

Service CV

Thomas Brandt



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| 1986 - 1992 | Macroeconomics studies in Hamburg |
| 1993 | Asian studies in Kiel |
| 1988 - 1993 | Attached to the Hamburg Institute of Research of Economics (HWWA), contract work alongside academic course |
| 1994 - 2001 | Posted as delegate by the German Chambers of Commerce & Industry at the German-Indonesia Chamber of Commerce & Industry in Jakarta, Indonesia. Deputy General Manager, and Head of Market Research and Public Relations department |
| 2001 - 2005 | Deputy General Manager with the Malaysian-German Chamber of Commerce & Industry in Kuala Lumpur, Malaysia, Head of DE-International, and "German Business Pool" |
| 2005 - 2018 | Geschäftsführer AHK Malaysia |
| 2005 - 2020 | General Manager AHK Malaysia |



Thomas Brandt

"You only ever do really well what you love to do, both at work and in your free time."

He discovered his fascination for Asia as a child.

For 26 years - a quarter of a century! - he has been advising German, European and Asian companies on a daily basis on market entry and expansion in Asia.

After studying economics in Hamburg, he started working for AHK Indonesia in 1993. In 2001, he moved to the AHK of the neighbouring country Malaysia, where he was responsible for the management and the service portfolio. AHK Malaysia celebrates its 30th anniversary in 2021 and for two-thirds of its existence until 2020, he presided over its success story like no other. In Germany he is known as "Mr. Malaysia" or as the 'Face of Asia' by business clients, IHK's and industry associations.

Successful business management experience as a results-oriented professional specializing in general management, sales, marketing and customer acquisition, projects, strategy and product development.



Thomas has conducted an estimated 18,000 consultations on market entry & expansion in Asia. He has also conceptualised & implemented approximately 600 business events on Asia, of which around 450 were held in Germany. Thomas has held more than 100 days of seminars on intercultural topics & strategy orientation for executives. In addition, he has organised and participated in more than 50 business delegations, implemented roughly 100 industry-related large projects, and prepared more than 50 industry-related market studies. Being the proud author of several books has brought him the opportunity to hold more than 100 evening events in Europe, China and Southeast Asia on the history of China, Asia and overseas Chinese.

Born on 16.06.1966, the Gemini in him is flexible, inquisitive, open and communicative, versatile, persuasive and unbiased; the German in him likes it efficient, straightforward and to the point. According to the Chinese calendar, he was born under the year, month and day of the Horse. Known for its abundant energy, horses are active, powerful and spirited. They love speed, independence and freedom, and are also adventurous and positive people.

"It's all about people; People prefer to do business with people they like!"

www.thomasbrandt.asia

An Unmatched Business Experience in South East Asia

Unmatched consulting experience with companies, especially SMEs

An unmatched number of 18,000 – 20,000 individual business consulting meetings with entrepreneurs & export managers, especially from SMEs.

Business partner search & market research

Support and consultation for market entry & market expansion into (Southeast-) Asia has been his daily 'bread & butter' for over 26 years.

The search for local business partners for distribution, production or joint venture has been a major activity. A preparation of well over 50 market studies by conducting secondary research as well as in-depth primary market research.

Organizing VIP-, political as business delegations

Organizing, managing and accompanying well over 100 high-ranking official delegations into the Asian region. Intensive B2B arrangements, company visits, as well as official roundtables with ministries & industry associations were part of the programmes coordinated with embassies, ministries, associations and industry partners.





Liaison with officials, VIP entourage & media & press

Highly experienced in daily liaison with officials from embassies, industry associations, ministries and political entourage, as well as with press and media representatives. Wide experience in organizing and moderating press conferences.

Malaysia Representative for Federal Countries/Partners

For about 20 years he has been the Malaysia representative for various partners, among them several German Federal States (Bundesländer) such as the states of Schleswig-Holstein (2003-2018, WTSH) and Thuringia (TAF, LEG). Acts as Malaysia Representative for the DAW (German Asian Business Circle) since 2010 in bilateral trade & investment promotion.



