

# Candidate Profiles for 2024/2025 Board Elections

## Brenda ADRIAN

Atrellus Business Services Ltd.

Co-Founder & Managing Director



Brenda Adrian was born in Germany and has been living in Hong Kong since 1993, with a few years spent in Switzerland. Her diverse background spans various industries, including garment retail, lingerie design and manufacturing, clinical operations, and skin cancer screening. She is also the Co-Founder and Managing Director of Atrellus, a niche market business consultancy specialising in the design and development of Excel applications.

The GCC has significantly benefited her company, offering valuable networking opportunities, expanding perspectives, and allowing continuous learning and development. Brenda is eager to give back by increasing her involvement, dedicating time, providing hands-on assistance, and representing the excellent work of the GCC in Hong Kong.

Despite her long stay in Hong Kong, Brenda still exhibits typical German traits, such as being highly organised, punctual, direct, efficient, and results-oriented. She is also a member of the Building/Project & Maintenance Committee at the Foreign Correspondents' Club and an active volunteer at MothersChoice.

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## Karena BELIN

WHub

Co-Founder & CEO



Karena is Co-Founder of WHub (startup ecosystem accelerator) and AngelHub (first SFC licensed tech company investment platform). Immersed in the tech scene for over a decade, she is a member of various think tanks and committees focused on technology and startups (AsiaBerlin Ambassador, Startup Committee CEDB, founding board member of Web3 Harbour, etc.). Previously, she was Finance Group Manager at Procter & Gamble in Europe and Asia for 15 years.

She also serves on the HKIS Board of Managers and HK Baptist University Advisory Committee. Originally from Germany, (Diplom-Kaufmann University of Mannheim, diplôme de l'ESSEC, Paris), Karena has worked in Europe, Northeast Asia, Greater China and now calls Hong Kong home, together with her husband Francis and 3 daughters, having moved here 13 years ago.

Karena promotes Hong Kong's leading role in the global tech and innovation scene, helping startups scale and connecting stakeholders to the ecosystem. She has actively supported GCC, served as Vice President, and co-leads the AI initiative in collaboration with Michael Keppe.

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## Dr. Andreas FECHTENKOETTER

BASF

Senior Vice President, BASF Dispersions, Asia Pacific

Throughout his career at BASF, Andreas has held several key leadership positions in Marketing, Product Development and R&D. In June 2023, he relocated to Hong Kong with his wife and two children to assume the role of Senior Vice President for Dispersions in the Asia Pacific region.



Previously, he was Vice President of Global Strategic Marketing for Fuel and Lubricant Solutions in Germany, and Head of Global Product Management for Plastic Additives in the USA. His earlier roles include Head of Product Management for Engineering Plastics in 2010 and Department Head at the Global Research Center Singapore in 2006. He began his career in BASF as an R&D Manager in Ludwigshafen in 2001.

Born in Germany in 1971, Andreas pursued his education in chemistry in Germany and the US respectively. In 2001, he obtained his PhD degree from the Max-Planck-Institute for Polymer Research, in Mainz.

Andreas appreciates the fast-paced lifestyle, diverse culture, and rich history of Hong Kong, and he looks forward to making contributions to the German and International business community in the city.

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## Alfons FUTTERER

NanoMatriX Technologies Ltd.

Managing Director



Alfons Futterer, with over 25 years of experience, specializes in mitigating financial and non-financial risks from criminal activities. As the MD of NanoMatriX Technologies Limited, he drives technical initiatives in high-security document production, brand protection, and consumer engagement, utilizing technologies like Blockchain, Machine Learning (ML), and the Internet of Things (IoT). Alfons, with an MBA from the Ivey School of Business and a Bachelor's in Business Mathematics from the University of Ulm, co-invented authentication patents granted in 2017 and 2018, blending academic prowess with professional expertise to foster innovation and operational excellence. Throughout his career, he has championed high-security document and organizational compliance projects globally, impacting government agencies and corporations across 40+ countries.

