



TECHNOLOGY & BUSINESS CONSULTING

CORPORATE PRESENTATION

WELCOME

When dealing with international partners and especially in Chinese markets, two competencies are of significant relevance:

- **Flexibility** and
- **Consequence.**

With **passion** for our home region of **Lower Saxony** and a **passion for China**, we navigate our partners and customers in China every day, because China's growing middle class is one of the largest sales markets of the future and the modernization of the economy is also promising for German companies.

We would like to support you in expanding your understanding of Chinese culture and economy and in making the right decisions in a dynamic market.



RAYMON DEBLITZ WARNECKE

Managing Director



CLEAR CONCEPT FOR CHINA

The increasing economic, political and cultural importance of China is causing a growing number of companies and organizations to build or expand competences with regards to China. In many cases it has therefore become necessary to reevaluate the overall strategy and orientation of a company.

Comprehension of the Chinese market as well as the skillfully conducted operation of business practices in China is of far-reaching significance even beyond the Chinese borders. It requires flexibility and speed.

We gladly offer our help and guidance in these business areas to enhance your China-competences and are eager to build towards your success in the Chinese market. If you want to learn more about our company, please feel welcomed to further explore our homepage. For the inquiry of more specific information we invite you to contact us directly or join us for a personal meeting.



CHINACONSULTING

The consulting company TB ChinaConsulting was founded in 2004 as Dr. K&K Chinaconsulting and is based in the economic metropolis of Hanover.

The company's long-standing customers include both small and medium-sized companies and corporations.

In addition to strategy consulting, our consulting focus is on new technologies required for digitization, such as 5G, data analytics and AI / ML systems.

We are addressing the Chinese core competencies of energy, communication and data, which are part of the Chinese strategy supporting the topics of smart cities, mobility and blockchain.



WE CONNECT LOWER SAXONY ...

Based in Hanover, we value our connections to local companies, organisations and into politics in our state capital and all of Lower Saxony.

We support the economic development of the region of Hanover with all our heart. We try to contribute to sustainable, economic growth in our home region.

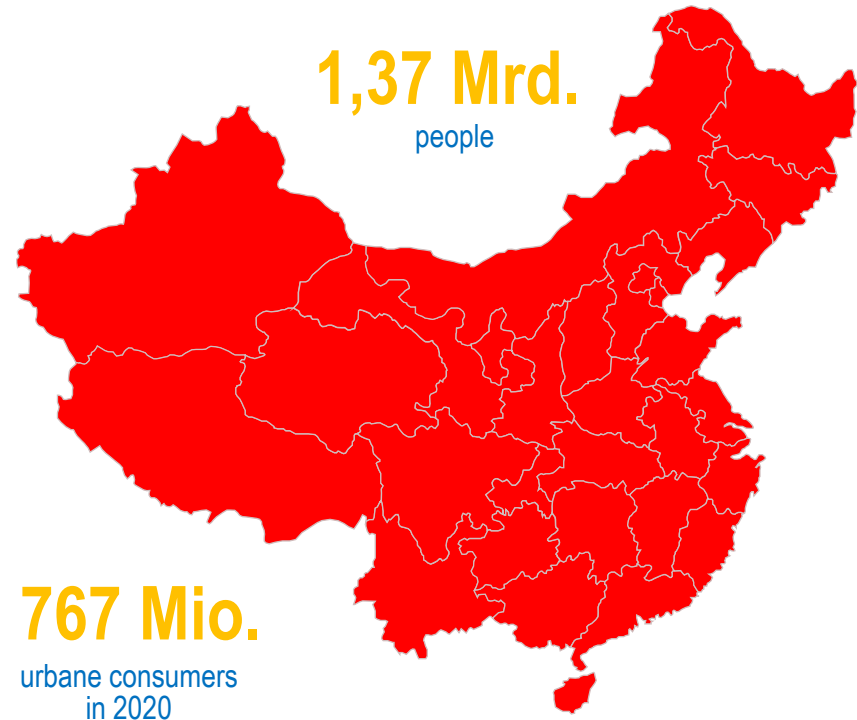


... WITH CHINA

China is our passion and our area of expertise.

