

## GBA BOARD CANDIDATES 2026

Candidates' Profile and Motivation

Annual General Meeting 2026

Monday, 26 January 2026 | Hanoi and Ho Chi Minh City

### List of candidates (in alphabetical order by last name)

1. **Dirk AREND**, CBTW
2. **Dr. Thomas G. AULIG**, Vietnamese-German University - VGU
3. **Minh BUI**, STADA Pymepharco
4. **André DE JONG**, Bosch Vietnam
5. **Duyen DO**, BASF Vietnam
6. **Daniel Maximilian HENN**, Fuchs Lubricants Vietnam
7. **Buu Quang HUYNH**, Deutsche Bank Vietnam
8. **Angelina KARLIN**, Vinso Labs
9. **Roberto KAUFFMANN**, Gradiion (NFQ Asia)
10. **Jan-Christian KOLDEHOFF**, Fr. Meyer's Sohn Vietnam
11. **Björn KOSLOWSKI**, AHK Vietnam
12. **Dr. Oliver MASSMANN**, Duane Morris Vietnam LLC
13. **Duc Hung NGUYEN**, Infineon Technologies Vietnam
14. **Minh NGUYEN**, Allianz Partners
15. **Maximilian RUMMERT**, Bayer Vietnam
16. **Hubertus SCHWEINS**, Hella Vietnam
17. **Tuan VI**, Schaeffler Vietnam
18. **Michael WEKEZER**, RÖDL Vietnam
19. **Alexander ZIEHE**, Hettich Vietnam



## 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 across various regions and industries to navigate technology-driven transformation.

I have been living in Ho Chi Minh City for the past eight years and have played an active role in the growth of CBTW, a global technology company with strong roots in Germany and more than 3,000 employees worldwide.

As Head of Business Unit, I am responsible for 350 employees in Ho Chi Minh City and Hanoi. Through the Build–Operate–Transfer (BOT) model, I enable international companies 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

As an active member of the GBA community for many years, I have consistently participated in business, sports, and social events. Through these engagements, I have experienced firsthand the value of the German business community, especially in networking, knowledge exchange, and problem-solving.

Since joining the GBA board in early 2024, I have dedicated my time to strengthening membership growth and increasing the overall impact of the GBA. Some of my key achievements during my current term include:

- Contributing to the preparation and execution of key events, including the GBA Oktoberfest and German Ball 2025.
- Organizing and hosting the December edition of the Monthly Business Meeting on Digital Transformation.
- Driving growth across all digital marketing channels by elevating content quality and implementing technical enhancements.
- Improving internal operations by addressing IT-related topics in close coordination with the GBA office team.

If re-elected to the Board, I will focus on the following priorities for 2026:

1. Organizing events such as Oktoberfest and other high-impact member activities.
2. Working closely with members to help them address challenges and fully leverage the value of their GBA membership.
3. Utilizing my technical background to improve operational processes of the GBA.
4. Enhancing the digital channels, including LinkedIn and the GBA website, to increase member engagement and ensure effective information sharing.
5. Hosting workshops and knowledge exchanges that provide valuable insights into emerging technologies.

I remain fully committed to the success of the GBA and to serving its members with enthusiasm and dedication.

**As a candidate for the GBA Board 2026, 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



## DR. THOMAS G. AULIG

**Vice President**

**Vietnamese-German University (VGU)**

### PERSONAL INTRODUCTION

As Vice President for Corporate Relations at the Vietnamese-German University (VGU), I am dedicated to bridging the gap between German academic excellence and the evolving needs of the Vietnamese market. With over 15 years of experience managing science and technology projects across Asia, I understand the practical challenges German businesses face in securing high-level talent and innovation partners.

On the GBA Board, I aim to leverage VGU's world-class talent pool to create a 'triple helix' of collaboration between the GBA, academia, and the Vietnamese government. My goal is to ensure that GBA members have a direct pipeline to the skilled workforce and R&D resources necessary to thrive. Fluent in Mandarin and a dedicated student of Vietnamese, I offer a cross-cultural perspective essential for navigating the complexities of the ASEAN business landscape.

### MOTIVATION FOR CANDIDACY

Three years in Vietnam have shown me that the GBA's greatest strength is its ability to connect like-minded leaders. My goal is to evolve this connection into a strategic ecosystem where academic excellence directly fuels commercial growth.