Alfons' leadership has solidified NanoMatriX as a world leader in anti-counterfeit and anti-fraud solutions. Beyond professional achievements, he actively engages with the business community, sharing insights on evolving document security and corporate governance trends at industry events and establishing himself as a thought leader. His vision involves enhancing information security awareness and resilience among German Chamber members and employees, while strategically positioning Hong Kong as a premier business destination for companies in South Germany, particularly Baden-Württemberg.

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## Johannes HACK

DZ BANK AG Hong Kong Branch

Chief Executive



Johannes Hack is General Manager North Asia for DZ BANK AG, Germany's second largest banking group. Out of Hong Kong Branch the bank serves clients in China, Japan, South Korea and other North Asian countries with a focus on Trade & Export Finance and serving the needs of its corporate German client base.

In the Chamber, Johannes currently is serving his final term as President. If elected for another term, he will continue to support the Chamber's work as a Board member in 2025, with a particular focus on getting the German Business School up and running.

Johannes is also Co-Chair of the Sustainable Finance Working Group within the European Chamber of Commerce and most recently one of three Vice-Chairs of that Chamber.

Born in Berlin, Johannes has lived in Africa, Asia and Eastern Europe. He's been with DZ BANK AG for nearly 17 years and was previously responsible for its Loan Syndications globally as well as Renewable Energy financings in Europe.

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## Markus HASSE-PRATJE

REWE Far East Ltd.  
Managing Director



Educated in Germany, Markus' professional experience covers procurement, sourcing, quality and purchasing for the retail industry in the areas of Non-Food and Food. He held different positions in Germany, India and Turkey before moving to Hong Kong in 2008.

Coming from a manufacturing and trading family background and by setting up and running the operations of REWE Far East Ltd. since 2012 with currently five offices in the region, Markus has gained significant entrepreneurial experience and knowledge.

Lobbying the interests and needs of the German and European business community with all relevant stakeholders in Hong Kong and the region is high on his priority list.

As Co-Chair of the Sourcing Committee and member of the GCC Board, Markus is committed to engage and support further activities that will improve the working environment and opportunities for the German business community in Hong Kong.

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## Michael KEPPE

Impala Services Ltd.

CEO



As CEO of Impala and founder of the AI company Pergamon Labs, Michael is dedicated to driving innovation and providing solutions that meet the evolving needs of today's marketplace. With a Master's degree in Technical Communication from Germany and over 19 years of experience in Asia, his expertise spans retail technology, business development, and sales, positioning him as a forward-thinking leader.

During his time as a board member of the German Chamber, Michael has been dedicated to helping members embrace digital transformation and new technologies. He co-leads the AI chamber strategy with Karena Belin, organizing workshops and events that have empowered members to navigate and leverage AI for their business growth. Additionally, his leadership in the Sustainability Working Group has enabled members to better understand and integrate sustainable practices, providing tangible benefits to their operations.

Michael's initiatives have contributed to stronger member participation, meaningful networking opportunities, and increased visibility for member businesses. Committed to expanding the Chamber's influence, Michael aims to continue building connections within the business community, expand the AI strategy in 2025, and create a future where innovation and collaboration drive success for all members.

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## Stefan KRACHT

Acclime

Partner and Group Integration Director

As an existing board member, Stefan's main contribution lies in organising the “Mittelstand” Committee, which furthers the interests of this uniquely German group. Members benefit from his experience as well as his deep and wide network in Hong Kong and beyond.



Over the past 30 years, Stefan has contributed in various ways at the intersection of Europe and Greater China, first during his years with OTTO in Hamburg, Hong Kong and Shanghai; then with Bain & Co. in London after university there; and as an entrepreneur in Shanghai, before returning to Hong Kong in 2005.

A co-founder of the German Chamber in Hong Kong 40 years ago, his firm Fiducia has supported mainly European clients in Asia with outsourcing and advisory services. In 2022 Fiducia merged with [www.Acclime.com](http://www.Acclime.com) to become one of Asia's leading professional services providers with 1,500 employees, of which 300 are in Hong Kong.

