

GBA BOARD 2025

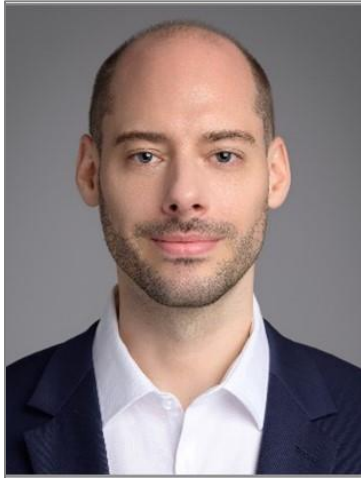
Candidates' Profile and Motivation

Annual General Meeting 2025

Monday, 20 January 2025 | Hanoi and Ho Chi Minh City

List of candidates (in alphabetical order)

1. Dirk AREND, CBTW
2. Dr. Thomas G. AULIG, Vietnames-German University (VGU)
3. Frederick [Erick] CONTRERAS, BASF Vietnam
4. Betty DUONG, German Dental Clinic
5. Buu Quang HUYNH, Deutsche Bank Vietnam
6. Martin KÖRNER, The Anam Group
7. Björn KOSLOWSKI, AHK Vietnam
8. Jan-Christian KOLDEHOFF, Fr. Meyer's Sohn Vietnam Co., Ltd.
9. Viet LE, Bosch Vietnam
10. Dr. Oliver MASSMANN, Duane Morris Vietnam LLC
11. Torben MINKO, B.Braun Vietnam
12. Dschung NGUYEN, Berlin Love Vietnam Co., Ltd
13. Minh NGUYEN, Allianz Partners
14. Maximilian RUMMERT, Bayer Vietnam
15. Thanh Tuan VI, Schaeffler Vietnam
16. Michael WEKEZER, Rödl & Partner
17. Alexander ZIEHE, Viessmann Vietnam Ltd.



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 the dynamic landscape of technology-driven solutions.

I have been living in Ho Chi Minh City for the past 7 years, significantly contributing to the growth and success of CBTW – a global tech company. With a strong footprint in Germany and more than 3000 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 350 employees in 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

As an active member of the GBA community for many years, I have consistently participated in business, sport, and social events. Through these engagements, I have seen firsthand the significant 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 fostering membership growth and expanding the impact of the GBA. Some of my key achievements have been:

- As a member of the events group, I supported the preparation and coordination of flagship events like Oktoberfest, DeutschenTreff and GBA Business Awards.
- I successfully organized the November Monthly Business Meeting on AI, which attracted 100 attendees.
- As part of the marketing group, I improved the quality of information shared with members and strengthened the GBA's digital presence by reworking the website content.
- I collaborated with the office team to implement and roll out GlueUp, a crucial step in growing the membership base and streamlining internal operations.

If re-elected to the board, I will build on these efforts to further contribute to the growth and success of the GBA through the following initiatives in 2025:

1. Organizing events such as Oktoberfest and coordinating a variety of engaging activities to celebrate the 30th anniversary of the GBA.
2. Offering personalized support to help members navigate challenges and maximize the value of their GBA membership.
3. Utilizing my technical skills to improve operational processes of the GBA and optimize the use of GlueUp for event registration and member communication.
4. Enhancing the digital channels, including LinkedIn and the GBA website, to increase member engagement and ensure seamless information sharing.
5. Hosting workshops and knowledge exchanges on AI to provide members with valuable insights into emerging technologies.

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

As a candidate for the GBA Board 2025, 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, depending on needs, priority, and availability of any of the above or other tasks!



Dr. Thomas G. Aulig

Vice President

Vietnamese-German University (VGU)

PERSONAL INTRODUCTION

As Vice President for Industry Relations at the Vietnamese-German University (VGU), I am deeply committed to fostering a thriving ecosystem of innovation and collaboration between academia and industry. VGU, with its focus on German-style excellence in engineering, IT, and business, provides a unique platform for nurturing highly skilled graduates equipped to address the challenges of the 21st century.

My 15+ years of experience managing science and technology projects across Asia have instilled in me a deep understanding of the evolving needs of the global business landscape. I am passionate about leveraging VGU's strengths – our rigorous academic programs, world-class research facilities, and a strong emphasis on practical application – to benefit the German business community in Vietnam.