If elected, I will focus on three key deliverables:

- Executive Education & Upskilling: I am currently working with the GBA and AHK to launch training modules in Energy Transition and Leadership. I will ensure these modules are high-impact and accessible to all GBA member companies to help you stay ahead of regulatory changes.
- A "Ready-to-Work" Talent Pipeline: I will actively facilitate internships and academic thesis as well as joint research initiatives between VGU and GBA members. My mission

is to grow a high-quality, local talent pool specifically trained to meet the standards of German operations.

- Stronger Policy Advocacy: I will leverage my position to support the GBA's lobbying efforts, ensuring that the regulatory needs of German companies are clearly communicated to the Vietnamese public sector.

My Commitment: To contribute to the GBA community by providing tangible value through knowledge sharing, sustainable innovation, and the best talent in Vietnam.

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- Others



## MINH BUI

**Head of Public Affairs and Communications**  
**STADA Pymepharco**

### PERSONAL INTRODUCTION

I joined STADA Pymepharco in March 2024 as Head of Public Affairs and Communications, where I lead the company's strategic efforts to develop the business in Vietnam and export globally via strong stakeholder relationships and ensure alignment with regulatory and policy developments in Vietnam. I bring over 20 years of diverse experience in public policy, corporate affairs, government relations, and market access across both public and private sectors.

Prior to joining STADA Pymepharco, I served as Corporate Affairs Director at Pharmacity, one of the largest pharmacy chains in Vietnam. I also held the managerial position at Suntory PepsiCo Vietnam Beverage, the market leader in Vietnam's beverage sector.

My career began with nearly a decade of public service at the Ministry of Industry and Trade Vietnam, where I played a key role in public management, import and export policy, and free trade agreement negotiations. I later enhanced my expertise during my tenure as a national expert at the World Trade Organization in Switzerland. I also held a managerial role at Petro Vietnam Insurance, a vital subsidiary of Petro Vietnam, one of the country's largest state owned corporations.

I hold a Master of Business Administration (MBA) from the French-Vietnamese School of Management (CFVG) and a Bachelor's Degree in Foreign Trade from the Foreign Trade University of Vietnam. In addition to Vietnamese as my native language, I am fluent in English, and can speak French, and Chinese. I consistently leverage my extensive expertise and multilingual abilities to deliver practical value and contribute to the sustainable development of business.

## MOTIVATION FOR CANDIDACY

I am pleased to submit my nomination for the GBA Board 2026, motivated by a strong desire to contribute more actively to the German business community in Vietnam during a period of rapid transformation and policy change.

My primary motivation is to help strengthen the GBA's role as a practical and trusted platform that supports its members in developing and expanding their businesses in Vietnam. With more than 20 years of experience in public management, government relations, market access, and corporate affairs across both public and private sectors, I understand the real challenges GBA members face and to contribute to solutions that are pragmatic, timely, and business-oriented.

A second key motivation is to reinforce the GBA's advocacy role and participation in policy dialogue in Vietnam. As the country enters a new era of development marked by fast-moving reforms and increasing regulatory complexity, effective and constructive engagement with policymakers is more important than ever. My experience and understanding of the Vietnamese government can contribute a well-grounded perspective on policy processes, regulatory thinking, and international best practices.

I am also strongly committed to supporting the GBA in strengthening its relationships with Vietnamese government authorities at both central and local levels, especially in Hanoi, northern and central provinces. Successful engagement in Vietnam requires not only technical knowledge but also a deep understanding of institutional structures, working practices, and administrative culture. With a network in the Vietnamese government, I can apply in service of the GBA and its members.

Beyond advocacy, I hope to contribute to the GBA's long-term positioning as a credible, responsible, and forward-looking business association. Drawing on my cross-sector experience in both private and public sectors, I strongly believe that sustainable business success in Vietnam is closely linked to creating shared value which aligns with the country's development priorities and business's needs.

It would be honored for me to serve on the GBA Board to further enhance the GBA's value, influence, and relevance for its both existing and potential members in Vietnam.

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- Acquisition of new members
- Support of office administration
- Services to Individual GBA Members
- Others

**ANDRÉ DE JONG****Managing Director****BOSCH Vietnam****cum ASEAN business unit head – 2-wheeler****PERSONAL INTRODUCTION**

With the new board elections in January 2026, I hope to get active again to support German businesses and activities in Vietnam.

With a total of 15 years living in ASEAN (Vietnam and Cambodia), and with responsibility over various ASEAN countries, I have gathered experience representing Bosch, German and European businesses.

- 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)
- 2021 – 2023, three year board member of GBA Vietnam

In Bosch, I have a dual role since November 2024. Since 2018 my work is related to 2-wheeler components, including electrification for ASEAN region. And since 2024 I added the overall Managing Director responsibility of Bosch Vietnam.

