


PERSONAL INFORMATION

Prof. Dr. Andreas Stoffers



 30A/32 To Ngoc Van Str., Tay Ho, Hanoi / Vietnam

 +84 - 9 – 1272 9340

 andreas.stoffers@freiheit.org

 www.freiheit.org

 www.linkedin.com, www.xing.com

Sex Male | Date of birth 24/09/1966 | Nationality German

SUMMARY OF QUALIFICATIONS

Result-driven Executive and General Manager with an exemplary record of developing and implementing strategic transformation initiatives. Decision-maker with a hands-on attitude in business combined with cross-cultural knowledge, profound academic background and deep understanding of Southeast Asia. Special senior management competence in business development, banking, consulting, networking and PR activities as Deutsche Bank Vietnam Executive Committee Member. Well-connected in SEA's business community as former Vice Chairman EuroCham Vietnam. Professor of International Management with research focus on ASEAN, Vietnam. Commercial Judge at Munich District Court (focus: IPR) and Entrepreneur. Military background as Army Officer (LtColonel). Now *Friedrich-Naumann-Foundation for Freedom, Country Director Vietnam*.

MAIN SUCCESSES

- Andreas has established a profitable business network in Germany and Southeast Asia for a MNC, combining both, leadership excellence and well-developed communication skills for influencing all stakeholders.
- Andreas has reached all his business development targets at Deutsche Bank AG with a 2 digit million € impact on revenues.
- Andreas has achieved as professor academic excellence in the area of international management (ASEAN).

WORK EXPERIENCE

9 / 2019 to present

Friedrich-Naumann-Foundation for Freedom www.freiheit.org

Country Director Vietnam, Hanoi / Vietnam

- Country Head
- Responsible for a team of project manager promoting economic freedom
- Successful cooperation with the Vietnamese authorities, think tanks, Universities and the national and international business community
- Speaker at various business events, expert on management and economic development

Business or sector: NGO

10 / 2014 to present

International University of Applied Sciences SDI Munich www.sdi-muenchen.de

Professor of Business Administration, Munich / Germany

- Research and teaching in the areas of International Management, Economics, Marketing, Sales, Banking and HR
- Publications, trainings and lectures related to ASEAN and EU-ASEAN relations
- Visiting Professor at University of Malaya / Kuala Lumpur and Vietnamese German University / Ho-Chi-Minh-City
- Staff officer and lecturer (LtColonel, res.) at Bundeswehr Command and Staff College, Hamburg

Business or sector: Education

07 / 2014 to 08 / 2019 **ASEAN Business Partners GmbH** www.asean-bp.com

Partner, Erding / Germany

- Management consulting for investors to ASEAN
- Special focus: Vietnam, Thailand and Malaysia
- Commercial Judge at Munich District Court, special focus IPR
- Chapter Initiator German Malaysian Business Round Table www.gmrt.de

Business or sector: Consulting, Business Development, Government

05 / 1996 to 06 / 2014 **Deutsche Bank AG** www.deutsche-bank.de

09 / 2014 to 06 / 2014

Project Leader Global Business Development, Head Office Frankfurt / Germany

- Leader of a strategic **bank transformation project** (international)
- Fostering Deutsche Bank's reputation by means of publications and speeches in the areas of: Business Development and Cross-Cultural Management in South- East Asia

09 / 2009 to 08 / 2012

Board Member Deutsche Bank, Head Business Development Vietnam

- **Budget, P&L and personnel responsibility** with direct reporting line to the Senior Management
- **2-digit million annual revenues** by focussing on Corporate & Investment Banking after detailed market intelligence in Vietnam
- **Reaching benchmarks** in the market for the local partner bank (Habubank) in the areas of Risk Management, Treasury, Private Banking and Sales by organising, coordinating and supervising Deutsche Bank's first class consultancy services
- **Creating profitable business contacts** as well as representing the Bank's interests by successful networking and **Board Membership** of the German Business Association Vietnam (**GBA**) and European Chamber of Commerce Vietnam (**EuroCham**, Vice Chairman)
- Developing and improving Deutsche Bank Vietnam's **Corporate Branding** through business events, TV talk-shows, publications in print media and briefings at minister/CEO level as well as heading business delegations, e.g. to the EU-ASEAN summit 2012 in Cambodia
- Significant **gain of reputation** for Deutsche Bank through
 - *Corporate Social Responsibility activities*
 - *Editing a book on Thai-German (economic) relations, state-funded by the ~~USA~~ German Foreign Office*
 - *Appointment as official adviser for the Vietnamese Government on the occasion of the initiation and publication of Vietnam Investment Guide 2012*

