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Press release →

Change in the management

Michael Hirschner new Managing Director of the German Centre in Singapore

- **Singapore expert brings profound experience from working on site for aerospace companies, among others**
- **Hirschner takes over the functions of Dominique Herold, who has returned to Germany after four years as Managing Director**
- **Southeast Asia an important and attractive growth market for LBBW and for German companies**

In September 2024, Michael Hirschner took over the management of the German Centre in Singapore. He succeeds Dominique Herold, who has headed the German Centre since mid-2020 and returned to Germany on July 1 of this year to devote herself fully to her responsibilities as Managing Director of German Centre GmbH. The German Centre, an LBBW company, has been supporting German companies in their business activities in Southeast Asia since 1995.

"Michael Hirschner is an excellent choice as the new Managing Director for our long-established location in Singapore," says Michael Maurer, Head of Global Trade and Export Finance at LBBW and spokesman for German Centre GmbH. "With his Southeast Asia expertise, he will closely support companies on their further international growth path. At the same time, we would like to thank Dominique Herold for her outstanding performance, who has made a decisive contribution to our activities in Singapore over four years and is now entering the family phase in Germany."

Michael Hirschner has extensive experience in the international business of companies in the aerospace and security industries. During his professional career, he has also worked in Singapore for the aviation group Airbus/EADS and the telecommunications specialist Rohde & Schwarz, among others. Hirschner holds a master's degree in information technology and a diploma in electrical engineering and information technology from the University of Stuttgart

"I am really excited to have the opportunity to lead and help shape the next chapter with the highly professional team in Singapore," says Michael Hirschner. "The region is one of the most dynamic growth markets in the world and offers a lot of business potential. I am convinced that we can develop a lot in Singapore to be the right address for German companies that want to get involved in the region's markets."

"As the leading economic and financial metropolis in Southeast Asia, Singapore is an attractive location for many companies to expand their activities in the economic area there," adds Michael Maurer. "With our seven LBBW locations in Southeast Asia, we are also underpinning our ambition to continue growing in the region."

German Centre Singapore - a reliable local partner

The German Centre in Singapore was inaugurated in 1995 – as a pilot project of the German Centre Group – in the International Business Park in the west of the city state. Since then, it has supported and accompanied around 700 German companies, mainly SMEs, in their activities in Southeast Asia.

On around 20,000 square meters, the German Centre offers its customers various types of offices as well as conference and exhibition rooms and provides numerous management and infrastructure services. Part of the German Centre is, for example, the Life Science Incubator, a state-of-the-art and fully equipped coworking laboratory including an operating theater on one thousand square meters. The German Centre also offers quick access to networks and the direct exchange of experience between tenants, representatives of business associations and local business partners in the building itself.

In addition to the German Centres in Singapore and Beijing, LBBW also operates branches in Shanghai, Singapore and Seoul as well as representative offices in Beijing (China), Hanoi (Vietnam), Jakarta (Indonesia) and Mumbai (India) in order to provide direct and practical support to companies in Asia. Another LBBW German Centre is located in Mexico City.

More information on the German Centre Singapore and the German Centre network can be found at: www.germancentre.com

About LBBW:

Landesbank Baden-Württemberg (LBBW) is both a mittelstand-minded universal bank and the central bank of the savings banks in Baden-Württemberg, Saxony and Rhineland-Palatinate. With total assets of EUR 333 billion and 10,000 employees (as of 31 Dec. 2023), LBBW is one of the largest banks in Germany. Its core activities are the business with corporate customers and the private customer business, as well as savings banks. A further focus is placed on real-estate financing as well as the customer-oriented capital market business with banks, savings banks and institutional investors. The support in opening up international markets plays also an important role. Therefore LBBW has 16 international offices in 15 countries worldwide.



Michael Hirschner, Foto: LBBW / Diong Jia Meng

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