

GBA BOARD 2024

Candidates' Profile and Motivation

Annual General Meeting 2024

Monday, 29 January 2024 | Hanoi and Ho Chi Minh City

List of candidates (in alphabetical order)

1. Christoph ANDERMANN, Mercedes-Benz Vietnam Ltd.
2. Dirk AREND, CBTW
3. Ingo BRANDENBURG, Bayer Vietnam Limited
4. Dr. Bernd BURFEINDT, Ascenx Technologies
5. Hong Duyen DO, BASF Vietnam
6. Betty DUONG, German Dental Clinic
7. Johannes KLAUSCH, INC Legal Vietnam LLC - a partner firm of LUTHER
8. Martin KOERNER, The Anam Group
9. Jan-Christian KOLDEHOFF, Fr. Meyer's Sohn Vietnam Co., Ltd.
10. Viet LE, Bosch Vietnam
11. Dr. Oliver MASSMANN, Duane Morris Vietnam LLC
12. Torben MINKO, B.Braun Vietnam
13. Dschung NGUYEN, Berlin Love Vietnam Company Limited
14. Minh NGUYEN, Allianz Partners
15. Thanh Tuan VI, Schaeffler Vietnam
16. 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 in Asia or as the HQ counterpart for JV controlling / business development.

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

I am 41 years old, married and the father of two kids. If not busy with various family activities, I spend the remaining leisure time on the tennis court and travelling.

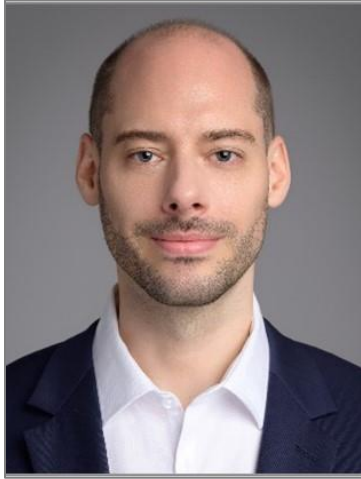
MOTIVATION FOR CANDIDACY

In my potentially third term in the GBA board, I would be grateful to contribute to

- Continue serving as the treasurer building a solid financial steering and control set implementing the financial target picture 2025.
- Exchange views on the challenges of various industries and overall business climate, constructively “challenge” from the perspective of a large corporate group and develop measures to tackle those challenges.
- Develop value-adding initiatives resulting from the dialogue with the individual member companies.

As a candidate for the GBA Board 2024, 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



DIRK AREND

Head of Business Unit

CBTW

PERSONAL INTRODUCTION

I grew up in northern Germany and have spent most of my professional career in Asia. With a master's degree in computer science and over 15 years of experience in the software development industry, I have supported enterprises from many regions and industries to navigate the dynamic landscape of technology-driven solutions.

Over the last 6 years, I have been living in Ho Chi Minh City and contributing significantly to the growth and success of CBTW – a global tech company previously known as PTC. With a strong footprint in Germany and more than 4000 employees around the world, CBTW provides technology services that empower multinational corporations to transform and scale their operations.

As Head of Business Unit, I am responsible for 250 employees across Ho Chi Minh City and Hanoi. By using the Build Operate Transfer model, I enable overseas clients to establish, scale and acquire software development centers in Vietnam.

For me, Vietnam has become more than a workplace; it is a place I call home. Discovering the diverse landscapes and cultural treasures of this country has been an ongoing journey of fascination.

MOTIVATION FOR CANDIDACY

For many years, I have regularly attended business, sport and social events hosted by the GBA. Through these engagements, I have seen firsthand the significant value of the German business community, especially in networking, knowledge exchange and problem solving. I highly appreciate the efforts of the GBA team and of the board members for representing German business interests in Vietnam and for organizing impactful events.

I would like to give back to the community and contribute even more to the success of the GBA. If elected for the board, the members would benefit from my engagement, dedication, and enthusiasm for the GBA. In various meeting formats, I would add my expertise in establishing and expanding operations in Vietnam.

Anticipated to expand at a rate of 20% annually from 2023 to 2025, Vietnam's digital economy presents many opportunities for German businesses to explore. Leveraging my expertise in e-commerce and digital platforms, I am keen to offer support and insights for German investments in Vietnam.

With the following initiatives I would create more value for the members and strengthen the position of the GBA:

1. Regularly participating in events held in Ho Chi Minh City and Hanoi to engage with our members and to discuss their industry-related challenges.
2. Contributing to the business community by sharing my own experience in establishing and scaling organizations in Vietnam with a focus on recruitment, employee retention, marketing, and operational processes.
3. Sharing best practices and insights from the IT industry which helps businesses to improve their way of working.
4. Utilizing my hands-on technical expertise to enhance the operational processes and communication tools of the GBA, starting in Q1 with the rollout of the new CRM.
5. Facilitating regular knowledge exchanges and social networking among members by organizing events that leave a lasting impression.

