

„International markets are not developed by chance, but through market insight, cultural intelligence, and operational excellence.“



International business development with measurable growth



End-to-end expertise across the entire value chain



Deep understanding of markets, cultures, and business practices



Kefu Shi
International Business & China-Germany Growth

Markets. Structures. Success.
**- Unlocking International Potential,
Building Bridges, Driving Growth.**

Expertise



International Business Development & Market Entry

– Systematically entering new markets and expanding them sustainably



German-Chinese Business Integration

– Connecting cultural, technical, and commercial interfaces



Procurement, Manufacturing & Supply Chain

– Creating efficient structures and sustainably optimizing costs



International Project Management (PMP)

– Managing complex projects reliably and delivering successful results



Sales & Business Development

– Identifying niches, acquiring customers, and scaling revenue potential



Technical Industrial Consulting

– Developing solutions for customized products and industrial systems

Curriculum Vitae – Kefu Shi

► Since 2018 **Hangzhou Welle Technology Co. Ltd.**

- Business Partner & Senior Manager

Overall responsibility for sales, production, procurement, and import/export activities for customized industrial components; significant revenue growth and optimization of sourcing and production processes.

► Since 2018 **Tesflow Testsysteme GmbH**

- China Representative

Development and execution of the China market entry strategy, expansion of the customer portfolio, cost optimization through local sourcing, and identification of new business opportunities for the European market.

► 2011 – 2017 **ThyssenKrupp AG, Bremen**

- International Project Manager

Led end-to-end project management across various projects to enhance customer satisfaction and profitability. Supported sales activities, cross-border coordination, and customer engagements, resulting in stronger customer recognition and improved communication efficiency.