

# CURRICULUM VITAE



**Thomas Brandt**  
16.06.1966

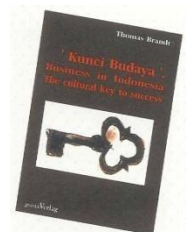
1986 – 1992	Macroeconomics studies in Hamburg
1988 – 1993	Attached to the Hamburg Institute of Research of Economics, (HWWA), contract work alongside academic course
1994 – 2001	Posted as Delegate by the German Chambers of Commerce & Industry at the German-Indonesia Chamber of Commerce and Industry in Jakarta, Indonesia. Head of Market Research and Public Relations Department Deputy General Manager
2001 – 2005	Deputy General Manager with the Malaysian-German Chamber of Commerce & Industry in Kuala Lumpur, Malaysia & Head of “German Business Pool”
2005 – 2018	<i>Geschäftsführer</i> of the Malaysian-German Chamber of Commerce and Industry, Kuala Lumpur, Malaysia (MGCC)
2019 – present	General Manager ( <i>stellvertretender Geschäftsführer</i> ) of the Malaysian-German Chamber of Commerce and Industry/AHK Malaysia
July 2019	Brandt was congratulated for his 25 <sup>th</sup> <i>Jubiläum</i> (anniversary) for serving 25 years in the system of the foreign chambers by the DIHK in Berlin

For many years the Hamburg-born economist has been actively providing consultation to small and medium-sized companies with regard on market entry strategies into the Asian market. Consultation areas of expertise include, but are not limited to, market surveys, joint venture negotiations using market access facilitation techniques, conferences, seminars, workshops, and various business matching initiatives as well as training workshops for clients/partners. Extensive experience in the Event and Project Management business was accumulated through years of assuming leading roles in a number of large projects, e.g. EU-Projects, Techno German Exhibitions and managing entrepreneurial as well as high-ranking official delegations to many countries in the Asian region.

## **Books/Publications:**

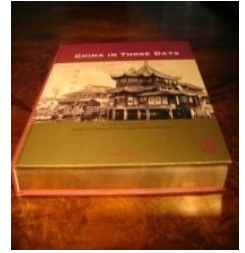
A widely known author of three bestseller books, Thomas Brandt has published numerous publications in the field of Asian/Chinese History and of Intercultural Management, and has also contributed to various journals and handbooks.

1993	Publication of a managerial handbook with the support of 25 European, Australian and American multinationals and institutions (embassies and associations). Title: “ <i>Business in Indonesia – The Cultural Key to success</i> ”
1994	Due to the success of the aforesaid book published originally in the German language, it was translated into English and was launched by the Minister of Culture in Indonesia in a TV show.
1996	Publication of the book “ <i>AsiaComic</i> ”.



2001 Publication of **“Asia in Those Days”** after a seven-year research period. 70% of the printed circulations were pre-ordered before print. Among the official partners and supporters of the book were Citibank, Nokia, several Dutch corporations and the whole German elite of multinational corporations, e.g. Siemens, Deutsche Bank, DaimlerChrysler, Schenker, Lufthansa, BASF, Beiersdorf, Schering, amongst others.

2008 Thomas Brandt's masterpiece **“China in Those Days”** was published before the Beijing Olympic Games 2008. Brandt solidified his position as a specialist on China and Overseas Chinese with his fourth volume having achieved bestseller status prior to its first print run. It was partnered and pre-ordered by over 75 well-known corporations from China, Chinese overseas entrepreneurs in countries in SEA as well as partners in Europe.



### **Speaker at Events/Workshops:**

Overall close to 150 presentations on topics regarding management and the Asian markets, were conducted in Germany, Europe and Asia. Ministries, Associations & Business Clubs, Chambers of Commerce and Industry and Enterprises organized these events.

Brandt is a well-known and recognized speaker at symposia, workshops and seminars in Asia. For several years he conducted CTRE training on various history topics for the Kuala Lumpur Tour Guide Association.

Organization of in-house intercultural seminars upon request.



### **Hobbies:**

Sport (badminton, jogging, golf), reading, traveling, snooker. A few years of professional badminton playing and coaching.

