

28 November 2024

Press release →

Support for German companies in China for a quarter of a century

A success story celebrates its anniversary: 25 years of LBBW's German Centre Beijing

- **The German Centre offers companies offices for their location in China and is also a place for exchange, expertise and cooperation**
- **More than 700 companies in the German Centre since its foundation – currently around 80 companies on 16,000 square meters**
- **Anniversary celebration under the motto: "Empowering German business in China"**

The German Centre Beijing, a subsidiary of LBBW, has been a point of contact and starting base for German companies entering the Chinese and Asian markets for 25 years. More than 700 companies have already used LBBW's German Center as a base for their activities in the region since it was founded.

"The German Centre is a vibrant ecosystem: it provides companies offices for their locations in China and is also a central place for exchange, expertise and cooperation. To ensure that this successful model continues to thrive, it needs reliable partnerships and constructive dialog with one another. As LBBW, we facilitate this unique community in and around the German Centre," explains Michael Maurer, Chairman of the Board of Management of German Centre GmbH on the occasion of the 25th anniversary.

In addition to offices of various sizes as well as meeting, conference and training rooms for companies, associations and institutions, management and infrastructure services are available there. Break areas and cafés complete the offer. The German Center's customers benefit from the wide range of information on offer, direct access to networks in the German and Chinese business community and the opportunity to share experiences with one another.

"Empowering German business in China" - Anniversary celebration with customers and guests

On November 14, LBBW celebrated the 25th anniversary of the German Centre under the motto "Empowering German business in China" together with 180 guests - including German Ambassador Dr. Patricia Flor. In her speech, she emphasized that the German Centre creates an environment that promotes trust and cooperation: "For a quarter of a century now, the German Centre has been a meeting place for representatives of

German business, science, research, education and culture and creates a space for the interests of German stakeholders here in China."

Many companies have had a long-standing partnership with the German Center. "We are delighted that we were able to honor six customers at our anniversary celebration who have been with the German Centre from the very beginning," says Su Gao, Managing Director of the German Centre in Beijing and Head of the LBBW Beijing Representative Office, which is also based there.

Growth over a quarter of a century

The German Centre Beijing opened its doors in 1999. In the very first year, more than 50 small and medium-sized companies as well as several large corporations made use of the office and conference rooms and the wide range of practical support. At that time, the German Centre was located on 5,500 square meters in the Beijing Landmark Towers in the Chaoyang District. In 2022, the German Centre moved to the nearby DRC Liangmaqiao Diplomatic Office Building. It currently accommodates around 80 companies in an area of 16,000 square meters.

Important LBBW location in Asia and part of the German Centre network

With the German Centre and the representative office, Beijing is an important location for LBBW and its customers in Asia. LBBW also has branches in Shanghai, Singapore and Seoul (Korea) as well as representative offices in Hanoi (Vietnam), Jakarta (Indonesia) and Mumbai (India) to provide direct and practical support to companies in Asia. The German Centre Beijing is also part of the global German Centre network. LBBW operates further German Centres in Singapore and Mexico City.

Further information about the German Centre in Beijing and the German Centre network can be found on the Internet at

www.germancentre.com

About LBBW:

LBBW (Landesbank Baden-Württemberg) 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 and infrastructure financing as well as the customer-oriented capital market business with banks, savings banks and institutional investors. Medium-sized

28 November 2024 – page 3

companies (“Mittelstand”) and retail customers in Baden-Württemberg, as well as wealth management customers, are served under the BW Bank brand. The support in opening up international markets plays an important role in addition to the expertise in innovative and complex financings. Therefore LBBW has 16 international offices in 15 countries worldwide - including three German Centres.

Contact

LBBW

Alexander Braun

Press officer

Phone: +49 711 127-76400

E-Mail: alexander.braun@LBBW.de

Website: <https://www.LBBW.de>