Intercultural Seminars, In-House or by partners

20 years-experience conducting seminars on Asian intercultural issues and Asia strategy alignment for owners, general managers and export managers.

"It is about the mega trend of our time: 'Asia'! During company visits I am surprised again and again that export activities take place often without any strategy."



Speaker at Events & Workshops:

Overall more than 100 presentations on market entry and various industries conducted in Germany, Europe and Asia. Ministries, Associations & Business Clubs, Chambers of Commerce and Industry and Enterprises organized these events. A well-known and recognized (keynote) speaker, panellist and moderator at symposia, workshops and seminars.



Sustainability & Green Technology

A topic close to my heart!

Thomas Brandt was the founding Chairman of the EEGT, the Committee for “Environment, Energy and Green Technology” of the European Union-Malaysian Chamber of Commerce & Industry (EUMCCI), now known as EUROCHAM. He has successfully been involved in dozens of projects.

His professional advice has also been valued by generations of Malaysian Energy and Environment ministers - some of whom have since become personal friends.





Green Technology

- 2004** Renewable Energy - Made in Germany, Seminar
- 2005** German Biodiesel Symposium
- 2006** German Biodiesel/Biomass Symposium
- 2007** Renewable Energy Symposium
- 2010** ASEAN AFFAIRS - Save Our Planet/Malaysia
IGEM - International Greentech & Eco Products and Conference Malaysia
ASEAN Conference on Energy
Solar Delegation to Germany with 31 Malaysian companies
- 2011** Greentech Delegation to Germany
IGEM - International Greentech & Eco Products Malaysia
German Solar Technology Symposium
- 2012** Biomass Workshop
Greentech Delegation to Germany



Germany, a leader in Renewable Technology would be jealous of the huge potential Malaysia has to generate renewable clean energy.
- Thomas Brandt

2010 - 2012

EU project partner to improve the Malaysian service industry with strong focus on Green Technology

2011 - 2013

Malaysian coordinator of EU project CBI - Clean Batik Initiative: heading a team to coach the Batik industry in cleaner production practices

He has conducted several market studies on topics of Green Technology. Radio as well as television interviews and other media activities are on his daily agenda.



The larger Malaysian plantation corporations will be the 'Petronas' of the future, for they will surely become a, if not, THE, major supplier of renewable energy after the depletion of fossil resources.





Green Technology

- 2011-2014** Cleaner Batik Initiative in Malaysia, a co-funded project by the EU and 100 Batik SMEs (83 in Kelantan and 17 in Terengganu) equivalent to an estimated 20% of the industry were covered. 400 employees were coached on cleaner, sustainable production methods. 100 workshops were conducted over a period of 3 years, 10 train-the-trainer coaches were employed and coached for these outreach activities. 80% of the project focused on cleaner production and the remaining was split between marketing, awareness building and policy dialogues.
- 2012-2015** Greentech Delegation to Germany
Event Day "Umwelttechnologien in Malaysia", IHK Düsseldorf
For EUMCCI, a EU co-founded project was carried out through various industry sectors, focusing on sustainability
- 2013** Greentech Delegation to Germany
- 2016** "Bio-Energy Symposium and Business Matching in Malaysia" for EUMCCI
Fachkonferenz & Geschäftsreise in Kuala Lumpur with focus on Solar PV & Small Hydro Water projects.
- 2017** "Smart Cities conference, Smart Mobility, Connectivity & IOT"
Delegation "Shaping the Future-Building the City of Tomorrow"
- 2018** Publications for EUROCHAM Malaysia
"Oil Palm Biomass & Biogas in Malaysia", for EUROCHAM
"Palm Oil: Awareness and Sustainability – A Global Perspective"



Since 2001, he has organized and implemented about a dozen projects in the fields of renewable energy with focus on biomass/biogas, especially in the palm oil sector, energy efficiency, e-mobility and smart cities.

Organized and invented the concept of a "German Greentech Week", consisting of 5 full-day seminars in the field of green technologies, such as geothermal, water treatment, biogas/biomass, to bring German technology leaders to Malaysian companies.