Stefan is a proud long-term member of the German community in Hong Kong, born here and schooled at GSIS.

[www.linkedin.com/in/stefan-kracht-08337a1a/](https://www.linkedin.com/in/stefan-kracht-08337a1a/)



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## **Bjoern LINDNER**

Schwarz Asia Pacific Sourcing Ltd.

Managing Director



Bjoern originally moved to Hong Kong in 1996 and has been living here since 2009 with his wife and two children.

Educated in Germany, and having received an MBA from Warwick Business School (UK), Bjoern's professional experience covers various industries such as trading, professional services, telecommunication and engineering.

Since joining the Board of Directors and during his terms as President, he continuously supports existing GCC committees and strives for an intense member participation in establishing new formats and interest groups.

The "Greater Bay Area" initiative and subsequent alignment and integration of the German business community remains his core focus.

Bjoern is Managing Director of Schwarz Asia Pacific Sourcing Limited, an independent sourcing and solution provider for the retail industry, and is part of the German headquartered Schwarz Group.

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## Andrea LORENZ

Richard Wolf Hong Kong Ltd.

General Manager Greater China and Southeast Asia



Andrea Lorenz has been living in Asia since 2006. For more than 11 years she has been working as General Manager Greater China and Southeast Asia at Richard Wolf, a medium-sized hidden champion in the Medical Device industry, headquartered in Knittlingen, Baden-Wuerttemberg.

Andrea was a Board Member at the German Chamber of Commerce in Hong Kong in 2020 before she moved to Singapore where she was also in the Board of Directors at the Singaporean German Chamber of Commerce for four terms before she returned to Hong Kong in September 2024.

As the Board Representative to the Committees there, Andrea was supporting 12 active industry committees and has learned how experts from diverse sectors can assist the Chamber to lead initiatives and drive collaboration across German and Asian firms to exchange their knowledge and expertise on current trends and topics.

Andrea has been an active member of our Mittelstand Committee for many years. She is married, enjoys traveling and is passionate about horse riding.

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## Filippo MONTI

TGI Technology Ltd.

Managing Director



Filippo Monti is the Managing Director of TGI Technology Limited in Hong Kong. He has over 25 years of experience in Supply Chain Management (including Quality, CSR, and Own Brand) and General Management. At TGI, Filippo is responsible for a variety of areas, including strategic planning, business development, stakeholder engagement, and market expansion management. For more than 8 years, Filippo served as a Board Member and Managing Director at OBI Group Sourcing (HK-SH). Previously, he worked for almost 14 years as an Executive in several European countries in the Southern European region, Germany, and Hong Kong for Metro Group.

With extensive experience in the sourcing industry, Filippo has been the Co-Chair of the Sourcing Committee of the German Chamber of Commerce in Hong Kong since 2019. He has contributed his valuable knowledge, initiated various sourcing topics for discussion, and shared his expertise in the field. Intercultural competence, high resilience, leadership purpose, business agility, transparency, ethics, and technology awareness complete his executive profile.

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## Eric REUTER

Woodland Group (HK) Ltd.

Managing Director Asia Pacific



Eric, Managing Director - Asia Pacific of Woodland Group says “today, we are the leading independent supply chain business with locations across the USA, UK, Asia, mainland Europe, and Ireland, trusted by our partners, suppliers, clients, and Woodlanders for our purposeful approach to building strong, innovative solutions that future-proof businesses and grow partnerships built on integrity”.

Eric leads the company's strategy, growth, operations, sustainability initiatives and sales in the APAC region in line with the group values and vision. He leads and develops the "Woodlanders" in APAC with diversity, equality and inclusion. Having co-chaired the GCC Logistics Committee for the past 4 years, Eric has gained deep insights into chamber activities. He aspires to contribute with a fresh and scale-up perspective, shedding light on digital logistics. He has been an elected Board Member of the GCC since 2023.

