



**DR. LI YANG**

*Ph.D Economics, focus:  
international cooperation*

*Business Consultant  
Intercultural Trainer  
Simultaneous Interpreter  
Translator  
Journalist*



## IN SHORT

Dr. Yang has more than twenty years of profound and broad background as a business consultant, intercultural trainer, simultaneous interpreter, translator and journalist in China business related corporate and governmental organizations.

She started her career as technical interpreter, chief interpreter and later as secretary and assistant to general manager at AMECO-Beijing. At that time in 1992 it was the biggest Sino-German Joint Venture between Lufthansa Group and Air China with 64 German expatriates and more than 5,000 Chinese employees.

In the beginning of this cooperation Li Yang was one of the few Chinese involved in all Joint Venture negotiations, setting up and maintaining governmental and public relations as well as handling daily operations. Nearly five years of working experience and competence in all relevant corporate business processes, including corporate excellence, process optimization, identity and integration, compliance, conflict management – plus full accountability for intercultural communications and training of interpreters, translators and bilingual secretaries.

Moving to Hamburg in 1996, she studied journalism, communication and American Studies at the University of Hamburg. 2005 Li Yang joined in a post-graduate program in Economics at New Castle University to specialize in the field of business development under intercultural influence. Focus on JV operations, M&A and international cooperation.

Li Yang renders several hundred consulting, training und interpretation hours per year for European Sino Joint Venture cooperations in Germany and China. She has assignments for the Hamburg Summit, diverse annual stockholders meetings of German based Chinese companies, conferences and business meetings. She has worked as lectures for the University of Hamburg and the SRH University Berlin since 2004.

From 2005 to 2007 Li Yang worked as the editor in Chief for the first Chinese Economics Magazine BeFront in Europe. Nowadays she contributes articles for several economical newspapers and magazines in Asia.

Li Yang has a Ph.D in Economics as well as a MBA at Beijing Normal University and a Diploma of Journalistic at Hamburg University. She is a key member of the Chinese Association for Science and Technology and acts as business development consultant for various provincial and city economics councils in China.

Li Yang spends half of her time in China on consulting management, training Chinese and European staff and researching for joint corporations. Her most outstanding advantage is translating between Chinese and English or German – vice versa.