Conducted full-day seminars on the example of renewable energy in Germany at clients' sites, e.g. the Malaysian energy company TNB.





Green Technology



Malaysian Delegation with Minister Peter Chin in front of the German Museum in Munich

Visit of EU-Committee of Environment, Energy and Green Technology by its Chairman, Thomas Brandt, MGCC, and members to Ministry of Energy, Green Technology and Water



Peter Chin, Minister of Energy, Green Technology and Water

“ I feel a great deal of respect for "statesmen" who talk & act in sustainable ways to keep our nature & assets for future generations. I am a strong believer that politicians who are intent on winning the next general elections will soon realize that sustainability is the key to win future elections. ”

- Thomas Brandt

Prime Minister of Malaysia at the EU-Pavilion at IGEM



Greentech Delegation to Germany 2010/2011/2012



“ When being honoured as a speaker at conferences & workshops, I would appreciate not to receive mementos or gifts - a simple handshake will do. And if a gift is on the agenda, a small symbolic eco-friendly produced item will be favoured. ”
- Thomas Brandt



Selection of Conducted Intercultural Workshops & Seminars

2005 IHK-Munich
Asia: Success in Business - Intercultural Practice Workshop
IHK-Hanau-Gelenhausen-Schlüchter Practical Seminar

2006 IHK-Ostwestfalen
South Asia: Success in Business - Intercultural Practice Workshop
IHK-Bielefeld
South Asia: Success in Business - Intercultural Practice Workshop
IHK-Munich
South Asia: Success in Business - Intercultural Practice Workshop
IHK-Wiesbaden: Success in Business - Intercultural Practice Workshop

2007 IHK-Munich
South Asia: Success in Business - Intercultural Practice Workshop

2008 IHK-Munich
South Asia: Success in Business - Intercultural Practice Workshop
IHK-Bochum
Business Success in Asia - Intercultural Practice Workshop
Manager Magazine:
"Nur nicht mit links - Business Knigge für Malaysia" (Business Etiquette for Malaysia)
<https://www.manager-magazin.de/magazin/artikel/a-580137.html>
IHK-Frankfurt am Main
Successful communication with business people from Southeast Asia - interactive workshop
IHK-Hannover

2009 Business Success in Asia - Intercultural Practice Workshop
Several intercultural seminars on "Business in Malaysia" in MGCC



This list is only a selection of workshops conducted. Many of in-house seminars conducted at private companies are not listed.

Selection of Conducted Intercultural Workshops & Seminars

“ I liked the seminar! You could see that Mr. Brandt was much inspired. I was able to classify some past situations better, and for the future I will maybe do one or two things differently. ”
- Participant



“ It was insightful. Mr Brandt explained why you get no response on some matters and why you have to explain more in principle. ”
- Participant

“ It was very interesting, especially the insight into the culture and the background on why/how “Asian people” act and behave like they do. Now I understand how to behave and communicate with them. ”
- Participant



“ In Asia in general, a focus on a good personal business relationship is crucial for success alongside a competitive product. Now the entire world sets priorities towards Asia, hence I do believe intercultural knowledge could provide the decisive edge to win good and long lasting partnerships in business. ”
- Thomas Brandt

Evening Shows on Bestselling Books

2019

- March Rotary Pantai Valley
- April Rotary Club Greater Kuala Lumpur, Malaysia
- August Heimatmuseum Heiligenhafen
Malaysian German Society, Penang
Sweetwater Restaurant, Johor, Malaysia
- September Konfuzius-Institut Nürnberg



2018

- January Auckland Community Center, NZ
- March Malaysian Heritage History Club
- October Seong Man Teahouse – People Ideas Culture, Ipoh, Malaysia
- December Chinatown KL Commercial Bookstore



2017

- January Sydney Australian-Asian Art
- February IHK Handwerkskammer Dortmund – China Stammtisch
Commercial Bookstore - Chinatown KL
IHK Handwerkskammer Dortmund