The sustained growth, the expanding middle class and the pressure of Chinese companies to innovate and modernize are all factors contributing to the growing attractiveness of the new dynamic Chinese market.

Therefore, it is still very much a target market for German companies and investors.





WE ARE TEAMWORK

Our team includes experienced and specialized consultants possessing unique competences with regards to different countries, provinces in China and tool-abilities. Right now, our team includes 7 consultants. If you want to better get to know each of them, please visit our website.

OUR VALUES

OUR COMPANY VALUES SERVE US AS GUIDEPOSTS AND ROOT OUR WAY OF CONDUCTING BUSINESS.



RELIABILITY

We stand at the side of our partners, as well as we stand to our word as a business partner.

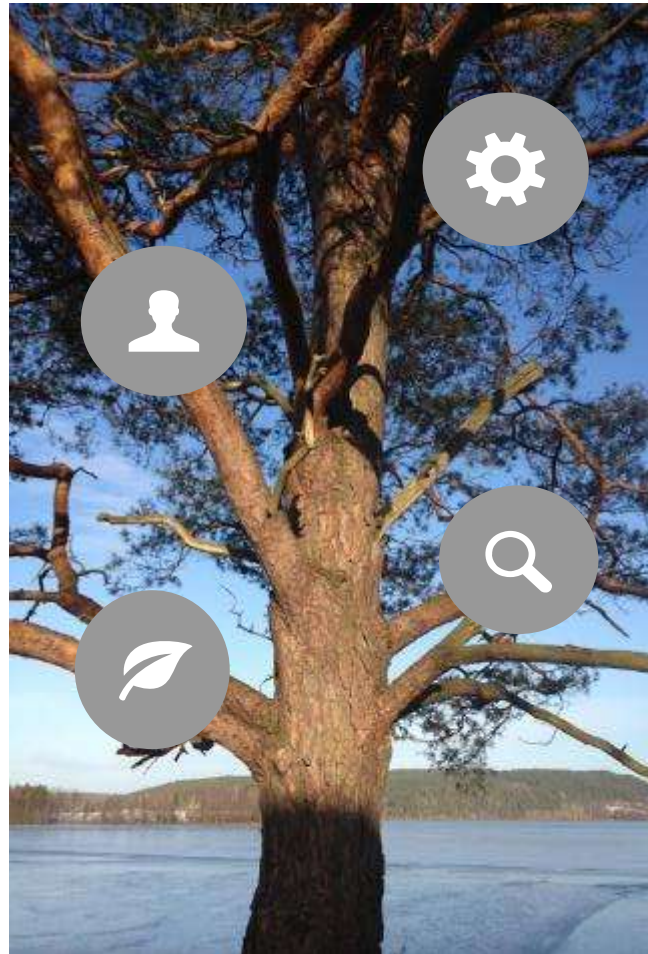
For us, reliability equals acting cooperatively. It demands the ability to identify with the projects and companies of our partners and requires a maximum effort to maintain confidentiality while working with valuable resources.



SUSTAINABILITY

For us, sustainability is defined by the continuous success of our partners and the healthy growth of our society.

We embrace our roots to strengthen our work as a business. But our concepts and solutions are looking ahead. We understand that every step to achieve success can also be a cornerstone for long-term growth. We adhere to our own ethical standards.



EFFICIENCY & EFFECTIVENESS

We create high-quality solutions and understand our results not as endpoints but milestones.

Efficient and effective measures create success. As a business we strive for efficiency of resources and processes.



INNOVATION & PROGRESS

Our consultation is forward looking and builds upon the newest scientific findings.

Our academic claim and our contributions to scientific discourses assure us access to the most future relevant fields of study.

OUR CONSULTING

Our focus on Greater China allows us to build intercultural bridges between West and East. We help companies to improve their businesses. We enable transformation of corporate structures through sustainable optimization of strategies, processes and communication. And with all that in mind, we still center our attention around the individuals.