I am committed to actively contributing to the success of the GBA and to serving its members.

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- Media Relations
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- 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!



INGO BRANDENBURG

**Managing Director & Country Division Head
Pharmaceutical**

Bayer Vietnam Limited

PERSONAL INTRODUCTION

Ingo was appointed as Managing Director cum General Manager of Pharmaceuticals of Bayer Vietnam Ltd. since February 2022. Ingo joined the Bayer Group in 2018 as Head of Strategy & Commercial Excellence Asia Pacific, responsible for regional strategy development, executional excellence as well as General Manager Philippines in addition. Prior to Bayer, in 2011 he came to Vietnam and spent several years taking the role of Managing Director at Boehringer Ingelheim Vietnam Ltd.

For more on Ingo's curriculum, please visit Ingo's profile on LinkedIn (feel free to connect) [Ingo Brandenburg | LinkedIn](#)

MOTIVATION FOR CANDIDACY

Dear fellow GBA Members,

As a Board Member since early 2023, I have been working closely within the GBA Board Events Group on several key events (for instance: Badminton, Oktoberfest 2023, Member for Members) and attended close to 40 events in representation.

Bayer, in collaboration with GBA, has hosted 3 Member for Members events at the Bayer Vietnam Office in 2023 and it is great to see these efforts resulting in very positive participant feedback. I am passionate about GBA's mission and vision and aspire to continuing to actively encourage and support further German investment in Vietnam and the growth of GBA in terms of members. I have demonstrated to be a close collaborator with and connector for German stakeholders as well as a present and active advocate and representor for the German Business Association.

If the members agree, I will continue my active contribution as a GBA Board Member to advocate, share expertise, provide consulting, and lead the connections with other GBA businesses. Furthermore, I can support to connect GBA members to my contact network with other Country and Local Business Associations in Vietnam. This will continue to provide a high level of visibility and recognition of as well as business opportunities for GBA and its members in Vietnam.

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DR. BERND BURFEINDT

Director of Engineering

Ascenx Technologies

PERSONAL INTRODUCTION

Senior technology executive with over 24 years of experience in various functions in the Semiconductor and Optics manufacturing environment including Engineering, Product Marketing, Supply Chain Management, Manufacturing and Service.

Work experience in Germany, USA and Asia

Education: Ph.D. Physics – Max Planck Institute Berlin-Dahlem & Massachusetts Institute of Technology

Key employers: Coherent, ZEISS Semiconductor Manufacturing Technology, TCZ, Cymer (acquired by ASML), KLA-Tencor, ZYGO, Ascenx.

MOTIVATION FOR CANDIDACY

Semiconductor industry is targeting Vietnam as emerging manufacturing location. Recently the US and Vietnamese government have agreed on a “chip” partnership. The US and Taiwan are expected to invest billions of US\$ in the near future. ASML (Dutch Semi equipment company) is interested in Vietnam especially as trade restrictions increase and inability to sell their most advance machines to China.

With my background and network, I could serve as subject matter expert to GBA- and EuroCham member companies in support to develop semiconductor industry for Vietnam.

Currently Vietnam lacks a well-developed local supply chain. While labor cost is low, overall cost is offset by higher material cost. I would like to help driving initiative to improve that.

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DO THI HONG DUYEN

**Country Development Manager
BASF Vietnam**

PERSONAL INTRODUCTION:

Over 20 years of experience in chemicals and materials working across a multitude of industries, extensively collaborated with multinational partners from various regions, fostering a deep understanding of global dynamics and cultural diversity. Driven by a passion for business strategy and sustainable development, driving the Sustainability Roadmap implementation within BASF Vietnam. I'm dedicated to leveraging my extensive industry knowledge and experience to contribute towards building a more sustainable future in Vietnam.

MOTIVATION FOR CANDIDACY

I am eager to bring my professional experience on business development and strategy implementation to some of the association's activities like the GBA Business Challenge and other networking events. I am also deeply motivated about sustainable development and would support Members' seminars on ESG topics and could assist members in the development of their local sustainability roadmaps. I firmly believe that my skills and experience could fit with the goals and needs of the GBA to support a more business-friendly and livable Vietnam.

