



Candidate running to serve on DCCC East Board of Directors

Name: Simon Lichtenberg

Company: Trayton Group

Position: CEO

Motivation:

Being an entrepreneur having built several businesses in China, being here over 30 years, I have a lot of experiences, made plenty of mistakes and have good successes. I have also seen other companies' mistakes and successes. I have learned a lot about China and have a lot of respect for what it takes to build sustainable business in China.

The Danish community and Danish businesses in China has always been part of my story and close to my heart – both through friends, collaborations and just co-interests. I have a lot to share and a lot to contribute – both directly in terms of getting things done in China, motivating teams and find solutions to multitude of problems. And also indirect through my big network in China – resources in government and experts and entrepreneurs in many fields, that can be inspiration, knowledge and learning for Danish companies' teams and leaders.

I have learned a lot from Danish companies and want to give back. And make a difference for European business in China. We all share the same interest for a prosperous China and thriving foreign investments in China.