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**Press release →**

**Change of managing director at LBBW subsidiary**

## **Maurice Lauber new Managing Director of the German Center Beijing**

**Maurice Lauber took over the management of the German Centre Beijing on April 1, 2024. The German Centre is an LBBW company that has been supporting German companies in China since 1999 with offices, advice and access to numerous important networks. Lauber has been working in China for more than 20 years, most recently as General Manager China of the JEB Group. He succeeds Jochen Tenhagen, who left the German Center in February 2024 to pursue new professional challenges.**

"We are delighted to have Maurice Lauber, a profound expert on the Chinese market and an experienced manager in China, as the new Managing Director of the German Center Beijing. In his many years of professional experience, he has dealt intensively with the needs of German companies in China and successfully advised them. He will thus further develop the work of the German Centre as a platform for companies expanding to and in China and provide it with the best possible support on its growth path," says Michael Maurer, Head of Global Trade and Export Finance at LBBW and Spokesman of the Management Board of German Centre GmbH.

Maurice Lauber began his professional career in 2005 as a senior analyst at the international real estate company Cushman&Wakefield after completing his master's degree in economics with a focus on real estate management at the Nürtingen University of Applied Sciences. In 2008, he moved to China to join the MATSU Group, a leading company for high-quality office furniture, where he became Director Sales & Marketing two years later. Since 2010, he has worked for the JEB Group, the market leader for high-performance acoustic system partitions and furniture solutions, most recently as General Manager for the China branch, which he helped to set up from the outset. Lauber speaks fluent Chinese and is well connected with local companies, institutions and authorities thanks to his many years of experience in the German-Chinese economy

### **German Center in Beijing supports the start and expansion in China**

With the German Center Beijing, LBBW supports medium-sized German companies in China. Around 70 companies currently have their China office on 16,000 square meters, use the conference areas and benefit from numerous consulting services, easy access to experts, institutions and business associations as well as direct exchange of experience. Numerous events round off the information on offer. The German Centre works closely with LBBW's locations in China - the branch office in Shanghai and the representative office in Beijing, which is itself located in the German Centre.

Since its foundation in 1999, more than 500 companies have used the German Center Beijing as a starting point for their activities in China. In addition to the German Center in Beijing, LBBW also operates German Centers in Singapore and Mexico City.

More information on the German Centre Beijing and the German Center network can be found at:

<http://www.germancentre.com>



Maurice Lauber  
Foto: LBBW

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