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BETTY DUONG

CEO

GERMAN DENTAL CLINIC

PERSONAL INTRODUCTION

Betty Duong - Bridging Cultures through Exceptional Dental Care

Betty Duong stands as a beacon of excellence and cultural fusion in the field of dentistry. As a visionary entrepreneur and a passionate advocate for oral health, she has crafted an esteemed reputation as the proud owner of German Dental Clinic.

Driven by a desire to bridge cultures and serve both the Vietnamese and German communities, Betty established her clinic with exceptional dental care. Fluent in 3 languages, she creates an environment where patients from various backgrounds feel welcomed and cared for.

German Dental Clinic stands as a sanctuary where cutting-edge technology converges with compassionate care. Her commitment to staying at the forefront of dental advancements is evident through her continuous pursuit of implementation of the latest techniques to ensure optimal patient comfort and satisfaction.

MOTIVATION FOR CANDIDACY

As a proud German-Vietnamese individual deeply rooted in both cultures, Betty is driven by an unwavering passion to foster understanding, harmony, and unity between the vibrant Vietnamese and the richly diverse German communities.

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JOHANNES KLAUSCH, LL.M. (LSE)

Director/Partner

INC Legal Vietnam LLC

a partner firm of LUTHER

PERSONAL INTRODUCTION

Having lived and studied in the US, Spain and England, I developed an early passion for intercultural exchange and cross-border work. During 8 years as lawyer at Luther in Berlin, I gathered ample experience in advising Start-Ups on their international investments as well as German and European 'Mittelstand' on their expansion in Europe and Asia.

I set foot in Asia working at Luther's Singapore office before embarking on the journey to Vietnam with my family, where we built up the latest ASEAN office in the Luther family. In my day-to-day work it is my privilege to be entrusted with navigating the particularities and challenges of this promising market for our clients. My work aims at building bridges for and offering actionable support to those German businesses contemplating or already doing business in the region.

In and out of work I enjoy gatherings of interesting people, travelling the region, and meaningful exchange over a coffee - with or without condensed milk.

MOTIVATION FOR CANDIDACY

The GBA was one of the first places for me to meet like-minded people, make and sustain business contacts and engage with life in Vietnam. When I first arrived in HCMC it was also at the GBA's events where first friendships were formed, travel choices made, and fruitful collaborations started. As member of the board, it would be my privilege to welcome new GBA-Members the way I have been welcomed and to share experiences, news and ways to develop as a business in this dynamic market. At Luther we regularly welcome political and economic delegations for a mutual exchange on the chances and challenges in Southeast Asia in general and Vietnam in particular. It would be my pleasure to extend this exchange in the German Business Community.

Having lived in several non-Asian countries it would further be my aim to be actively involved in cross-association events in Vietnam. I am committed to continuing GBA's outlook as a place where people feel welcome, connected and supported.

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MARTIN KOERNER

Group Commercial Director

The Anam Group

PERSONAL INTRODUCTION

I am Martin Koerner, a German national who has been living and working with my family in Vietnam since 2012. I love to travel, read, and enjoy a rich social life. Currently, I am working to grow The Anam's brand and make it the go-to place for guests seeking a luxury hotel experience. I volunteer regularly and I am passionate about lifelong learning and engaging in chamber of commerce work.

I love my job as a hospitality professional. I regularly attend trade shows, conferences, and forums and I have a strong network of seasoned veterans in the business community. I have been a member of the Board of Directors of the GBA for three years, and currently hold the position of Vice Chairman. I have been on the Board of Directors of EuroCham for two years and the Chairman of EuroCham's Tourism and Hospitality Sector Committee for five years. I am also currently the Head of the Tourism Working Group of the Vietnam Business Forum (VBF).

MOTIVATION FOR CANDIDACY

Dear GBA Members,

As the Vice Chairman of the GBA, I have been working closely with our Co-Chairs and board members to achieve the three key priorities that we set for our work in 2023: (1) transform for excellence by enhancing the GBA's operations and communications; (2) deliver substance-driven business content by improving the quality and quantity of GBA events; and (3) promote GBA topics by working closely with GBA members to identify needs and address issues. I have been actively involved in the focus groups for Marketing/Communications and Events.

I am passionate about the GBA's mission and vision, and I am committed to serving the GBA members and the German business community in Vietnam. I have a strong background and experience in the hospitality industry, and I have a broad network of contacts and partners in the

business community. I have also demonstrated my leadership and teamwork skills, as well as my creativity and innovation, in organizing and participating in various events and activities for the GBA and its partners.

If I am re-elected to the board, I will continue to work hard to achieve the GBA's goals and objectives, and to represent the interests and needs of the GBA members.

I would appreciate your support and vote for my re-application to the board of the GBA. I look forward to seeing you at the GBA Annual General Meeting on 29 January 2024.