2016

- January German Chamber, AHK Beijing
- October Rotary Pudu, Kuala Lumpur
- November German Centre Qingdao, China
German Community, AHK Branch Qingdao



2015

- February Thüringen Asienabend, Arnstadt/kristall
- July German Chamber (AHK) Shanghai, China
- September Marta Museum Herford, Exhibition & Evening Show
- November German Chamber (AHK), Guangzhou, China
German Chamber (AHK), AMCHAM, EUCCI France, Chengdu, China

2014

- January MDBC Danish Business Council, Malaysia
- March Friends of the National Museum, Singapore
- April Sabah Society, Malaysia
- June Business Network Club Kuala Lumpur
MDBC Danish Ambassador Residence, Malaysia



2013

- March Singapore Museum
- September ERA Kuala Lumpur
Sabah Chinese Association

Evening Shows on Bestselling Books

2012

Saxon Porcelain Manufactory, Dresden (Germany) -
China in Those Days: A Postcard from the Middle Kingdom

German Ambassador's Residence - Kuala Lumpur
China in Those Days: An Evening of Insights into Historical China

Dunedin Chinese Garden - New Zealand
China in Those Days: A Postcard from the Middle Kingdom



2011

Luther Intern House - Cologne
China in Those Days

German General Consulate - Shanghai
China in Those Days

Sarawak Heritage Society

Asia Society Mumbai
China in Those Days

Lübeck Kaufmannschaft - Germany
China in Those Days: A Postcard from the Middle Kingdom

Asia Society Mumbai
China in Those Days



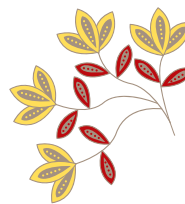
2010

IHK Hamburg & OAV
China in Those Days

Penang Heritage Society & Trust

IHK Darmstadt Stammtisch Oberbürgermeister

Ceramic Society Malaysia



2009

DUSA Quarter - Suzhou
China in Those Days: A Postcard from the Middle Kingdom

German Chamber - Beijing
China in Those Days: A Postcard from the Middle Kingdom

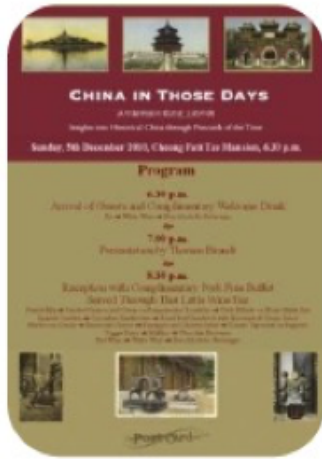
Asia Society Hong Kong
China in Those Days



Chief Minister Penang receiving a copy of the book

The evening events are available for private functions, in-house events or regional meetings & world conferences

Evening Shows on Bestselling Books



“

I gave "China in Those Days" as present to my father-in-law who migrated from China to Malaysia more than sixty years ago. Never in his life he received such a valuable book and was fascinated to discover images of places he still remembers from his childhood or travels to his homeland. For three days he continuously studied the book and was pleased to read the Chinese explanations. My wife and I were so happy to see him so fascinated. Thank you very much

”

- German Expat, married to a Chinese-Malaysian wife



“

It was an interesting and unusual presentation. We've had a significant amount of wonderful feedback regarding the program. As I mentioned in my remarks your presentation was marked by an easy wit, and a deft touch...thank you so much - we all enjoyed the evening very much, and look forward to having you with us soon!!!

”

- George Jose, Asia Society India Centre

“

A truly outstanding masterpiece! Thomas Brandt successfully portrays China of the late 19th and early 20th century, an era one needs to embrace in order to understand today's China. The book's extensive postcard collection inspires, informs and draws readers on this astonishing journey of a time gone by. A must for every Middle Kingdom enthusiast.

”

- Joerg Wuttke, President, European Union Chamber of Commerce in China



L: German Ambassador Dr. Günter Gruber explaining the book to Chinese Ambassador and world class badminton player Mr. Wong Chong Han; R: newspaper clippings