I am eager to collaborate with GBA members to create mutually beneficial partnerships that contribute to the economic growth and development of Vietnam. I am a fluent Mandarin speaker and I am continuously improving my Vietnamese language skills.

MOTIVATION FOR CANDIDACY

Arriving in Vietnam two years ago, I experienced the importance of the GBA community and its management in building bridges and networks, helping to connect with and find like-minded friends as well as building relationships for meaningful collaborations. Besides the frequent social events, especially the thematic workshops provide valuable insights into specific sectors and regulatory changes. With my election, I will contribute to significantly strengthening our interest driven community through encouraging knowledge exchange for promoting commercial and sustainable growth in Vietnam, based on the various links of the members to Germany.

- **Enhancing member engagement and knowledge sharing:** Facilitating partnerships, social, and topical events to strengthen our GBA community. Supporting collaboration with the German Business Community and the Vietnamese Public Sector by lobbying for the regulatory and policy needs of German Companies, access to market information, and networking opportunities.
- **Bridging the gap between academia and industry:** I am working together with the German Chamber of Commerce and GBA to set up several executive training modules that will be open for GBA members to participate. The program will provide high-level content to access applicable knowledge in strategically critical areas such as leadership development, energy transition, green manufacturing, and digital transformation. Furthermore, I want to actively facilitate internships, thesis projects, and joint research initiatives between VGU students and GBA member companies to grow the Vietnamese talent pool for their domestic or international operations.
- **Building strong partnerships and driving innovation:** Supporting industry partners in leveraging VGU's expertise and resources for R&D activities, by accessing VGU laboratories and research capabilities for prototyping and testing. Organizing joint innovation challenges where VGU students collaborate with GBA member companies to tackle real-world business problems. This fosters creative problem-solving, develops practical skills, and allows companies to tap into fresh perspectives. Establishing mentorship programs where experienced professionals from GBA member companies guide VGU students on their research projects, career development, and entrepreneurial endeavors.

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Frederick [Erick] Contreras

- 2019: Managing Director, BASF Vietnam
- 2017: Business Director, BASF Hong Kong
- 2010: Senior Regional Manager, BASF Hong Kong
- 2007: Technical Services Manager, BASF Australia
- 2003: Senior Process Engineer, Shell Malaysia
- 1997: Process Engineer, Shell Philippines

PERSONAL INTRODUCTION

Erick is a versatile executive well-versed in business management and operations, strategic and technical aspects of the chemicals, materials, oil and gas industries. With a 27-year career across Asia, he has a global network of corporate, government and non-government stakeholders.

He serves as Co-Chair of EuroCham's Green Growth Sector Committee (GGSC) since 2023 and Vice Chair since 2019 leading the advocacy on Circular Economy, Renewable Energy, Sustainable Buildings and Water and Wastewater management with the Vietnamese government. He played an active role in organizing the conference panels of the Green Economy Forum and Exhibition from 2022 to 2024. He represents EuroCham in the Steering Committee of the Vietnam Business Forum (VBF) Environment Working Group and served in the Technical Advisory board of the Alliance to End Plastic Waste Vietnam Flagship Project since 2022.

He also raises funds for Saigon Children Charity and Think Playgrounds' educational projects. He periodically sings with the International Choir and Orchestra of HCMC raising funds for charity. He is also a fitness enthusiast completing the IronMan relays and half marathons across Vietnam.

He studied Chemical Engineering from the University of the Philippines and MBA from the University of Manchester. He is also a Registered Financial Planner in The Philippines.

MOTIVATION FOR CANDIDACY

Erick's main motivation is to share his skills, experience and network to support the business growth and development of the German and Vietnamese member companies within the GBA. He is always willing to help GBA members / companies get connected for mutual benefits or help resolve issues or share market / industry-relevant information to drive business decisions.

With BASF's move to Deutsches Haus, the office "townhall" area can also accommodate similar meetings being organized by GBA (e.g. business meetings). He can also leverage on his extensive network to invite subject matter experts / speakers for such meetings.

He is eager to support the advocacy and government relations of GBA with his experience and connections built over the years at EuroCham's GGSC, VBF and other Business Associations (BA's). He can also effectively bridge and coordinate with EuroCham and other BA's in organizing mutually beneficial events or activities for the GBA and its members.

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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.