I work for Bosch 29 years in 6 countries around the world. I am Dutch, speak rather ok German, I am married and have three children between 20 and 25 years old.

## MOTIVATION FOR CANDIDACY

I was active board member from 2021-2023 for a 3-year tenure, expecting to move on to another role in another country. Due to a change in direction, I could manage to extend my stay and my role in Vietnam. I would be delighted to join the board again and continue my contribution to the German and European community and activities. Currently, I am also in the EuroCham board, something I plan to continue as well in order to represent German companies in EuroCham.

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- Support of office administration
- Services to Individual GBA Members
- Others depending on needs, priority and availability of any of the above or other tasks!

All of the above, depending on the allocation and volunteering of board members, their capabilities, and interests. I will be active wherever the need arises.

In concrete for coming board year, I would like to be the EuroCham representative of the GBA. Be active again in the Oktoberfest Committee, be active in events and organize together with the GBA office team.



## DUYEN DO

**Country Affairs Manager**

**BASF Vietnam**

### PERSONAL INTRODUCTION

With over 20 years of experience in the chemical industry, I have worked across a wide range of sectors and industries and collaborated extensively with multinational partners from different regions. This background has strengthened my understanding of global business dynamics, cross-cultural collaboration, and strategic execution.

I previously served as a GBA Board Member in 2024, where I actively supported key working groups, including Government Relations and Events, contributing to member engagement and the effective delivery of the associations' activities.

In parallel, I am currently the Co-Vice Chair of the Green Grow Sector Committee (GGSC) – Circular Economy Working Group, where I have been closely involved in advancing sustainability-related initiatives, including advocacy efforts, promoting textile circularity and CBAM practices, supporting Extended Producers Responsibility (EPR) in Vietnam.

Over recent years, my professional focus has increasingly evolved toward strategic project development, particularly in identifying, structuring, and supporting initiatives that create long-term value for business growth while contributing positively to the broader economic ecosystem in Vietnam.

## MOTIVATION FOR CANDIDACY

I am motivated to continue contributing to the GBA by applying my experience in business development, strategic project implementation, and association governance to the work of the Board. Building on my previous involvement as a GBA Board Member, I aim to support the effective implementation of the associations' strategic priorities and initiatives.

Through my participation, I seek to strengthen collaboration among members, support relevant working groups, and contribute to initiatives that enhance policy dialogue, business competitiveness, and the overall attractiveness of Vietnam as a business location.

I believe my background, combined with my active engagement in both GBA and GGSC activities, aligns well with the GBA's mission to foster a more business-friendly, sustainable, and livable environment in Vietnam.

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**DANIEL MAXIMILIAN HENN**

**Managing Director & Regional Manager**  
**Fuchs Lubricants Vietnam**

**PERSONAL INTRODUCTION**

My name is Daniel Henn, I have been living and working in Asia for the past 12 years between China, Indonesia and in the last 2.5 years in Vietnam. As the Regional Manager for Vietnam, Indonesia & Philippines as well as being the Managing Director of FUCHS LUBRICANTS VIETNAM I have plenty of experience in Asian markets across a variety of industries since our customers are literally in all applications.

**MOTIVATION FOR CANDIDACY**

With several years of experience in Asia and most recently in Vietnam, I believe I can bring a broad perspective to the GBA Board and represent the Germany Business Community in a good manner.

I am happy and willing to share my knowledge, also across different countries and industries to keep on developing the GBA and the German Business Community.

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## HUYNH BUU QUANG

**Chief Country Officer**

**Deutsche Bank Vietnam**

### PERSONAL INTRODUCTION

Quang is Chief Country Officer for Deutsche Bank Vietnam who leads the Vietnam franchise through developing and expanding its corporate and investment banking capabilities since July 2020. Prior to that, Quang was the Chief Executive Officer of Maritime Bank, a Vietnamese bank where he was CEO for four years before taking up its deputy chairman position in early 2020.

During over 29 years of experience in banking industry, Quang has led significant transformation and growth strategies for both international and local banks for a wide range of clients including multinationals, large and medium corporates, SMEs and retail in Vietnam and APAC region, across multiple banking functions spanning corporate, cash management, trade finance, credit risk management and retail banking.

Quang has also served as a Board member of the Green Growth Sub-Committee (GGSC) under the Vietnam European Chamber of Commerce, contributing to GGSC and EuroCham's sustainability and green economy goals since 2023.

