

## My vision for the Chamber in the next two years:

The recent Business Confidence Survey points out continuing confidence and even new opportunities in the China market, albeit coupled with a sense of “New Realism” reflecting a changed market environment, catalyzed by the pandemic but reflecting underlying trends, be they politics- or market-induced.

Given the increasing complexities, it requires more effort than before to take full advantage of the gigantic China market. Success does not come as a given - it takes an extra mile and sometimes even more than that.

For our members, this means realigning strategies to successfully cope with these new challenges, such as rearranging supply chains, localization of production, teaming up with local partners, and many more.

Within this framework, my vision for the role of the Chamber is to continue as a platform for systematic exchange, offering guiding principles and orientation to our members, and -more than ever- to:

- Build bridges and emphasize our common ground in times of elevated geopolitical challenges;
- Foster closer cooperation between German and Chinese corporates;
- Make our members' voices heard through intensified advocacy work toward the Chinese and German government authorities – teaming up with related Chambers where appropriate.

## Why I believe I am the right candidate:

With 20 years of international professional experience in Corporate Banking and additional seven years in Financial Advisory with KPMG, I can offer extensive Know-How on Financing, Financial Markets, and Financial Advisory for SMEs and multinational clients.

I am currently Chief Representative of Landesbank Baden-Württemberg in Shanghai, also coordinating our Representative Office and the German Centre in Beijing. As designated General Manager, I am particularly responsible for setting up the soon-to-come LBBW Shanghai Branch, which will have a fully-fledged banking license.

Together with my previous positions as General Manager and Joint Country CEO of Commerzbank in Beijing, the current Board Membership with the Chamber in Shanghai, and previous Board Membership in Beijing, I am aware of the complexities and challenges of the Chinese market. As such, I will channel the issues of our ‘Middlestand’-focused clients and our members to the Board.

## What motivates me for my daily work in these uncertain times:

Moving things forward and working with motivated people across cultures!



**Martin Broda**

### Company

LBBW Shanghai Representative Office / LBBW Shanghai Branch Preparatory Team

### Position

Chief Representative - Head of China / Head of Preparatory Team