

**Jürgen Kracht**  
**Managing Director**  
**Fiducia Management Consultants**

Advisor and Speaker on China Business



**Professional Experience – China strategy and operations**

- Mr. Kracht has over 30 years of experience in China trade and investment
- highly regarded both in Asia and internationally for his valuable depth of experience and insights into the reality of doing business in China, comprehensive know-how and in-depth practical experience
- he oversees a client business across Greater China which now has offices and a staff of 100 in Hong Kong, Beijing, Shanghai and Shenzhen offering expertise in the area of market intelligence, strategy development and realization, mergers and acquisitions, corporate services, human resources services, and accounting and controlling

**Sample assignments**

- he is a regular speaker at conferences in Asia, including Economist Conferences providing an insider's perspective into evaluating China
- he is frequently asked to make special presentations to board members or to senior management groups both in Asia and in Europe / North America
- topics for presentations or briefings are typically on market entry strategies for China, establishing marketing and distribution organizations in China, controlling a China business, making joint-ventures work, strategies for finding and acquiring companies in China, the top day-to-day challenges of doing business in China, challenges of recruiting and retaining staff in China
- he has executed briefing assignments for major international companies

**Jürgen Kracht - Personal information**

- Founder and Managing Director of Fiducia based in Hong Kong having founded the firm in 1982
- Board Member of the Hong Kong Management Consultancy Association
- previously Finance Director with a consumer electronics group of companies in Hong Kong
- 1970-80 with trading company, Jebesen & Co, in Hong Kong international trade and finance
- had earlier worked for five years with German industrial corporations in various commercial fields
- he holds a Betriebswirt (MBA degree) from the Bremen School of International Business Management