### MOTIVATION FOR CANDIDACY

It has been a privilege for me to serve the first term as GBA board member in 2025, during which I had the opportunity to work with other board members to actively promote greater benefits for GBA members throughout the year. As a result, a number of enhancements on member benefits have been delivered and implemented by GBA board during the year, such as higher quality member events at same or lower costs vs previous years, lower participation cost for members at our signature Monthly Business Meeting events, and so on. In addition, I have also contributed positively to building the GBA brand through leading events and representing GBA in various

external events. I have acted upon my commitment to all GBA members who voted for me at last year Annual Members Meeting.

For 2026, I wish to continue serving as GBA Board Member to further enhance members' benefits as well as GBA brand, further cementing GBA as the leading business associations amongst the foreign business communities in Vietnam. Thank you for your trust in me! I hope to continue receiving your support!

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**ANGELINA KARLIN****Managing Director****Vinso Labs****PERSONAL INTRODUCTION**

My name is Angelina Karlin (Ms), and I'm Managing Director of an Engineering Service Company in the field of automotive & electronics component testing with its operation in Hanoi, Vietnam.

4 Years ago, when I started to work & live in Vietnam, I've focused on building efficient processes on global standards & regulations and monitoring teams to archive success. My passion lies not only in solving technical challenges but also in empowering individuals and organizations to achieve their full potential through collaboration, mentorship, and strategic planning while using the full potential of the Vietnam market. I'm excited to be part of the GBA because I see it as a hub for collaboration and growth with like-minded professionals & meaningful impact for our businesses and communities.

**MOTIVATION FOR CANDIDACY**

As a proactive and results-oriented professional, I'm passionate about contributing to the growth and success of our business community. My background in Vietnams Automotive & Electronic Industries has equipped me with valuable insights and a strong network that I believe can benefit the chamber's mission. I am particularly inspired by the chamber's role in fostering collaboration, innovation, and economic development. Serving as a board member would allow me to leverage my experience in strategic planning to drive impactful initiatives and advocate for the interests of our members. I am eager to bring fresh ideas, dedication, and a collaborative spirit to the board. Together, I believe we can create meaningful progress and lasting value for our chamber and community.

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## ROBERTO KAUFFMANN

**Chief Consulting Officer (Global) and  
Director General Vietnam  
Gradion (NFQ Asia)**

### PERSONAL INTRODUCTION

Originally from Berlin, I bring over 30 years of professional experience across Germany, France, the UK, the UAE, Singapore, Thailand, and Vietnam. My career spans both agile start-ups and global corporates, as well as the German Federal Ministry of Finance.

At Gradion (part of the NFQ Group), I lead the global Technology Consulting practice and serve as Director General for Gradion Vietnam. Working with a German-Vietnamese technology company and clients in both geographies, I deeply understand the business cultures, legal frameworks, and market dynamics of both nations. I'm passionate about the innovation and business opportunities created at the intersections of industries, cultures, and technologies – and how AI offers ever-new perspectives.

I live in HCMC with my wife; our daughters study at university in the UK and like to visit for the food, the weather, and our three pets. I enjoy cycling, art, theatre, and traveling. I value Southeast Asia for its energy, diversity, openness, and respectful cultures.

### MOTIVATION FOR CANDIDACY:

I am keen to join the Board of the German Business Association in Vietnam, as our German-Vietnamese community needs committed drivers strong engagement, and dedicated caretaking for existing members and prospects alike. Our Association is thriving through impactful activities and membership growth; I would like to offer my energy and relationships for us to further strengthen its role and reach as a forum for Vietnamese-German business relationships.

Having relocated multiple times, I appreciate the challenges of building a new network. But I have also experienced the joy of connecting expats and locals – whether professionally or socially. And

the joy of building bridges between local organisations and foreign businesses – whether they are start-ups, global enterprises or conglomerates.

Vietnam is a great place to do business. German companies are increasingly drawn by Vietnam's growing purchasing power and its well-educated, energetic workforce, while Vietnamese companies increasingly seek collaboration with German high-tech businesses. In this context, I am committed to contributing through practical programs that help connect and guide start-ups and enterprises from both sides, expand GBA's network within the regional business community, and further strengthen GBA

Vietnam's role as a vibrant, inclusive platform for German-Vietnamese business engagement.

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## JAN - CHRISTIAN KOLDEHOFF

**General Director**

**Fr. Meyer's Sohn Vietnam**

### PERSONAL INTRODUCTION

As General Director of Fr. Meyer's Sohn Vietnam Co. Ltd. (FMS), it is my daily passion to connect German business culture with Vietnamese values and ways of working. I draw on many years of experience within FMS, a family-owned, globally operating, and digitally driven freight forwarding company.