With already **over 20 years of experience** with regards to the Chinese market, comprehensive knowledge of markets and sectors, as well as an economic and political network of contacts, we assure our clients the best possible position to successfully build and expand their engagement in China. Our team includes experienced and specialized consultants with a variety of different competences in relation to different nations, provinces and tool-competences.

The academic work of our consultants at different institutes and faculties offers our clients the possibility to contribute to current academic discourses and use the most recent scientific findings to improve their businesses.



CONSULTING STRATEGY & TECHNOLOGY MANAGEMENT

Individually formed teams from business and technology - experts devote themselves to current topics such as digitization, Internet of Things (IoT), Smart City or mobility concepts.

They will accompany corresponding projects of our customers from the consultation to the roll-out.

Our consultants also have many years of experience in the field of new communication technologies, which form the basis for digitization.

Whether strategic planning, process optimization, cooperation searches, HR management or the bureaucratic handling of business in China - our experts are at your side to advise you in every phase.

ORGANIZATION AND COORDINATION OF DELEGATIONS

Our network of contacts allows us to welcome Chinese business and government delegations in Germany. We organize, coordinate the events for their visit and guide our Chinese guests through their stay.

Furthermore, we organize thematically specific events and lectures to train the delegation members in individual workshops.





CHINA COMPETENCE TRAININGS FOR BUSINESS EXECUTIVES

The cultural sensitization of business executives is imperative with regards to a planned engagement on the Chinese market.

Our field tested consultants offer factual knowledge, extensive experience in relation to Chinese behavior as well as support and tips for contract negotiations.

COMMITMENT TO RESEARCH AND EDUCATION

Our lectures and seminars promote the intercultural exchange between Germany and China.

We consolidate our academic roots through partnerships with universities. Our publications and essays stimulate progress of scientific discourses.



TOP COMPETENCIES

OVER 20 YEARS OF EXTENSIVE MARKET AND INDUSTRY KNOWLEDGE AS WELL AS AN ECONOMIC AND POLITICAL RELATIONSHIP NETWORK.



