

## WHY CHINA?

Financial Controller | Control

China has legitimate concerns about the fall in its rate of economic growth due to increasing costs of energy and human resources. Risks and uncertainties abound in the world's markets and security in many areas of business no longer exists. While working as a financial controller for a British PLC, a trade and logistics company, I followed Confucius' advice: '*Life-long learning is popular.*' In 1994, preoccupied with the future, I travelled as an independent tourist to China for the first time in my life. When I had the opportunity to obtain a licence, covering the whole of China, for a company in Shanghai with headquarters in Hainan, I agreed on the W.O.F.E. status |<sup>1</sup> to obtain it.

Thus, I was able to promote and market the company's modern control software profitably. In addition to my initial experience in the print media, I have extensive practice in the telecommunications, trade, supermarket and automotive accessory suppliers' industries.

Combined with -

- a first-hand knowledge of the United Kingdom,
- fluency in Mandarin, and
- the ability to 'think outside the box',

I offer high level assistance to your organization in China in the area of industrial business management.

In summary, my strengths are:

- Operational and strategic action in the context of re-organisation, focusing the core business of your company in China.
- Strategic and analytical thinking: transparent reporting.
- Foreign-tested multilingualism – for example, I presented data, facts and figures at the IT trade fair 'CeBIT Asia Shanghai', entitled 'Controlling in China'.
- Experience of controlling in the areas of finance, production, transportation and logistics, marketing plus distribution in a network.
- Strategies for managers: three years' experience, knowledgeable in the detection of megatrends in Southeast Asia, including one year each in Hong Kong SAR and China / Shanghai.

Confucius says: 'If you don't think about the future you can't have one'

Confucius XV, 12. 孔子说: „如果你没有长远的打算, 那么眼前就一定有麻烦。

Kǒngzǐ shuō: Rúguǒ nǐ méiyǒu chángyuǎn de dǎsuàn, nǎme yǎnqián jiù yīdìng yǒu máfan.

W.O.F.E.<sup>1</sup> Wholly-Owned Foreign Enterprise

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