Founded in 1897, Fr. Meyer's Sohn has consistently focused on customer, innovative, and sustainable transport and logistics solutions that add long-term value to our customers' supply chains. Our Vietnam office will proudly celebrate its 10th anniversary in 2026.

I began my career with FMS in 2010 through an apprenticeship and have since held various positions across Asia. This journey has allowed me to build deep industry expertise as well as strong intercultural experience in Thailand, Hong Kong, China, Indonesia, and Singapore.

Since 2023, I have also been serving as a Board Member of the German Business Association (GBA), where I actively support the Event organization within the GBA Board for our community.

### MOTIVATION FOR CANDIDACY

I am very much looking forward to continuing to develop the GBA further as an honorary board member.

My contribution will focus in particular on the following three areas:

1. **Operational Excellence:**

My goal is to support and strengthen the GBA's internal structures and processes,

working closely with the GBA office team to ensure that our more than 400 members are served in a professional, efficient, and reliable manner. By improving operational clarity and workflows, we can further enhance the quality and consistency of services provided to our members.

**2. Strengthening GBA visibility in Vietnam:**

I want to further enhance the visibility of the GBA in Vietnam by promoting German values, German working methods, and initiatives such as the dual apprenticeship system, and by connecting them with the Vietnamese business environment.

**3. Sharing industry expertise and fostering dialogue:**

I intend to share my personal knowledge and experience in the logistics industry to help develop practical solutions to daily business challenges. This includes actively organizing and participating in business and networking events, workshops, and relevant governmental meetings.

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## **BJÖRN KOSLOWSKI**

**Deputy Chief Delegate**

**Delegation of German Industry and  
Commerce in Vietnam (AHK Vietnam)**

### **PERSONAL INTRODUCTION**

I am an Industrial Salesman by vocational training and hold a Bachelor's degree in International Business with a specialization in Japanese studies. In 2008, I became part of the AHK Japan team, and by 2012, I transitioned to our headquarters at the DIHK. Since 2015, I have been working at the AHK Vietnam in our Hanoi office, where I lead our service business, which has experienced significant growth over the last few years. When I first joined, we were just starting our consultancy initiatives. Today, we rank among the largest AHKs in the region. Our services have successfully aided numerous Vietnamese, German, and international companies in establishing sales and sourcing ventures, manufacturing operations, vocational training programs, marketing strategies, and much more.

Outside of my professional role, I am married to a Japanese wife and have two wonderful daughters aged nine and eleven.

Beyond family life, I enjoy fostering connections within the German community in Hanoi organizing community events such as our Father's Day celebration, a "German table" at the GBA Oktoberfest as well as a Christmas party.

### **MOTIVATION FOR CANDIDACY**

The network of the German Business Association Vietnam (GBA) has provided me with invaluable knowledge, business connections, and friendships. As I complete my 11th year in Vietnam, I am eager to give back to this organization that has offered me so much.

During my first tenure on the Board, we managed to establish the Deutschentreff as a regular event format in Hanoi now drawing consistently 40 to 50 guests. We were also able to organize

a couple of extraordinary events such as an M4M with the top management of Bundesliga Club Werder Bremen.

In a second term, I commit to continuing my active engagement in the AHK-GBA cooperation and contributing to the vital work of the Board's Marketing and Government Relations teams.

My primary focus for 2026 in Hanoi will be to establish a broader range of high-value, content-driven events aimed at maximizing opportunities for knowledge transfer and exchange within the GBA community. The idea is to have luncheons akin to the “GBA Monthly Meetings” in HCMC dealing with relevant industry topics such as automotive, artificial intelligence or business travel. To enhance member engagement outside of professional settings, I would love to introduce non-business social activities, potentially starting with a pickleball tournament, mirroring successful initiatives in the South. Crucially, while establishing these new formats, we must maintain the high quality of our staple events, including the regular Deutschentreffs, member excursions, and our signature Oktoberfest in the capital city.

Serving on the Board this past year has been a rewarding experience. I am sincerely thankful for the opportunity and ask the GBA membership for the privilege to continue contributing to the successful development of this association.

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## DR. OLIVER MASSMANN

**Partner – General Director**

**Duane Morris Vietnam LLC**

### PERSONAL INTRODUCTION

My name is Oliver Massmann, and I have served as a Board Member of the German Business Association (GBA) in Vietnam since 2004.