STRATEGY- & TECHNOLOGY
MANAGEMENT



BUSINESS MANAGEMENT



HUMAN RESOURCES MANAGEMENT



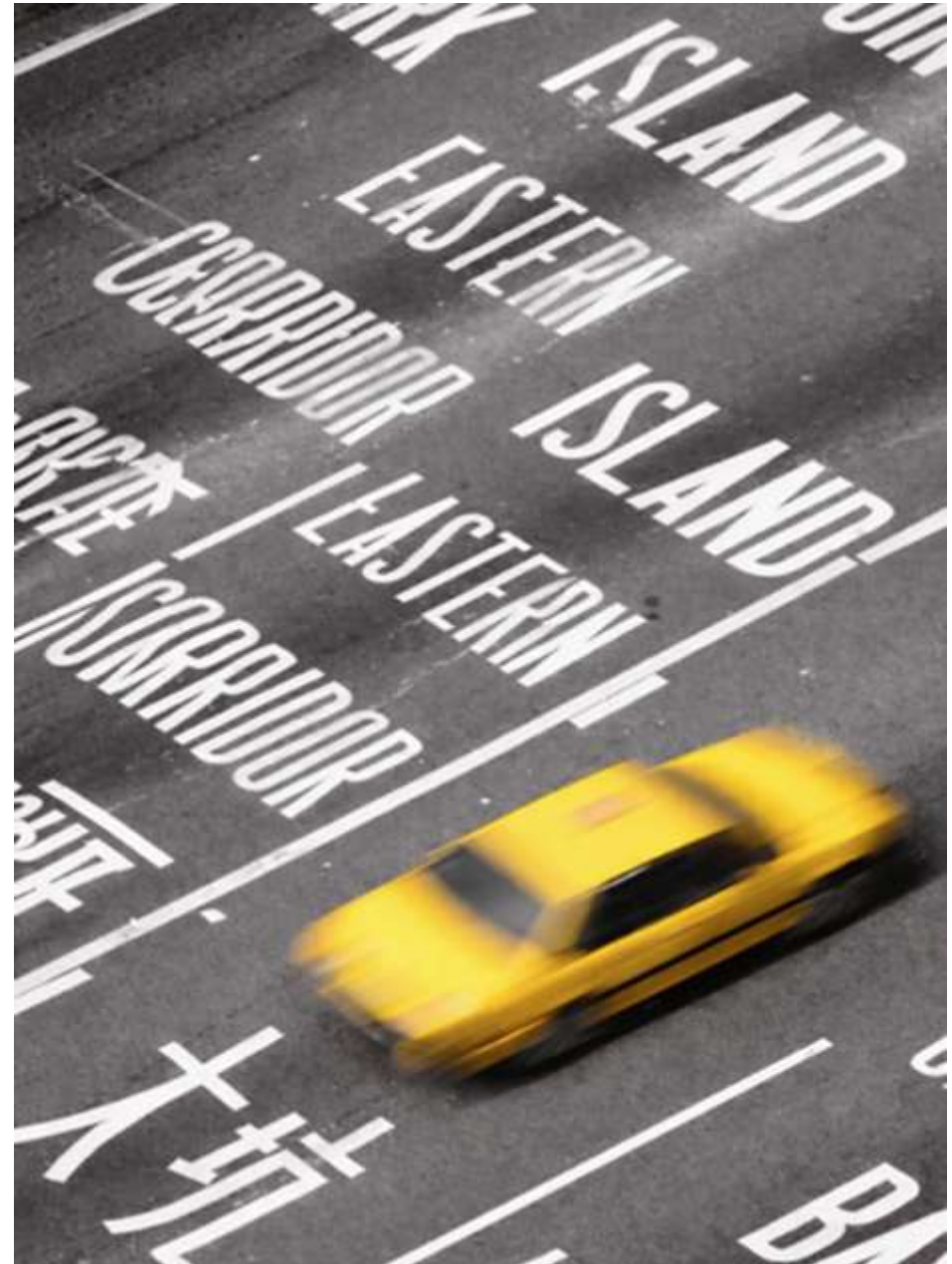
TRAINING FOR BUSINESS EXECUTIVES



CONTRACT SHADOWING



INTERCULTURAL COMPETENCE
TRAININGS



TOP SUBJECTS

OUR EXPERTS ARE FOCUSING LEADING EDGE TOPICS:



DIGITALISATION – INDUSTRIE 4.0 & MADE IN CHINA 2025



SMART CITY / SMART BUILDING / SMART FACTORY



COMMUNICATION TECHNOLOGIES (5G, NB-IOT, LORA...)



