universitaet Muenster, Germany and Saint Mary's University in Halifax, Canada
- Married, 2 children, 42 years old
- Located in Hanoi, Vietnam
- Has been working for thyssenkrupp in different positions and countries in the last 15 years
- Spent 4 years in Singapore before moving to Vietnam in the end of 2019
- International experience in different roles and responsibilities
- Extensive experience in Southeast Asian heavy industries like cement, bulk materials handling, chemical plants and the mining industry
- Successfully build up a regional hub operating from Vietnam
- Has been active in the GBA board in the last 2 years in various different initiatives like the GBA Business Challenge and events like the Oktoberfest

#### **MOTIVATION FOR CANDIDACY**

- Strengthen and extend the German business community in the northern part of Vietnam
- Share my personal business experience for doing business in Vietnam and running a headquarter for Asia Pacific countries out of Vietnam
- Give back the support my organization has received over the last years
- Share personal network to the heavy industry and responsible ministries
- Drive sustainable and environmental friendly technologies in the cement/construction industry
- Be an active part of the further development of the GBA in order to create more value add for its members
- Promote German values among the Vietnamese business environment
- Further increase visibility of the GBA and strengthen government relations

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### **VI THANH TUAN**

Head of Supply Chain Planning Asia Pacific  
**SCHAEFFLER**

#### **PERSONAL INTRODUCTION**

40 years old, born and raised in Freiburg, I have more than 15 years of experience in different management roles in the medical device and automotive industry in Germany & Vietnam. Since 2017 I am working for Schaeffler in Vietnam, in my previous role, I was responsible for the logistics set-up of a completely new plant project in Dong Nai. Since 2021, I am the Head of Supply Chain Planning Asia Pacific at Schaeffler.

Besides my core competencies from, a greenfield factory set-up, lean manufacturing, and supply chain management, I am fluent in German and English plus paired with an “ok” Vietnamese.

#### **MOTIVATION FOR CANDIDACY**

In my first year with the GBA board, I was part of the event core team who brought back the flagship event Oktoberfest, GBA Football Cup, Fanmeile and many more events. On top of that, I was an active part of the GBA Business Challenge team, and I am proud that we took a big next step forward.

Of course, it meant a lot of personal commitment and especially time, but I am eager to contribute here once again, as I have the target to increase the quality of events even more, in order to create even further values for all members.

Furthermore, Schaeffler continues the plan to grow here in Vietnam, from the new plant in 2019, to an extension in the upcoming years. In this regard, I see it as my duty to represent Schaeffler in the GBA board, to share this successful journey with the German business community and as a qualified contact person for Manufacturing and Supply Chain topics.

I am looking forward to do my part and beyond, to achieve those targets together with the great office team and all GBA members.

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### MARKO WALDE

Chief Representative  
**German Industry & Commerce Vietnam**

#### PERSONAL INTRODUCTION

Marko is the Chief Representative of Delegation of German Industry and Commerce in Vietnam (AHK/GIC Vietnam) with both offices in Ho Chi Minh City and Hanoi. He has been living in Vietnam for 10 years and has been a Board Member of GBA for 10 years.

In this role, he is building relationships with Vietnamese and German companies doing business in Vietnam, promoting economic exchange between Vietnam and Germany. AHK Vietnam is also a member of the worldwide AHK-network with more than 130 offices. As a lawyer he graduated the University of Rostock and the legal clerkship at the Higher Regional Court ("OLG") of Hamburg. He would like to contribute further to the German business community in Vietnam.

#### MOTIVATION FOR CANDIDACY

With approximately more than 400 requests from German companies each year for searching and investing into Vietnamese market, this is also a good opportunity to introduce them as **potential members for GBA**. We are the representative office of Sachsen-Anhalt, Freistaat Bayern, Rheinland-Pfalz and Schleswig-Holstein Business Center to support them further to the Vietnamese market.

In July 2018, we moved to the "Deutsches Haus", where most of the German companies are based. People can reach us and also the GBA's office easier when they visit other companies.

With our German Business Incubator we strongly believe that it will attract more companies, which is really helpful for GBA to gain **more potential members**.