I am fluent in Vietnamese at negotiation and presentation level. Having arrived in Vietnam in July 1990, I am currently a Partner and General Director of Duane Morris Vietnam LLC, 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 represented and negotiated on behalf of foreign parties, and I have taught European law in Vietnamese at courses and seminars organized by the Ministry of Justice. I am also recognized as an Adjunct Professor at Hanoi University of Foreign Trade. In addition, I have played a key role in establishing Vietnam's first legal framework for renewable energy, advising both companies and the Vietnamese Government on related projects.

For more than a decade, I have advised the Vietnamese Government directly in Vietnamese on its accession to the World Trade Organization (WTO).

I am consistently recognized as one of Vietnam's top lawyers and a leading author, with various publications on investing and doing business in Vietnam.

I have actively contributed to strengthening government relations, working closely 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 (TPP) on Vietnam. I am honored to be the first foreigner ever to deliver such a presentation in Vietnamese to Members of the National Assembly.

## MOTIVATION FOR CANDIDACY

I have consistently supported the GBA by addressing all relevant legal and commercial matters, including contracts, even during my personal holiday time.

I have drafted several key legal documents for the association and dedicated many hours to providing legal assistance.

Beyond legal work, I actively contributed to the organization and implementation of GBA events and participated in seminars and activities.

I remain committed to offering ongoing legal consultancy to the GBA on a regular basis. Through these efforts, I continue to contribute to the development of the GBA in Vietnam and to strengthening its role as a vital bridge for investment relations between Germany and Vietnam.

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**DUC HUNG NGUYEN (DAVID)**

**Director – Head of Country Sales - Automotive  
Infineon Technologies Vietnam  
Company Limited**

**PERSONAL INTRODUCTION**

Nguyen Duc Hung (David) is Director of Sales at Infineon Technologies Vietnam. He joined Infineon Technologies since 2017 as the first Infineon employee in Vietnam.

He has a strong sales background to manage both channel/ direct accounts and government relations. In his current role, David takes responsibilities for Automotive segment for both sales and global account management.

Prior to his position, David most recently worked as Key Account Manager at Honeywell Vietnam. Previously, he worked as Channel Sales Manager for Motorola Solutions Vietnam. He graduated from Hanoi National University, majoring in business administration.

**MOTIVATION FOR CANDIDACY**

- Professional and Personal Development: a chance to work in international organizations with multiple cultures and business function
- Networking and Collaboration: expanding social business network to find a potential business cases and collaboration
- Contribute to Vietnam and Germany community

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## MINH NGUYEN

**Country Lead**

**Allianz Partners**

### PERSONAL INTRODUCTION

My name is Minh Nguyen, and I currently serve as Country Lead for Allianz Partners Vietnam.

Over the past year, I have been actively involved in strengthening cross-sector collaboration between multinational companies, business associations, and public stakeholders, particularly in areas such as healthcare, insurance, and policy dialogue. Through my work with chambers and professional communities, I have focused on building trust-based partnerships and contributing to long-term, sustainable initiatives for the business ecosystem in Vietnam.

I have spent more than 20 years working in insurance, healthcare, and cross-border business development. This has given me a strong understanding of both international business standards and local market realities, as well as a deep respect for German business values of precision, reliability, and long-term orientation.

### MOTIVATION FOR CANDIDACY

My motivation to stand for the GBA Board comes from a genuine desire to contribute to the German business community in Vietnam and to support the continued evolution of GBA as a trusted and influential business association.

If elected to the Board, I would like to contribute through three concrete commitments: First, to help strengthen GBA's role in policy intelligence, not only sharing updates, but translating policy developments into practical business impact for members. Second, to support leadership and talent development, particularly in helping German companies localize leadership while maintaining German standards of governance and excellence. And third, to contribute to GBA's evolution from a traditional networking platform into a true ecosystem partner that connects members with the right stakeholders, at the right time, to help them adapt and grow in Vietnam. I

see board service as a responsibility to contribute judgement, experience, and long-term perspective in service of the wider German business community.

**As a candidate for the GBA Board 2026, 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

**MAXIMILIAN RUMMERT**

**Managing Director**  
**Bayer Vietnam**

**PERSONAL INTRODUCTION**

I am the Managing Director of Bayer Vietnam Ltd. since January 2025, in addition to my previous responsibilities as Chief Financial Officer, which I took over in 2022. In this role I am guiding all three of Bayer's divisions, Crop Science, Pharmaceuticals and Consumer Health and am also responsible for the team of Enabling Functions. In addition, I am Board Member and Treasurer of the GBA since 2025.