CHANGE MANAGEMENT / AMBIDEXTERITY



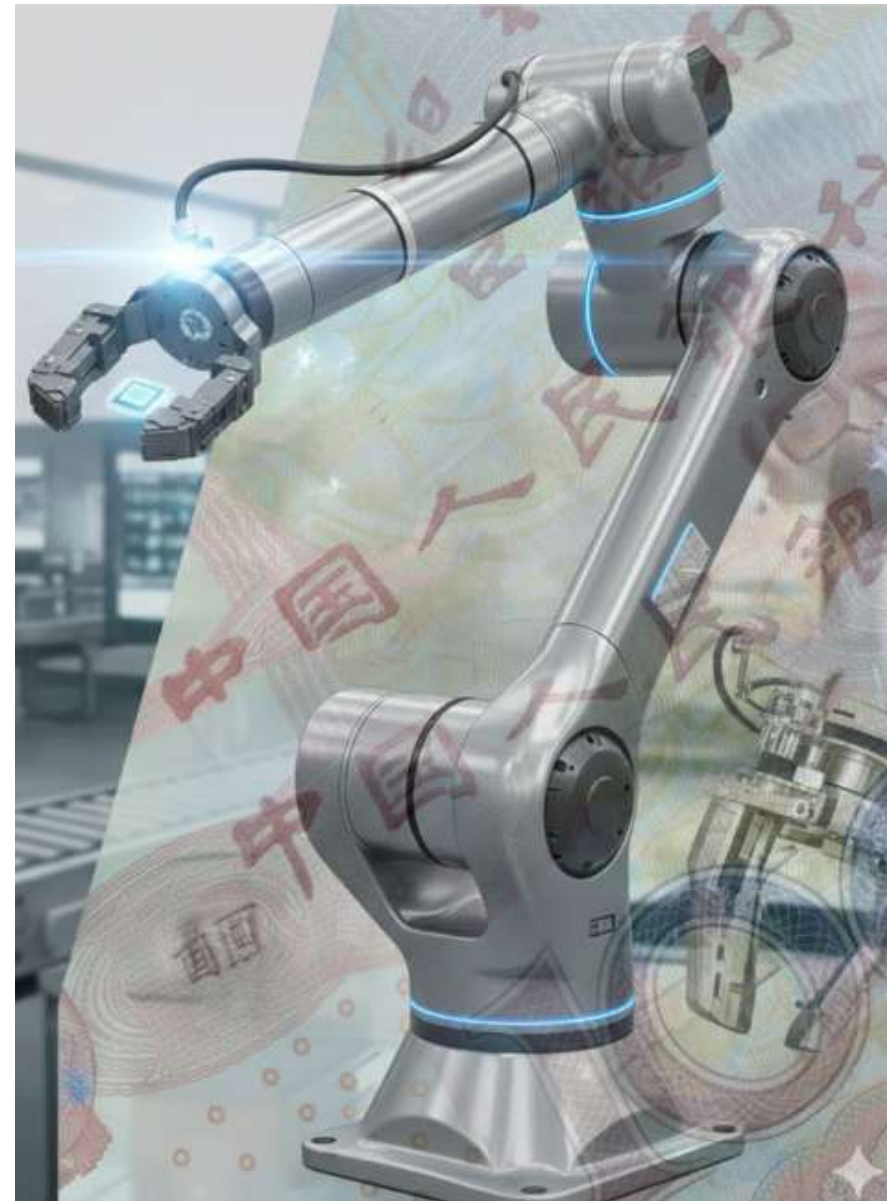
DIGITAL HR-TRANSFORMATION & LEADERSHIP OF THE FUTURE



SUCCESSION PLANNING IN SME



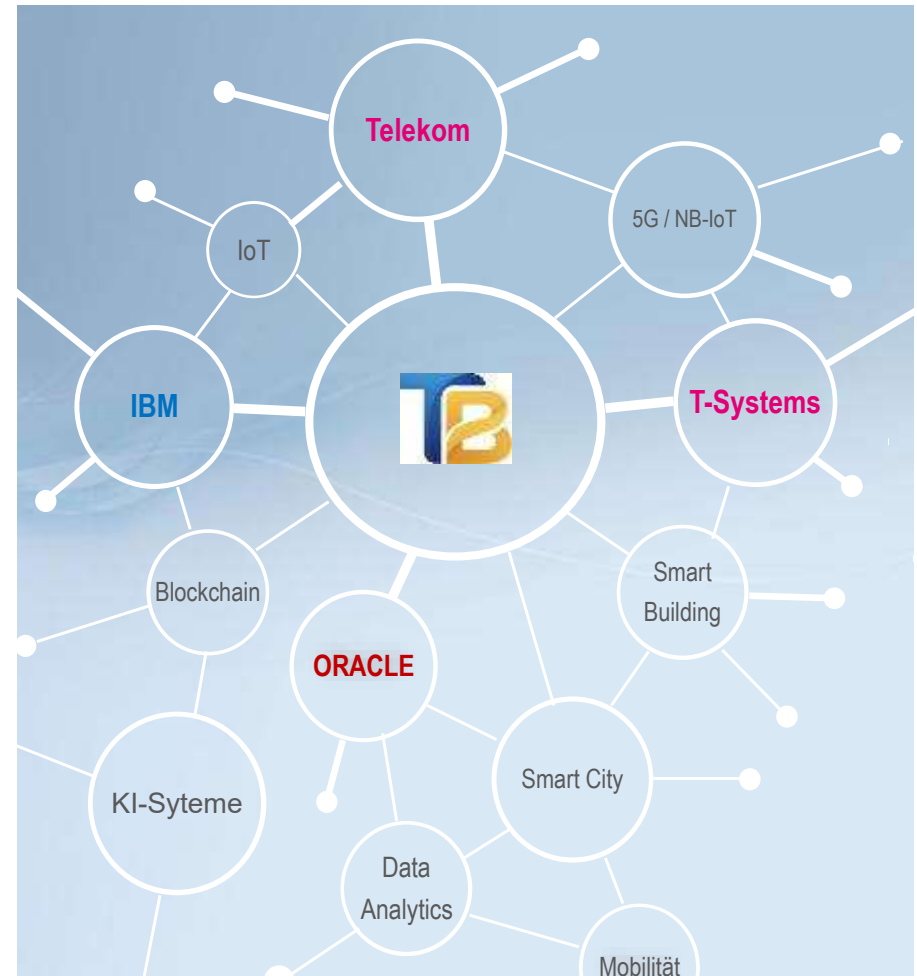
REPUTATION MANAGEMENT & EMPLOYER BRANDING



OUR COOPERATIONS

TO OPTIMIZE YOUR BUSINESS SOLUTIONS, WE INVOLVE PARTNERS EXPERIENCED IN LEADING EDGE TECHNOLOGIES, IT INFRASTRUCTURE AND ROLL-OUT PROJECTS.

- **Telekom**
With around 235.8 million mobile customers, 27.3 million landline and 21.3 million broadband connections, Deutsche Telekom is one of the leading telecommunications companies worldwide.
- **T-Systems**
With locations in over 20 countries, 37,900 employees and external sales of 6.8 billion euros (2019), T-Systems is one of the world's leading manufacturer-independent digital service providers.
- **IBM**
IBM is one of the world's largest providers of information technology and e-business solutions. The spectrum includes computer systems, software, networks, storage technology and microelectronics.
- **ORACLE**
Oracle är ett av de största företagen som framgångsrikt har fokuserat på helhetslösningar för datacenter och hyperscalers.



OUR CLIENTS

WE UNDERSTAND OUR CLIENTS AS PARTNERS, WITH WHICH WE ARE WORKING COOPERATIVELY TO ACHIEVE SHARED SUCCESS AND GROWTH.