Betty Duong - Bridging Cultures through Exceptional Dental Care

Betty Duong is a visionary entrepreneur and passionate advocate for oral health, renowned for her dedication to providing exceptional dental care that bridges cultural divides. As the proud owner of German Dental Clinic, with two conveniently located branches in District 2 and District 7, she caters to the diverse needs of both the Vietnamese and German communities in Ho Chi Minh City.

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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Huynh Buu Quang

2020: Managing Director, Chief Country Officer, Deutsche Bank Vietnam

2015: Vice Chairman & CEO, Maritime Bank Vietnam

2013: Managing Director, HSBC Indonesia

2012: Regional Head of Trade Finance, HSBC Singapore

2004: Country Head of Commercial Banking, HSBC Vietnam

PERSONAL INTRODUCTION

Quang is Chief Country Officer for Deutsche Bank Vietnam who leads the Vietnam franchise through developing and expanding its transaction and corporate banking capabilities since July 2020.

Prior to that, Quang joins from Maritime Bank, a Vietnamese bank where he was CEO for four years before taking up its deputy chairman position in early 2020.

An experienced CEO, Quang 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 during over 25 years of experience.

He studied Executive MBA from the University of Hawaii.

MOTIVATION FOR CANDIDACY

Quang's deeply committed to supporting and nurturing the growth of the business community, driven by a strong belief that collaboration and shared knowledge are cornerstones of success. His main motivation is to share his skills, experience, network & insights to support the business growth and development of the German and Vietnamese member companies within the GBA.

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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 four years, and currently hold the position of Vice Chairman. I have been on the Board of Directors of EuroCham for two years and I am also currently the delegate of the GBA to EuroCham. Further, I have the Chairman of EuroCham's Tourism and Hospitality Sector Committee for five years and the head of the VBF Tourism Working Group for 2 years.

MOTIVATION FOR CANDIDACY:

Dear GBA Members,

Over the past four years as a board member and Vice Chairman, I have had the privilege of contributing to the remarkable growth of the GBA, supporting its mission to strengthen the German business community in Vietnam.

In 2024 alone, I actively participated in the **Events Group**, **Oktoberfest Group**, and **Marketing Focus Group**, contributing to the successful organization of over **70 events**, including the highly attended Oktoberfest. I also played a role in fostering relationships with government stakeholders. These efforts have helped expand GBA's reach, create value for our members, and enhance the visibility of the German business community in Vietnam.

GERMAN BUSINESS ASSOCIATION

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I am passionate about GBA's mission and vision, and I am deeply committed to serving its members. With my extensive experience in Vietnam's industry and a broad network of contacts, I bring a strong foundation to support our community. Additionally, my leadership, teamwork, and creative problem-solving skills have been key to delivering impactful initiatives that benefit our members and partners.

If re-elected, I will build on these successes by focusing on:

1. **Enhancing GBA's visibility** and strengthening partnerships with key stakeholders.
2. **Creating more opportunities** for our members to connect, collaborate, and grow.
3. **Advancing initiatives** that ensure the German business community thrives in Vietnam's dynamic economic environment.

I would be honored to continue serving as your representative on the GBA Board. I look forward to seeing you at the GBA Annual General Meeting on **20 January 2025**.

Warm regards,

Martin Koerner

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Bjoern 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.

On a personal note, I am married to a Japanese wife and have two wonderful daughters aged eight and ten. Beyond family life, I enjoy fostering connections within the German community in Hanoi. In 2025, I plan to host the third edition of our Father's Day celebration, organize another large German table at the GBA Oktoberfest, a Children's Lantern March, and introduce the first German Carnival Party in Hanoi.

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 tenth year in Vietnam, I am eager to give back to this organization that has offered me so much. My platform for running for a GBA board seat includes the following key points:

Closer Cooperation Between AHK and GBA

The official mandate and consultancy services of AHK perfectly complement the membership base of GBA. Both organizations have collaborated closely over the years, but there remains room for deeper integration. If elected to the GBA board, I will advocate for an evaluation of how we can enhance cooperation between AHK and GBA to maximize benefits for our members.

Business Community Development in Hanoi

The GBA membership in northern Vietnam has seen significant growth recently. Alongside many local members, there is an increasing number of German organizations establishing operations here. This burgeoning community can serve as a hub for more frequent events, such as Deutschentreff, and new formats like the M4M and MBM-like events piloted in 2024. By fostering such engagement, we can not only maintain our current membership but also expand it further. As a GBA board member, I will work to elevate the Hanoi event schedule to match that of Ho Chi Minh City.