Prior to my role in Vietnam, I worked for ten years in management consulting at Bayer in Leverkusen, as well as at Deutsche Bank in Frankfurt, London, and Bonn. I hold a Master of Science degree in Business Administration from LMU Munich.

Having grown up in Germany I lived in Canada, Argentina, Chile and now Vietnam. I am very happy to be able to call Vietnam my home since 2022. I am married and a proud father of three fantastic children.

**MOTIVATION FOR CANDIDACY**

As current Treasurer and proud contributor to key events of the GBA I would like to continue supporting the German business community and looking after the GBA's financial health.

Over the past 3.5 years, I have actively participated in a wide range of GBA meetings and events, which has allowed me to build strong connections within our more and more vibrant community. This engagement has deepened my appreciation for the invaluable role that the GBA plays in fostering collaboration among and growth of German businesses in Vietnam.

I have witnessed firsthand the remarkable evolution of our meetings and events, particularly the enhancement in their quality and the introduction of innovative formats. These changes have not only elevated the experience for participants but have also attracted the attention of higher-level

stakeholders, further solidifying GBA's position as a key player in the international business landscape.

By remaining a board member, I can continue to amplify our efforts to support and connect our members, while also promoting the interests of our members in the community at large.

**As a candidate for the GBA Board 2026, 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 (Treasury/ Finance)



## HUBERTUS SCHWEINS

**Managing Director**  
**Hella Vietnam**

### PERSONAL INTRODUCTION

I have been living in Vietnam for the past five years, after gaining professional experience in China, Japan, the USA, and Germany. My international background has given me a broad perspective on global business and technology practices. Currently, I work for Hella Vietnam, where I lead and collaborate with a team of about 300 highly skilled software engineers. Together, we deliver high-quality and competitive software solutions to colleagues in key markets such as Germany, Japan, China, and the USA. This role allows me to combine my global experience with local expertise to strengthen international cooperation. I am committed to building bridges between Vietnam and global industry through innovation, efficiency, and trusted partnerships.

### MOTIVATION FOR CANDIDACY

I am highly motivated to contribute to the German Business Association in Vietnam by fostering stronger ties between German industry and the Vietnamese market. With my international experience and five years of local expertise, I understand both the opportunities and challenges of doing business abroad. I am eager to actively support German companies in Vietnam through well-organized business meetings and constructive government relations. In addition, I want to provide dedicated services to individual GBA members, ensuring their needs are addressed effectively. My goal is to strengthen the association's role as a trusted partner for German industry in Vietnam.

**As a candidate for the GBA Board 2026, I'd like to take active part in the following activities:**

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- 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 (Treasury/ Finance)

**TUAN VI**

**Vice President SCM & Logistics Asia Pacific  
SCHAEFFLER**

**PERSONAL INTRODUCTION**

I am 43 years old and was born and raised in Freiburg, Germany. With over 20 years of experience in various management roles within the medical device and automotive industries in Germany and Vietnam, I bring a strong background in operations and leadership. Since 2017, I have been working for Schaeffler in Vietnam. In my previous role, I was responsible for establishing the logistics setup for a completely new plant project in Dong Nai. Since 2024, I have served as Vice President of SCM & Logistics at Schaeffler, leading a diverse team across the Asia-Pacific region.

My expertise includes greenfield factory setups, lean manufacturing, and supply chain management. I am fluent in German and English and possess a good command of Vietnamese.

**MOTIVATION FOR CANDIDACY**

During my four years on the GBA Board, I have been an active member of the event core team, organizing high-quality events such as the GBA Gala Dinner 2024 and the Business Awards 2025. In addition, I have had the pleasure of hosting and organizing several Monthly Business Meetings and Members-for-Members sessions, covering topics such as Supply Chain Resilience, Smart Manufacturing, Data Center Tours, and Leadership Workshops. These activities reflect both my strengths and my passion for sharing knowledge and value with our members and beyond.

Furthermore, I have contributed to preserving and enhancing GBA's cultural traditions by organizing major events such as Oktoberfest and the GBA Football Cup. These events attract the largest number of members and have become an integral part of cultural exchange - something I deeply value. This motivates me every year to dedicate my time to creating additional value for all GBA members and to strengthening business relationships between Vietnam and Germany.

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- 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



## MICHAEL WEKEZER

**Country Manager**  
**RÖDL Vietnam**

### PERSONAL INTRODUCTION

I have been based in Asia since 2013 and in Vietnam since 2021. I am currently the Country Manager of professional services and advisory company RÖDL with its Legal, Tax and Accounting service lines.