03 / 2008 to 08 / 2009

Project Leader Retail Banking, Head Office Frankfurt / Germany

- Leader of six (in matrix 50) project managers with budget and P&L responsibility and direct reporting line to the Bank's senior management
- **Significant impact on the Bank's strategy and its revenues** by initiating, developing and implementing the strategic project "Activation of Dormant Clients" Representing Deutsche Bank as a speaker at international conferences as part of the Bank's PR activities, underlining Deutsche Bank's **first mover status in the industry**

02 / 2006 to 02 / 2008

Head Retail Banking, Regensburg Branch / Germany

- Leader of 24 client advisors with P&L responsibility for a portfolio of 20,000 clients (sales focus: financial consultancy, insurances, investments, loans)
- Regular **achievement of increased sales targets** combined with high staff retention

04 / 1996 to 01 / 2006

Various positions and leadership roles at Deutsche Bank Munich / Germany

- 2004-2006 Department Head Client Service and Advisory (Munich, Promenadeplatz Branch) **Meeting the sales targets** combined with high staff retention
- 2001-2004 Customer Relationship Manager **Implementation of CRM in Bavaria, setting the benchmark nationwide**
- 2000-2001 Cost Containment Manager **Meeting all of the cost cutting targets, highest target achievement in Germany**
- 1998-2000 Quality Manager **Initiation of efficient complaint management** in Bavaria
- 1996-1998 Special Advisor for Estates **Preventing of assets outflow by creating high advisory standards** **Significant gain of reputation for the Bank through**
- *Authorship of a book dealing with the Thai-German economic relations, published on behalf of the German-Thai Chamber of Commerce*
- *Various publications on Thailand in professional journals*

Business or sector: Banking

1985 to 1995 **German Armed Forces** www.bundeswehr.de

Army Officer, Combat Engineer Corps, Lieutenant Colonel

- Platoon Leader, Deputy Company Commander, last active roles:
- 1995 Trainee for the Federal Labour Office of Germany
- 1992-1994 Assistant Professor at the University of the German Armed Forces Munich, Faculty for Social Sciences: educating studying officers; own research in the area of international relations (South-East Asia)

Business or sector: Government, Defence

EDUCATION AND TRAINING

06 / 1992 to 4 / 1996

University of the German Armed Forces

Ph.D.

- Subject of doctoral thesis: The relations between Thailand and Germany

10 / 1988 to 3 / 1992

University of the German Armed Forces

M.A.

- Economics, Business Administration, History, International Relations (Asia)

PERSONAL SKILLS

Mother tongue

German

Other Languages

English (C1, Cambridge Certificate of Proficiency)

Vietnamese (B2, Hanoi University, Grade B)

French (A2, DELF 1er Degrée)

Thai (A1)

Book Publications since 2012
(extract)

- Andreas Stoffers, Pham Quang Long (Ed.): The Rising Dragon – Successful in Vietnam: A Cross-Cultural Management Guide (Der aufsteigende Drache – Erfolgreich in Vietnam: Ein interkultureller Managementguide), Springer, Heidelberg 2021. <https://link.springer.com/book/10.1007/978-3-658-34239-5>.
- Stoffers, Andreas; Doan, Thanh Huyen: Central Bank Digital Currency: Economic and Legal Aspects – a Vision for Vietnam, in: Vietnam Law & Legal Forum, Vol, 29, No. 324-325, August & September 2021. Hanoi 2021. <https://vietnamlawmagazine.vn/tax-related-investment-arbitration-a-critical-view-from-a-developing-countrys-perspective-27534.html>.
- Andreas Stoffers, Nguyen Anh Thu (Ed): German-Vietnamese Relations, Global Integration and Sustainability, Hanoi 2020.
- Andreas Stoffers, Nguyen Anh Thu (Ed): German-Vietnamese Relations on the Background of EU-ASEAN Integration, Hanoi 2015.
- Andreas Stoffers: Thailand and Germany: Business – Politics - Culture (Deutschland: Wirtschaft – Politik – Kultur), Springer, Heidelberg 2014.
- Andreas Stoffers: Vietnam; in: German Asia Pacific Business Association OAV (Ed.), Business Manual Asia-Pacific 2013-2022, Hamburg 2013-2021.
- Andreas Stoffers (text), Förg, Klaus G. (photos, Ed.): Thailand, Rosenheim 2013.
- Andreas Stoffers.(Ed.): Sawasdee – 150 Years of German-Thai Friendship, Rosenheim 2012.
- Ministry for Foreign Affairs of Vietnam (Ed.): Vietnam Investment Guide 2012, Hanoi 2011. (official advisor: Andreas Stoffers)
- *...and various articles in national and international media*

