



DCW DEUTSCH-CHINESISCHE  
WIRTSCHAFTSVEREINIGUNG E.V.

德 中 经 济 联 合 会

ONLINE

Business Strategy China

## Successfully Launch Your Business in Digital China: Best Practice Solutions for Telecommunications and Cloud Services

10 November 2020, 10:00 a.m. (CET)



Covid-19 is reshaping the global business and accelerated the digital transformation trend. As the first country to grapple with the crisis, China has been on the frontlines of post-Covid-19 economic recovery. With loosened restrictions and re-opened large parts of its economy, China is still a prominent market to attract foreign investors. Under the recovery of global trade and digital transformation trend, how can European companies seize opportunities and the huge potential of the Chinese market? How to achieve your business expansion successfully in China without worries in the cloud and in networks?

**In this online seminar, China Mobile International and Alibaba Cloud, both being China's leading telecommunication service providers and cloud service providers, will deliver a guide to your investment in telecommunication services in China. The speakers will share marketing insights, analyze their "Go China Strategy", and offer comprehensive advices for telecommunication solutions.**

### Experts of this event



#### Mr Hans Emmert

Senior Business Development Manager DACH CEE, China Mobile International

With more than 30 years in telecommunication industry, Hans Emmert has accumulated abundant knowledge in Internet Infrastructure, Clouds, Datacenter, Platforms and IoT business, especially expertise in Asia and China Market. In China Mobile International, Hans spares efforts to help German enterprises to achieve business expansion in China with integrated telecommunication services. Through sharing the market insights in China market and designing the tailor-made solutions, Hans is committed to tackling the challenges and supporting your business development globally.



#### Mr Michael Plagge

Business Development Director, Alibaba Cloud Intelligence

Michael Plagge joined Alibaba Cloud in May 2018 as their Business Development Director. He has been with Alibaba Group since October 2016, initially as Director Business Development Automotive and Head of Autonavi Europe. Before joining Alibaba Group, Michael worked for the automotive supplier Elektrobit for eight years. From 2013 to 2016, he served as General Manager Elektrobit Automotive (Shanghai) Ltd. Michael worked as a robot soccer trainer (2nd place at RoboCup 1998 in Paris) at University of Tübingen (Robotics, AI, Machine Learning) and graduated from University of Münster (Physics)..

In the online seminar series "Business Strategy China", experts convey comprehensive information about current market conditions in China and offer in-depth analyses of topics related to the development of new business areas.

**Participation requirements:** To participate in the online seminar, you need an Internet-capable device (computer, tablet, or smartphone). A current Internet browser or an iOS/android app from the software provider must be used. You will receive your personal access data and further technical information for the online seminar in a confirmation e-mail after your registration.

**Get in touch with us:** Jasper Habicht | [jasper.habicht@dcw-gmbh.de](mailto:jasper.habicht@dcw-gmbh.de) | Phone: +49 221 139 7701

## Registration Form

E-mail: [registration@dcw-ev.de](mailto:registration@dcw-ev.de)

Deutsch-Chinesische Wirtschaftsvereinigung (DCW) e.V.  
Unter Sachsenhausen 10–26, 50667 Köln, Germany

Register online  
(in German):



Register online  
(in Chinese):



**I/We take part in the online seminar “Successfully Launch Your Business in Digital China: Best Practice Solutions for Telecommunications and Cloud Services”:**

	DCW Member	Non-Member
10 November 2020, 10:00 a.m. (CET); approx. 1¾ hrs.	<b>Free of charge</b>	<b>35 Euro **</b>

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\_\_\_\_\_ Date

\_\_\_\_\_ Signature / Seal

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