### **Memberships & Others:**

**Member of various Asian-German Friendship Associations**



## Thomas Brandt

General Manager Malaysian-German Chamber  
of Commerce and Industry  
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Thomas Brandt since 2001, General Manager of the Malaysian-German Chamber of Commerce and Industry, has extensive experience in Asia having previously worked at the Indonesian-German Chamber of Commerce in Jakarta. Thomas Brandt holds an economics degree from the University of Hamburg.

For many years the Economist has been actively providing consultation to small and medium-sized companies with regard to market entry strategies into the Asian markets. The consultation areas of expertise include, but are not limited to, market surveys, joint venture negotiations using market access facilitation techniques, conferences, seminars, workshops, and various match-making initiatives as well as training workshops for clients/partners. Extensive experience in the Event- and Project Management business was accumulated through years of assuming leading roles in a number of large projects, e.g. EU-Projects, Techno German Exhibitions and managing entrepreneurial as well as high-ranking official delegations to many countries in the Asian region.

Thomas Brandt is an author of five books, three of them having achieved bestseller status: "Business in Indonesia – The Cultural Key to Success", "Asia in Those Days" and "China in Those Days". His evening shows were held around the globe and have attracted a large number of participants. He is a recognized speaker at symposia, workshops and seminars on doing business in Asia, especially on intercultural topics. He also has a passion for Green Technology and Renewable Energies.





# Green Technology



Thomas Brandt was for several years the Chairman & founding member of Environment, Energy and Green Technology (EEGT) Committee of the European-Malaysian Chamber of Commerce & Industry (EUMCCI) and has been successfully involved in the following projects:

- 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
  - IGEN – International Greentech & Eco Products and Conference Malaysia
  - ASEAN Conference on Energy
  - Solar Delegation to Germany with 31 Malaysian companies
- 2011
  - Greentech Delegation to Germany
  - IGEN – International Greentech & Eco Products, Exhibition
  - 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 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



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



Peter Chin, Minister of Energy, Green Technology and Water

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



*"I feel a great deal of respect for "statesmen" who talk and act in sustainable ways to keep our nature & naturally produced 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

IGEM – International Greentech Exhibition Malaysia, Prime Minister of Malaysia at EU-Pavillion



Greentech Delegations to Germany 2010/2011/2012

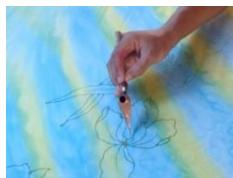
*"When being honored as a speaker/moderator at conferences & workshops, I would appreciate not to receive mementos or gifts – a simply handshake will do. And if a gift is on the agenda, a small symbolic contribution or eco-friendly produced item will be favored."*

Thomas Brandt



## Selection of Workshops & Seminars Market Entry & Intercultural

- 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
  - Article Manager Magazine:  
“Nur nicht mit links – Business Knigge für Malaysia“ (Business Etiquette for Malaysia) <http://www.manager-magazin.de/magazin/artikel/0,2828,580137,00.html>
  - IHK-Frankfurt am Main  
Successful communication with business people from Southeast Asia – interactive workshop
- 2009
- IHK-Hannover : Business Success in Asia – Intercultural Practice Workshop
  - Several intercultural seminars on “Business in Malaysia” in MGCC



2018

- IHK Potsdam  
ASEAN-NEUER WEG, Wirtschaftskonferenz Südostasien
- IHK Bremen  
Interkultureller Workshop "Geschäftserfolg in Asien"
- IHK Frankfurt  
Interkultureller Workshop "Geschäftserfolg in Asien"
- Erfurt  
ASEAN Day, Laenderwirtschaftstag ASEAN
- Jahreskonferenz German Water Partnership  
Malaysia's Potential in the Water Industry

2019

- VSM, German Shipyard Association - Hamburg  
Malaysia's Potential in the Maritime Industry
- IHK zu Ostwestfalen, Bielefeld  
Tagesseminar "Wachstumsmarkt Südostasien", Malaysia: Den Markteintritt erfolgreich planen; Vertriebsstrategien in Südostasien optimieren
- Die Bedeutung der Halal-Industrie am Beispiel Malaysia
- Intan Campus for Public Government Servants, Kuala Lumpur  
"Business Culture and Etiquette in German Organizations & Management Practices in German Business"