As the GBA approaches its 30th anniversary, I am committed to ensuring that it remains a vital resource for the German business community in Vietnam. I appreciate your consideration of my candidacy for a board member position.

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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, 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 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 back in Vietnam for 12 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 highest mountain in the world (completed 3 out of 4) and singing whenever requested.

MOTIVATION FOR CANDIDACY

Being as a board member in 2024 has broaden my horizon within German business community. I believe GBA plays a vital role in promoting businesses and bridging German and Vietnamese companies together 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 1991 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 have actively contributed to the development of government relations, I worked directly with the Vietnamese Government on various service sector commitments.

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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 15 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.

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's 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

Executive Chairman

Berlin Love Vietnam Company Limited

PERSONAL INTRODUCTION

As a current GBA board member, I am dedicated to strengthening German-Vietnamese economic ties and supporting our business community. With over 20 years of experience in business strategy, branding, and sustainable development, I bring valuable expertise to the role.

As founder of BambooVision and Bleaf, I've championed sustainability and innovation, while supporting businesses through consulting and market expansion services. If re-elected, I will continue to advocate for member interests and foster collaboration to drive growth and success within the GBA network.

MOTIVATION FOR CANDIDACY

As a committed GBA board member, I am eager to continue fostering German-Vietnamese economic relations and supporting our community.

If re-elected, I will advocate for member interests, strengthen collaboration, and further enhance GBA's role as a bridge between Germany and Vietnam. I am passionate about building on our progress and advancing opportunities for all members.

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MINH NGUYEN

Country Lead

Allianz Partners

PERSONAL INTRODUCTION

I am deeply passionate about healthcare, driven by personal experiences, with over 22 years of expertise in the insurance and healthcare industries in Vietnam. Currently serving as the youngest female Country Leader in the region for Allianz Partners, I focus on advancing public-private sector collaborations, healthcare initiatives, and sustainable financing models in Vietnam and APAC. As the Vice Chairwoman of the GBA, a previous board governor of AmCham, and an active member of EuroCham, I specialize in fostering partnerships, advocacy, and governmental relations to support trade promotion and impactful healthcare solutions. My leadership emphasizes representation, diversity, and inclusion, inspiring future generations, including my two daughters, to thrive in a world of equal opportunities.

MOTIVATION FOR CANDIDACY

I am honored to continue driving initiatives that foster business growth and strengthen Vietnam-Germany collaboration. As 2025 marks the 50th anniversary of Germany-Vietnam diplomatic relations and GBA's 30th anniversary, I am deeply committed to actively contributing to these historic celebrations. These milestones offer a unique opportunity to honor our shared achievements while shaping the future of bilateral collaboration. I have already engaged in planning and leading initiatives that highlight the significance of these anniversaries, ensuring they are celebrated meaningfully and inclusively.

As someone deeply passionate about representation and inclusivity, I aim to build on this momentum by ensuring GBA remains a platform for innovation, collaboration, and diversity. My experience as a bridge between the public and private sectors allows me to understand and address the needs of our members while advancing advocacy efforts that benefit our community and strengthen ties with key stakeholders. I look forward to continuing this journey with your support, bringing fresh perspectives, strategic leadership, and a dedication to ensuring GBA

remains a dynamic and impactful organization. Together, we can achieve even greater success as we celebrate these momentous milestones in 2025 and beyond.

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Maximilian Rummert

Managing Director & CFO

Bayer Vietnam Ltd.

PERSONAL INTRODUCTION

I was recently appointed as Managing Director of Bayer Vietnam Ltd., starting January 2025, in addition to my current 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.

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 and Chile. I am very happy to be able to call Vietnam my home since 2022. In addition, my professional life, I am married and a proud father of three fantastic children.

MOTIVATION FOR CANDIDACY

Over the past 2.5 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.

GERMAN BUSINESS ASSOCIATION

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I am eager to take on a more active role within the GBA and contribute my skills and insights to help drive our mission forward. I believe that by joining the board, I can help 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 2025, 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 if desired)



VI THANH TUAN

Vice President SCM & Logistics Asia Pacific
SCHAEFFLER

PERSONAL INTRODUCTION

I am a 42-year-old, born and raised in Freiburg, I have more than 17 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 2024, I am the Vice President SCM & Logistics at Schaeffler, leading a diverse team all across Asia Pacific.