Thank you for your attention and consideration.

Sincerely,

Martin Koerner

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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, and is always up-to-date with digital, individual transport and logistics solutions which add sustainable value to the customers' supply chain. Our Office in Vietnam is already established for more than 8 years.

Personally, I 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 an honorary 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 participating in governmental events.

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VIET LE

**Director of Bosch Rexroth
Bosch Vietnam**

PERSONAL INTRODUCTION

A Vietnamese who has grown up in Finland and now back and lived in Vietnam for 11 years.

Before moving back to Vietnam, I was working in China, Shanghai for 5 years. My working experience lies in sales, business development, market research, and general management in the industrial equipment area.

I am happily married with 2 sons and 1 wife. My hobbies include reading, golf, tennis and visiting all the highest mountains in the world (completed 3 out of 4) and singing whenever requested.

MOTIVATION FOR CANDIDACY

I respect the work GBA has been doing in the past years. The promotional activities you have been doing have brought added value to business society and I would like to contribute by being part of the GBA board member.

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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 an Adjunct Professor to the Hanoi University of Foreign Trade. Besides, I'm very involved in the establishing process of a legal framework regarding 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 Petro Vietnam 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 a board member of the GBA for the coming year.

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- Others



TORBEN MINKO

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

PERSONAL INTRODUCTION

Torben has been on assignments in Asia Pacific for over 14 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, 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 5 years Torben is active Board member of the German Business Association representing German viewpoints and interests. Further to that, he is an active member of the EuroCham Board of Directors, aligning, promoting, representing viewpoints and best practices of the European business community.

Torben is holding a master's 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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DSCHUNG NGUYEN

(NGUYEN TIEN DUNG)

Executive Chairman

Berlin Love Vietnam Company Limited

PERSONAL INTRODUCTION

I am Dschung Nguyen, the founder of Berlin Love Vietnam, specializing in investing in and rebranding Asian products for the global market. My focus is on transforming local manufacturers into international brands. I am committed to creating a green, circular economy business model.

After 30 years in Berlin, I moved to Vietnam in 2018 to invest in one of the world's fastest-growing markets, combining traditional business models with modern marketing strategies to achieve positive ecological and economic impacts.

MOTIVATION FOR CANDIDACY

Aspiring to join the German Business Association's board, I aim to use my expertise to take local brands global, thereby strengthening our business community. With a background in strategic rebranding and market positioning, I am prepared to help German and Vietnamese businesses achieve national and international success and navigate diverse cultural landscapes. My commitment to sustainable practices and innovation aligns with the GBA's values. I am eager to collaborate with members to foster economic growth with environmental responsibility, contributing to our collective resilience and integrity on a global scale.

Together, we can shape a prosperous future for German commerce.

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MINH NGUYEN

Country Lead

Allianz Partners

PERSONAL INTRODUCTION

Minh Nguyen is an Innovative Executive in Healthcare and Insurance services. Her current job is as Country Lead, Vietnam of Allianz Partner, partnering with Bao Viet General Insurance in Vietnam. Allianz Partners belongs to the world's leading financial and insurance group ALLIANZ, is a B2B2C expert in creating and providing unique solutions that combine services, insurance and technology to provide the protection and care of consumers and partners around the world. Allianz Partners specializes in home insurance, auto & health insurance and travel insurance. Allianz Partners solutions are made available to business partners and, in some cases, are integrated into their own customer offerings. She has nearly 20 years' experience in leadership roles in insurance in emerging markets, fronting partnership, general management responsibilities ensuring operational excellence, merging and acquisitions, distribution management, talent development and driving profitable growth. Her previous employment was at Aetna International, American International Group (AIG), Prudential Insurance, APAVE Consulting (enterprises quality certification consulting) and Taylor Nelson Sofres (media research). She graduated with honors at Foreign Trade University, hold a Master of Science, Bournemouth University, United Kingdom and EE, Global Healthcare Leadership at Harvard Medical School. She has been volunteering at recent committees: APAC Women Inspiring Success and Excellence (WISE) with event series to embrace D&I, drive changes and create platforms to support women's opportunities around the region. Member of Board of Governors of the American Chamber of Commerce, HCM chapter in Vietnam 2019-2022, including as its Vice Chair and EXCOM committee in 2019, members of GBA and Eurocham since 2022. Co-founder of AmCham Women in Leadership Committee and continue to serve as its Co-Chair. Vice Chair for Private Insurance committee of AmCham Healthcare committee. Strategic Planning Advisor for Private Insurance/Payer groups & participate in several projects relating to Quality Healthcare improvement for Vietnam and advising in the promising Health/Med Tech, InsurTech start-ups.