Eric is eager to reposition Hong Kong as a pivotal logistics hub in Asia and improve the city's perception for business and leisure. Furthermore, he is keen to bring back the iconic Oktoberfest at the Marco Polo Hong Kong Hotel car park – a project GCC is pushing for in the past 12 months on various levels.

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## Claus SCHUERMANN

Deloitte

International Tax Partner



Claus Schuermann is International Tax Partner of Deloitte China in Hong Kong. He is the Co-Leader of the Asia-Pacific International Core of Excellence (APICE) and heads the German Desk. He has over 25 years of experience advising international clients being based in Germany, Singapore, China and since 2009 in Hong Kong. He advises mainly on cross-border structuring, business model changes, Intellectual Property migration, M&A and market entry strategy.

Before joining Deloitte, he owned his own consulting firm in Hong Kong and therefore has personal experience of the needs of smaller entrepreneurs. He has been regularly supporting the German chamber and community with regard to current tax matters, especially supported with regard to the negotiations around a tax treaty between Germany and Hong Kong and currently advising on the impact of BEPS 2.0.

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## Prof. Dr. Christoph SCHUHMACHER

Schuhmacher Consulting Ltd.

Director



Christoph Schuhmacher has a medical background (Professor of Surgery, Faculty member) at the renowned TU-Munich. He focused on targeted therapy and holds multiple patents. Advisory board memberships in nationwide German large-scale research projects driven by the Ministry of Research were part of his contributions to innovation. Following his clinical work, Chris transitioned to management and later to EU politics, as the Operational Director of the EU-Research Infrastructure Consortium for cross-border research, connecting EU nations.

In 2016, he moved to Hong Kong, taking the position of Vice President at a listed software corporation focused on the building and construction industry. After years of global change management support in city building, Chris continued as an independent consultant based in Hong Kong, now exclusively focusing on healthcare technology transfer.

China announced a multi-billion USD programme to position the GBA as a leading hub for biotech/medtech innovation. Germany, Europe's number one nation in medtech and biotech, is the perfect partner to benefit from this initiative. By bringing all needs and interests to one table, Chris sees his role to catalyse this innovative part of HK/China-German business.

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## Alexander STEINKUHL

SellerX Asia Ltd.

Vice President Asia



Alexander is the Vice President Asia at SellerX, a leading e-commerce brand aggregator that is evolving into a powerful House of Brands.

Born and raised near Hamburg, Alexander moved to Hong Kong in 2013 through the Dual Professional Training Programme organised by the GIC and GSIS. After completing the programme, he held various positions in Ho Chi Minh City and Ningbo before returning to Hong Kong in 2019. In that same year, Alexander established the Hong Kong office for KW-Commerce, which later merged with SellerX. Today, SellerX employs over 200 people across Asia.

In addition, Alexander serves as the German Stream Deputy for the GSIS Parents' Organisation for Community (POC), a group of parent volunteers that works closely with school management and the Board of Governors to promote collaboration and foster a strong sense of community throughout school life.

He would be honoured to continue serving on the Board of Directors, working to enhance the benefits that membership provides to every chamber member company. Looking ahead to 2025, the aim is to elevate the Dual Professional Training Programme, building on over 40 years of excellent education delivered to students and participating companies.

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## Bing YAN

Lufthansa Group  
Head of Asia LGBS



Bing Yan is Managing Director of Lufthansa Group Business Services based in Hong Kong, she is responsible for HR, Finance, Procurement and Compliance of Lufthansa Group in Asia Pacific. Educated in Shanghai and UK, Bing started her career with Lufthansa in Shanghai, responsible for corporate functions of the Group in China. Afterwards she spent some years in head office in Germany, working in various finance and accounting department. Early 2019 Bing came back to Asia, Hong Kong and set up the group shared service company in Hong Kong, implementing the transformation of shared service and established our regional office.

With her international background, Bing is passionate about travel and learning new culture. Mission of Lufthansa is to connect people, economy and culture in a sustainable way, with the nomination Bing wishes to bring more value to the German Chamber of Commerce to connect.