Lectures and Keynotes at
Conferences since 10/2020

- Stoffers, Andreas: Lecture's topic "Practical Ideas to Transform EVFTA and EVIPA into a Success Story", Deutsch-Vietnamesische Lawyer Association DVJV, Lahr und Hanoi, 13.11.2020.
- Stoffers, Andreas: Lecture's topic "Intercultural management: Doing Business in ASEAN", University of Malaya, Asia Europe Institute, Kuala Lumpur and Hanoi 24.11.2020.
- Stoffers, Andreas: Lecture's topic "German-Vietnamese Relations", Conference Vietnam German Forum, University of Economics and Business and FNF – Hanoi, 12.11.2021.
- Stoffers, Andreas: Lecture's topic "Economic Outlook Vietnam", Business Executives Network Vietnam, Hanoi, 10.12.2020.
- Stoffers, Andreas: Lecture's topic "Outlook Vietnam", Foreign Trade University, Quang Ninh City, 11.1.2021.
- Stoffers, Andreas: Moderation and Lecture's topic "EVFTA Lighthouses", Conference Light House Project, FNF, Ho Chi Minh City, 5.-7.4.2021.
- Stoffers, Andreas: Lecture's topic "Multicultural Leadership", ABG Institute, Hanoi 26.6.2021.
- Stoffers, Andreas: Lecture's topic "Liberal Economic Policy in Vietnam", International Coalition Meeting, Washington D.C., 1.7.2021.
- Stoffers, Andreas: Lecture's topic "Vietnam Business Outlook", Business Executives Network Vietnam, Hanoi, 31.8.2021.
- Stoffers, Andreas: Moderation and Lecture's topic "Labour Market in Germany, EU", Hanoi, Bangkok, Seoul, Tokio, Kuala Lumpur, 04., 05., 11. And 12.10.2021.
- Stoffers, Andreas: "Vietnam" International Conference - AsiaBerlin Summit 2021 - Senate Department for Economics, Energy and Public Enterprises, Asia Berlin Forum e.V. - Berlin, 08.10.2021.
- Stoffers, Andreas: Lecture's topic "Central Bank Digital Currency – Challenges for Vietnam", International Conference - AsiaBerlin Summit 2021 - Senate Department for Economics, Energy and Public Enterprises, Asia Berlin Forum e.V. - Berlin, 8.10.2021.
- Stoffers Andreas: Lecture's topic "Vietnam - Liberale Wirtschaftspolitik anstelle von Keynesianismus?", Liberaler Mittelstand LI, Hanoi, 30.4.2021.
- Stoffers, Andreas: Lecture's topic "Deutschland und Südostasien - einige Schlaglichter", HSH Bremen, Hanoi, 29.5.2021.
- Stoffers, Andreas: Lecture's topic "Challenges in Implementing Consumer Protection Regulations in the Banking Industry – Risk Adequacy and Practical Feasibility", Sparkassen-Foundation, Hanoi, 9.8.2021.
- Stoffers, Andreas: Lecture's topic: "Repositioning of Vietnam after the Crisis - the Role of FTA and a Liberal Investment Policy", Binh Duong FDI Promotion 2021 - Investment Opportunities in the „New Normal“, WTO Center, Binh Duong, 9.12.2021.