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

MOTIVATION FOR CANDIDACY

During my three years on the GBA board, I have been an integral part of the event core team, organizing high-quality events, including the standout GBA Gala Dinner 2024. We have increased the number of Members for Members meetings by 30%, introduced even more exclusive networking events and facilitated sport events, with record breaking participation.

For the past three years, I have led the GBA Business Challenge (Young Innovation Award), a unique initiative among business associations in Vietnam. This program has generated over 350 business ideas in four seasons and has strengthened connections between GBA members, universities, and young talents in the startup scene.

With my extensive experience at Schaeffler, a leading manufacturer in the automotive and industrial sectors, I am well-qualified to be a valuable contact for manufacturing, supply chain, and logistics topics within the GBA and beyond.

I am eager to continue dedicating my time to create further value for all GBA members and to strengthen the business relationship between Vietnam and Germany.

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- Services to Individual GBA Members
- Others



MICHAEL WEKEZER

Country Manager

Roedl & Partner Vietnam

PERSONAL INTRODUCTION

I have been helping German and European companies doing business and investing in Asia since 2013. Based in Vietnam since January 2021, I am currently the Country Manager for professional services and advisory company Rödl & Partner headquartered in Nuremberg, Germany. As such, I am commercially responsible for the Legal, Tax and Accounting businesses of Rödl & Partner in Vietnam.

Beyond my professional engagements, I have been an active member of the GBA for years. This has enabled me to participate in many successful events, key meetings with high-ranking government officials from Vietnam and delegations from Germany. While doing so, I was representing a family-owned German SME company and its business in Vietnam.

Prior to that, I have worked in similar positions with Rödl & Partner in Kuala Lumpur, Malaysia and also Delhi, India. Before moving to Asia, I spent nine years working in England as a commercial lawyer.

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 *cơm tấm* and learning Vietnamese (because it is so difficult ...).

MOTIVATION FOR CANDIDACY

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

I have been heading a German owned business operating in Vietnam for four 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.

Furthermore, I have a keen interest in the services industry in which many of the GBA Members operate (logistics, software, professional services just to name a few) and believe that additional work could be done to support this business sector specifically within the GBA community.

Finally, I can also support the GBA Board with my expertise in event organization, services for its members and also office organization.

I am looking forward to contributing my insights and expertise to the GBA Board in 2025, helping drive growth, innovation, and deeper collaboration within our community.

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- Services to Individual GBA Members
- Others



ALEXANDER ZIEHE

Managing Director Southeast Asia & Oceania

Viessmann Vietnam Ltd.

PERSONAL INTRODUCTION

As the Managing Director of Viessmann in Asia Pacific, I have successfully spearheaded FDI projects in Vietnam, showcasing my expertise in this dynamic region. Under my leadership, Viessmann opened its first factory in Dong Nai in 2023, localized the supply chain, and now covers Vietnam with 500 partner shops, driven by a targeted marketing strategy. With eight years of experience in building organizations and brands in Asia, I have developed a strong profile in Business Development within Vietnam, as well as in Singapore and China. Furthermore, I have built an extensive network with private and public stakeholders, ensuring the success of the Viessmann strategy and addressing the general needs of German businesses going overseas.

With the privilege of serving the GBA as Chairman since 2024, and previously volunteering as GBA EuroCham Delegate, as well as in other roles in chambers across Asia, I have gained strong expertise in the business landscape of the region. From community building, office management, and event organization to advocacy, I have delivered to the GBA in all key areas.

MOTIVATION FOR CANDIDACY

Serving the GBA members and board as Chairman during the past year has been a profound honor and a personal driver. As a community, we celebrated many great milestones, such as: Crossing 400 members, significantly increasing our event offering, Launching our own business awards, Extending media coverage;

I want to build on this success and continue supporting our members, board, and office team with all of my commitment and dedication towards the 30th anniversary of GBA, as well as the 50th anniversary of German-Vietnamese diplomatic relations. We will cover this important year with an event series, deepen our partnerships with public and private stakeholders, and create additional communications around the successes of our members.

I am ready to contribute with my network and management experience to drive us to further success in this important year. Over the last years, I have personally interacted with many of you. This has helped me understand your needs and how we, as Team GBA, can find solutions to make you shine and benefit best from the membership.

Lastly, your support since I have been on the board has been a true motivation to run again. Therefore, I am offering my energy and experience to represent you as members best in 2025.

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