MOTIVATION FOR CANDIDACY

I have always been passionate about healthcare, having suffered some major injury trauma growing up which led to a desire to make an impact in the field. For the past 22 years, I've been based in Vietnam to serve in the insurance and healthcare industry. My current employment is with Allianz Partners – Germany insurance group, proudly one of leading worldwide insurance group. I was able to see more about the various global healthcare initiatives going on across the markets and saw the tremendous potential for impact I can make to support the public and private sector collaboration in advancing healthcare initiatives and improving the quality of life. I was serving on American Chamber as a board governor to support the whole ecosystem collaborations with trade promotion between Vietnam and those advanced countries. Although I have just joined as an active committee member in GBA and EuroCham last year, but as a bridge person to support to our GBA members among Vietnamese community, I understand all too well the needs of chamber members, put the members' benefits as top priority. Therefore, it became natural to extend my professional work into other aspects of helping to keep all the efforts moving forward in related industries. I am proud to be the youngest female general manager of the region. Growing up in my home country, representation for General Managers/leaders of corporations where always 'Male, White and Foreigner.' You would never have imagined a 'Woman, an Asian and a Vietnamese' to be one. Fast forward into the future and this has changed. I am happy with this progress and that my 02 daughters can now see #representation and equal opportunities for both genders. My long term is extensively working on the (re)design of health system delivery as well as financing models focusing on Vietnam and APAC. I also passionately connect with top minded leaders by sharing best practices among Germany business community to other groups where we can bring safe & economically-viable healthcare innovations to support the local advocacy/governmental relationship.

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VI THANH TUAN

**Director Logistics Processes & Network Asia Pacific
SCHAEFFLER VIETNAM**

PERSONAL INTRODUCTION

41 years old, born and raised in Freiburg, I have more than 16 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 for 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 Vietnamese.

MOTIVATION FOR CANDIDACY

In my two years with the GBA board, I was part of the event core team, which in the last years organized even more quality events for the members from an additional Oktoberfest in Da Nang, 30% more Members for Members meetings, more excursion and an exclusive Industry Connect session.

On top of that, I was leading the GBA Business Challenge, which is a unique format among all other Business Associations, not only because it generated more than 300 business ideas in 4 seasons, but also because it connects the GBA members closer to universities and young talents in the start-up scene.

Furthermore, with my experience at Schaeffler, one of the leading manufacturers in the automotive and industrial sector, I see myself more than qualified to be an great contact person for Manufacturing and Supply Chain topics within the GBA and beyond.

Of course, it means a lot of personal commitment, but once again I am eager to contribute, as my target remains to create even further values for all GBA members and strengthen the business relationship between Vietnam and Germany.

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- Others



ALEXANDER ZIEHE

Managing Director Southeast Asia & Oceania
Viessmann Vietnam Ltd.

PERSONAL INTRODUCTION

In my function as regional Managing Director, I am leading the Viessmann operations in Vietnam, including our two sales offices and a factory with R&D in Dong Nai, comprising in a local team of over 50 people with strong growth plans for 2024 and 2025. With seven years' experience in building organizations and brand in Asia, I developed a strong profile in Business Development within Vietnam as well as previously in Singapore and China. Since 2018 I am driving the expansion of Viessmann to Southeast Asia with Vietnam as focus country. During these times I built an extensive network with private and public stakeholders, ensuring the success of our strategy. I am living in Ho-Chi-Minh City permanently since end of 2022.

As member of the GBA and EuroCham Vietnam Board since 2023, and within the German Chamber network before, I supported the German business community with my network and expertise, in particular around public affairs and sustainability within the manufacturing sector.

MOTIVATION FOR CANDIDACY

Since my election to the GBA board in 2023, I have supported our members and the GBA team with strong dedication and wish to continue to keep us in the pole position, in particular as EuroCham Delegate. I drive our members' interests by ensuring highest visibility towards our external partners, such as the EuroCham, which will undergo a lot of changes in 2024 by the election of a new chairman. Furthermore, I will empower our members to keep strongly positioned in the international and local community, like during GEFE and GBA business events.

With my experience in interacting with different sectors, I am offering our members a platform to bring their ideas forward. I was personally involved in helping members to conduct their first member workshops around sustainability concepts and ensured a strong GBA presence during EuroCham events. The positive feedback on these actions I was involved in, is for me the key motivation for this candidacy. Seeing our members shine, makes me going the extra mile.

I believe the successes of 2023 are a strong base, I want to build on. Therefore, I am offering my strong motivation and energy to have our members being well represented for this new year.

As a candidate for the GBA Board 2024, 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