Participation at Conferences since 10/2020

- Stoffers, Andreas (Opening speech=E): Business Challenges, VNU University of Economics & Business - FNF, Hanoi 16.-17.10.2020
- Stoffers, Andreas (E): Training workshop for disadvantaged women – CFSCD, FNF, Hanoi, 24.10.2021.
- Stoffers, Andreas (E): Investment Conference, FNF & PACCOM, Thai Nguyen City, 30.10.2021.
- Stoffers, Andreas (E): Business Challenges, Closing event, VNU University of Economics & Business - FNF, Hanoi, 14.11.2020.
- Stoffers, Andreas (E): Business Challenges, opening event, VNU University of Economics & Business - FNF, Hanoi, 2.4.2021.
- Stoffers, Andreas: Webtalk Wonderwomen, Bangkok, Hanoi 13.5.2021.
- Stoffers, Andreas (E): Workshop: CSR – Impact upon Cooperatives and Companies in Vietnam , IES, Hanoi 13.5.2021.
- Stoffers, Andreas (E): Business Challenges , VNU University of Economics & Business, FNF, Hanoi, 2.4.2021.
- Stoffers, Andreas: Conference on supply chain in Vietnam, VASS, Hanoi, 28.5.2021.
- Stoffers, Andreas (E): Consultation Workshop in Household Business – BIDV, VEPR, FNF, Hanoi, 6.7.2021,
- Stoffers, Andreas (E): Conference on PAPI – PCI Index, ISEDS Bac Ninh, Bac Ninh City, 10.7.2021.
- Stoffers, Andreas (E): International Conference - Global FDI and Responses of FDI Enterprises in Vietnam in the New Context - VNU University of Economics & Business, Hai Phong University, Thuongmai University and the Hai Phong Economic Zone Authority - Hanoi & Hai Phong City, 8.10.1021
- Stoffers, Andreas: Business Challenges 2021 Finale - VNU University of Economics & Business - Hanoi 17.10.2021.
- Stoffers, Andreas: Workshop - Vietnam Productivity Report 2020 - Motivation Technology and Innovation – Foreign Trade University and Institute for Productivity of Vietnam – Hanoi, 22.10.2021.
- Stoffers, Andreas (E): The 9th International Conference on Emerging Challenges: Business Transformation and Circular Economy (ICECH2021) - Hanoi University of Science and Technology – School of Economics and Management, VNU University of Economics and Business, National Economics University – Faculty of Business and Management, The University of Danang – University of Economics, University of Economics Ho Chi Minh City, Vietnam National University – International School, Foreign Trade University, University of Hertfordshire (UK), AVSE Global (France) and PPM School of Management (Indonesia) – Hanoi, 6.10.2021.
- Stoffers, Andreas (E): THE 7th SUD ANNUAL INTERNATIONAL CONFERENCE - FUTURE CITIES from chaotic to strategic in connected systems, Vietnamese-German University VGU, Binh Duong, 9.12.2021.
- Stoffers, Andreas (E): Promoting trade between Vietnam and Germany through the EVFTA, WTO Center of VCCI, Hanoi 14.12.2021.

Lectures (in total ca. 2.460 units à 45 minutes):**1. International University SDI, Munich/Germany (since 2014)**

- Business Administration 1 (BA): ca. 130 units (one unit = 45 Minuten)
- Business Administration 2 (BA): 130 Units
- Economics (BA): 130 Units
- International Management (BA): 60 units
- International Management (MA): 60 units
- HR Management (BA) 130 units
- HR Management, international (BA): 30 units
- HR Development (BA): 120 units
- Sales (BA): 30 units
- Entrepreneurship (BA): 120 units
- Entrepreneurship (MA): 120 units
- Project Management (BA): 120 units
- Project Management (MA): 120 units
- Information in Business 1 (BA): 90 units
- Information in Business 2 (BA): 60 units
- International Trade Relations (BA): 90 units
- European Union (BA): 90 units
- Business and Economics für Interpreters (MA): 90 units
- Organisational Behaviour (MA): 60 units

- Qualitative Research Methods (MA): 60 units
- Quantitative Research Methods and Statistics (BA): 60 units
- International Business Communication and PR (MA): 130 units
- 2. Asia-Europe-Institute, University of Malaya, Kuala Lumpur/Malaysia (since 2017)**
 - European Economic Integration (MA): 50 units
- 3. Vietnamesisch-Deutsche University VGU, Ho-Chi-Minh-City/Vietnam (since 2017)**
 - International Marketing (BA): 250 units
- 4. Mykolas Romeris University, Vilnius/Lithuania (since 2017)**
 - Business Communication (BA): 20 units
 - Asia Infrastructure Investment Bank AIIB (BA): 20 units
- 5. Hochschule Fresenius, München (2014)**
 - Retail Banking Strategien (BA): 60 units
 - International Management (BA): 30 units