The Continental logo, featuring the word "Continental" in a black serif font and a small horse icon to the right, all on an orange rectangular background.The Volkswagen logo, consisting of the word "VOLKSWAGEN" in a bold, black, sans-serif font, with "AKTIENGESELLSCHAFT" in a smaller font below it.The Continental Contitech logo, featuring the word "Continental" in orange and "CONTITECH" in grey, with a small circular seal to the right.The Rexroth Bosch Group logo, with "Rexroth" in a large, bold, red sans-serif font and "Bosch Group" in a smaller, grey sans-serif font below it.The TUI Group logo, featuring a red stylized bird icon to the left of the words "TUI GROUP" in a bold, black, sans-serif font.The TUV NORD logo, with "TUV NORD" in a bold, blue, sans-serif font and a blue arc above the text.The LCN Local Control Network logo, with "LCN" in a large, bold, yellow sans-serif font and "Local Control Network" in a smaller, yellow sans-serif font below it.The logo for the German-Chinese Friendship Society, featuring the Chinese character "友" (friend) in a large, black, calligraphic font, with "Gesellschaft für Deutsch-Chinesische Freundschaft" in a smaller, black, sans-serif font below it.The SAIEP logo, with "SAIEP" in a bold, black, sans-serif font, where the "I" is colored red and yellow.The eew Energy from Waste logo, featuring a stylized orange leaf icon above the letters "eew" in a bold, black, sans-serif font, with "Energy from Waste" in a smaller, black, sans-serif font below it.

INDIVIDUAL FIT

Your company is our main focus point.
That's why we don't offer text-book
solutions, but tailor- made concepts to
strengthen your business sustainably.





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