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

## Selection of Workshops & Seminars Market Entry & Intercultural

*"I liked the seminar! Mr. Brandt was very inspiring. I was able to classify some past situations better and for the future I will maybe do one or two things differently." -Participant's quote.*



*"It was very interesting, especially the insight into the culture and the background of why/how "Asian people" act and behave like they do. Now I understand how to behave and communicate with them. - Participant's quote*

*"It was interesting, that Mr. Brandt explained why you get no response on some matters and why you have to explain more in principle." - Participant's quote*



*"In Asia as 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*



- In house and headquarter seminars available upon request -

## Evening Shows on bestselling books

- 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
  - Taicang – China, Jiangsu Province  
China in Those Days
- 2010**
- IHK Hamburg & OAV  
China in Those Days
  - OAV – Ostasiatischer Verein Bremen  
China in Those Days
  - Asian Ceramic Society – Kuala Lumpur  
China in Those Days
  - AHK India Mumbai  
Asia in Those Days
- 2011**
- Eastern & Oriental Hotel – Penang  
Asia in Those Days: A Glimpse into the Past
  - Lübeck Kaufmannschaft – Germany  
China in Those Days: A Postcard from the Middle Kingdom
  - IHK Köln & Luther – Rotonda Business  
China in Those Days
  - IHK Magdeburg in Halle  
China in Those Days
  - Asia Society Hong Kong  
China in Those Days
  - German General Consulate – Shanghai  
China in Those Days
  - Asia Society Mumbai  
China in Those Days
- 2012**
- Saxon Porcelain – Dresden, Germany  
China in Those Days
  - German Ambassador's Residence – Kuala Lumpur  
China in Those Days
  - Dunedin Chinese Garden – New Zealand  
China in Those Days
  - Chinese Chamber & Sarawak Museum & Sarawak Heritage Society  
China in Those Days: A Postcard from the Middle Kingdom
  - China Society – Singapore  
China in Those Days



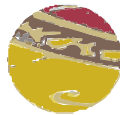
- 2013** • ERA Business Club – Kuala Lumpur  
China in Those Days
- 2014** • Malaysian Business Council, Danish Ambassador’s  
Residence  
China in Those Days
- 2015** • Arnstadtkristall, by LEG Thuringen  
China in Those Days
- 2016** • German Chamber, Tianjin & AMCHAM China, Beijing  
China in Those Days
  - Ulaanbaatar, Mongolia  
China in Those Days
  - Badan Warisan, Malaysian Heritage Association  
China in Those Days
  - Badan Warisan, Malaysian Heritage Association  
Asia in Those Days
- 2018** • Badan Warisan, Malaysian Heritage Association  
Asia in Those Days
  - Teahouse Seong Man & Peoples Ideas Culture  
China in Those Days
  - Jao Tim, Chinatown Kuala Lumpur  
China in Those Days
- 2019** • Internationale Deutsche-Chinesische Belt & Road  
Allianz (IDCA) – Stuttgart, Germany  
China in Those Days
  - Seawater Mediterranean Bar & Grill – Johor Bahru  
China in Those Days
  - Rotary Club – Kiel  
China in Those Days
  - Rotary Club – Hamburg Pinneburg, Rellinger Hof  
China in Those Days
  - Heimatmuseum Heiligenhafen  
China in Those Days
  - Seong Man Teahouse – Ipoh, Malaysia  
Asia in Those Days
  - Peranakan Museum – Penang, Malaysia  
China in Those Days

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



Penang Chief Minister  
receives the book





## Evening Shows on bestselling books



“

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!!!

- Quote by George Jose, Asia Society India Centre

“

I gave "China in Those Days" as a 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.

“ - Quote by a

German Expat married to a Chinese-Malaysian wife



German Ambassador Dr. Guenter Gruber explaining the book to Chinese Ambassador and world class badminton player Mr. Wong Chong Han

“

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 books' extensive postcard collection inspires, informs and draws readers on this astonishing journey of a time gone by. A must for every Middle Kingdom enthusiast.

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