Beyond my professional engagements, I have been an active member of the GBA for years, including a member of the Board 2025. This has enabled me to participate in many successful events, key meetings with high-ranking government officials from Vietnam and delegations from Germany.

Currently a Registered Foreign Lawyer in Vietnam, I am also a qualified lawyer in Germany and England & Wales. I hold law degrees from the University of Heidelberg and Newcastle / Tyne. I grew up in Hamburg.

In my view, Vietnam is special due to the fast pace of life and due to its people being relentlessly driven to achieve their business and personal goals. Outside of work, the most enjoyable things in Vietnam are – again in my view - riding motorbikes, eating a good com tam and learning Vietnamese (because it is so difficult ...).

### MOTIVATION FOR CANDIDACY

After representing a GBA corporate member for four years at GBA events and being a board member in 2025, I feel as an active part of the GBA community with a good understanding of the GBA's mission and activities.

In my first year as a GBA board member I have delivered as a member of the events committee including organizing a Monthly Business Meeting, representing the GBA at several external events and also working with the press on promoting the interests of our community. I have also

worked on the successful launch of the GBA Business Feedback Portal designed to give GBA members the opportunity to share their challenges.

In 2026, I am very keen on continuing this work including shaping the focus on successful and relevant business events. Another key focus of the GBA should be the continuing development of the dialogue with authorities in relevant provinces and also of advocacy feedback on new government proposals to be communicated via EuroCham. Finally, we should continue the successful work of collaborating with other Business Associations beyond EuroCham in Vietnam.

I have also been heading a German owned business operating in Vietnam for five years now. During this time, I grew a network within the FDI community, Vietnamese businesses and also government officials. As part of my work, I have supported many investors and foreign businesses in respect of their projects in Vietnam. This experience and network, I believe, will also make a positive contribution to the GBA Board and also the GBA Members.

I am looking forward to contributing my insights and expertise to the GBA Board in 2026, helping drive growth, innovation, and deeper collaboration within our community.

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- Services to Individual GBA Members
- Others



## ALEXANDER ZIEHE

**Vice President Southeast Asia**

**Hettich Vietnam**

### PERSONAL INTRODUCTION

For the last 8 years, I am having the opportunity to manage the FDI projects of two major German companies in Vietnam. Since May 2025 I am representing Hettich – a leading German furniture fitting manufacturer in Southeast Asia, with Vietnam as our regional hub. In this role, I am working with local real estate developers, furniture exporters and interior designers. We focus on “Made in Germany” products and promote German values in Vietnam with our sales offices in HCMC, Hanoi, and as the newest corporate partner within the GBA. Furthermore, we are R&D partner for several Vietnamese furniture manufacturers and transfer know-how into the local supply chain. As regional VP I connect Vietnam with markets across Asia and develop our ASEAN leadership team in HCMC, setting an example on how to leverage Vietnam as regional headquarter. 2023 I joined the GBA board and since 2024 I am honored to be your chairman. In this role I developed a strong network, professionalized our office team and contributed to our social and business events by leading our organization towards excellence in serving members and building our community. Thanks to this background, I can offer strategic as well as operational insights for manufacturing and consumer related topics. Before Vietnam I lived and worked in China and Singapore for 6 years, adding hands on experience in areas like diversification and regional cooperation. Calling Vietnam my home now is a true gift.

### MOTIVATION FOR CANDIDACY

Serving our members remains the daily motivation for me – particularly in 2025 during our 30th anniversary year, highlighted by our German Ball, Business Awards and roundtable with the new general consul, Ms. Sühl. Every event, every member feedback energizes me, and I would be delighted to contribute again in 2026 to drive the GBA as the leading European business

association in Vietnam to new heights. I believe the GBA is an important voice in Vietnam to promote a better business environment for investors and is a home for many of us. To ensure our community remains striving, I promise to focus on following top three areas to lead the GBA into its 4th decade, if you elect me for the Board 2026:

- 1. Quality focus:** GBA is leading in offering diverse regular events. To ensure we align this with our own standards, I will focus on driving our quality in content and set-up.
- 2. Advocacy:** We have a strong voice which we shall use to represent your needs to address opportunities and challenges, I will ensure we organize enough platforms for our members to voice out their needs and improve our partnerships.
- 3. German Business Forum:** Together with our partners, we are in an early stage to organize a German Business Forum to promote success stories of German and Vietnamese companies across these two markets. I will be in the driver's seat here.

**As a candidate for the GBA Board 2026, I'd like to take active part in the following activities:**

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