

## CV

### Hans Gäng

Founder and Managing Director

### Company:

local global GmbH  
Marienstr. 5. 70178 Stuttgart, Germany,  
[www.localglobal.com](http://www.localglobal.com)  
gaeng@localglobal.de

**Birth date:** 31 March 1955



### Career:

After his studies of political science and economics in Munich and Berlin (Dipl.-Pol. FU Berlin) Hans Gäng successfully completed a classical journalistic education. He also worked as responsible director of DAA Stuttgart, an institute for professional education. After several years as spokesman for industrial firms, he founded the media network local global. Since 2000 he developed it, for the first 4 years in a joint venture with the renowned news agency vwd, since 2005 as owner. local global GmbH is now a media company providing print publications and online content related to foreign trade. Also the company is supporting Germany's most renowned trade show organizers as partner for conference projects. As editor-in-chief of business magazines Hans Gäng interviewed numerous CEO's of manufacturing companies. He is also member of the Committee for Foreign Trade of the Stuttgart Chamber of Commerce (IHK) the jury of the Global Connect Award, which honors the most successful concepts of corporate internationalization.

### Languages:

German, English, French, Italian, Turkish (reading only: Spanish, Portuguese)

### Projects, initiatives, experiences in the field of foreign trade

#### 1998-2020

Hannover Messe concept and organization of program, lectures in the conference Global Business & Markets, co-operations with numerous Trade and Investment Promotion agencies worldwide

#### 2005 - 2019

Partner Countries of Hannover Messe (France, Italy, The Netherlands, Poland, Turkey, Russia, India): developing media, conferences, marketing strategies for national pavillons, SME)

#### 2009 - 2016

CeBIT, Hannover concept, organization and program of CeBIT international Business Area, focussing on cross-border-cooperation in the ICT sector, concept for "1,2, 3 Germany" market entry seminars

#### 2008 - 2018

GlobalConnect Stuttgart, media partnership with the event and organizing exhibitor conferences,

#### 2010-2020

edubiz: Initiative and media platform to connect CEE SME's universities, start-up's and talents with German industry - since 2020 in co-operation with Steinbeis SIBE

## **Publications as author and publisher**

- Global Business Magazine, Publisher and Editor-in-Chief, since 2006
- Business Baden-Württemberg, new in bw: Publisher and Editor - Magazine for international
- Autoworld Germany: Publisher and Editor in Chief - Magazine on German automotive sector
- Exhibition Guides for AUMA, UFI in CEE, China, Latin America - Publisher , Editor in Chief
- Success In Foreign Trade (Guide for SME)
- Gäng, Zywietz, Leiste: Krise, welche Krise? (Crisis, which crisis? Book publication, 2010), 2016
- Gäng, Lau, Zywietz: Globalisierung zwischen Krise und Boom (Globalisation between crisis and boom, book publication, 2010)

## **Topics of lectures and panels at Conferences**

### **Internationalization**

- Recent economic developments, Germany's position in world economy, "welfare state"
- The role of SME, Hidden Champions "The export nation".
- Internationalization as a main driver of innovation, competitiveness
- Germany - mastering the Covid 19 crisis?

### **Sector overview/business opportunities:**

- Manufacturing industries: Automotive, machinery, electrical, medical devices
- Industrie 4.0: Digitization as major economic challenge of Germany
- Start-ups, Universities: The new "war for talents"
- Cluster development, regional and sectoral industrial policies

### **Germany - a global economy**

- Germany as a business location - general information - macroeconomic situation
- Germany as leading economy in EU: Trade relations, Foreign direct investments
- German companies as employers, technology partners worldwide
- The role of family business "Mittelstand" in Germany, business culture, worldwide

### **EU, CEE**

- Recent economic developments after Corona
- The role of cross-border value chains
- Brain drain - the great challenge of East and South Europe
- Digitalization: The digital challenges and resources of Europe

### **China**

- Mastering Corona: Recent economic developments
- infrastructure, sector development, trade policy - the driving force of state
- FDI; supply chain, IP - challenges for foreign investors
- Smart manufacturing, AI - the Digital giants
- East Asia's economic integration