Last but not least we extended our **vocational training activities for GBA members** in many kinds of field such as: mechatronics, Industrial Mechanics, Chef, Restaurant Specialist, Freight Forwarding and Logistics Agent.

Our main work is to support both of German and Vietnamese companies. We have yearly many consulting days in Germany to introduce about Vietnamese business market. This is a good opportunity for GBA to reach **more potential members**. Besides, **GBA office is integrated in our office space**, so I can coordinate and support the GBA-Team at the day-to-day business not only in Ho Chi Minh City but **also in Hanoi**. Our colleagues there are always delighted to support all GBA's activities in Hanoi in recent years.

In 2023 we will continue to strengthen the vocational training program in Vietnam by connecting with the GBA members for other kinds of vocational training program.

After the pandemic year we expect a lot of interest of German companies to enter Vietnam, also driven by the EVFTA. We also expect more incoming business delegations from Germany; thus we will organize more **business events** and include GBA members.

And of course, I will actively promote the establishment of a German-Vietnamese Chamber of Industry and Commerce in Vietnam (AHK) and continuously co-organize with GBA for our important events next year.

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## ALEXANDER ZIEHE

Managing Director Southeast Asia & Oceania  
**Viessmann Vietnam Ltd.**

### PERSONAL INTRODUCTION

Since the first strategic planning back in 2018 I am heading the journey of Viessmann expanding into Vietnam to grow us as a leading brand in premium climate solutions for local consumers. Due to the strategic importance of Vietnam, Viessmann decided 2019 to invest into a full local sales and manufacturing structure and 2022 committed to add a local R&D. We used Covid to prepare our investments and will open our Dong Nai factory and R&D Centre in April 2023. Meanwhile we run two sales teams in Ho Chi Minh City and Hanoi.

My last 7 years living in Asia are reflecting my personal journey and commitment with the region. I started 2018 as Business Development Manager in Beijing, China and moved 2019 to our Asia Pacific Team in Shanghai before leaving China in 2021 to manage now our teams in Vietnam, Singapore and Melbourne as regional Managing Director. Since 2018 I am frequently traveling to Vietnam on an almost monthly base and now living in Ho Chi Minh City. I also worked with Allianz as Strategy Advisor and joined a postgraduate scholarship program by the DAAD for professional trainings in China.

I hold a master's degree in economics and history from the University of Göttingen, Germany, and studied also in Washington D.C., USA and Jyväskylä, Finland. Personally, I enjoy networking, public speaking and traveling.

### MOTIVATION FOR CANDIDACY

During the last years I had the great opportunity to align with many GBA members on my personal Viessmann mission in Vietnam, not just forming business relationships but also great friendships – helping us to get the feet on the ground even during difficult times like Covid. With my business development and strategic background, I will be a strong sparring partner to consult on local/regional market opportunities and local investments, which are gaining more interest in German and APAC headquarters. This is backed by my experience of building a new consumer brand, developing localized energy efficient solutions, and managing capacity shifts from China

to Vietnam. “China+1” is not just a marketing phrase, it is really happening and Viessmann and me are executing it in favor for Vietnam.

I know with GBA we have a great platform to create new ideas together with our members to promote sustainability and other opportunities for German businesses and Vietnamese consumers. With me as representative and thanks to the empowerment by the company, Viessmann is not just bringing new job opportunities, technologies, and a strong German brand to Vietnam – We are also a partner for a sustainable Vietnam willing to grow here for long. Therefore, I aim to be a strong contributor within the GBA board by keeping our events and meetings impactful and future driven. I personally want to support our members to experience successful growth in Vietnam by sharing these experiences and develop our GBA offerings along the needs of our existing and future community.

At the end it’s all about people and I believe it is on us as the potential board to commit to our GBA members by organize diverse formats where we can exchange and also collect right feedback to improve the business environment for German businesses in Vietnam, e.g., by advocacy and the EuroCham collaboration.

All in all, I highly appreciate your support for my board candidacy and hope to be part of the board to support the GBA in growing even stronger.



Alexander Ziehe

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