



VBU Partner Shanghai

→ Dirk Mueller

MBA
Dipl.-Pol. (International Relations)

mueller.dirk@vbu-berater.de

Mobil (CN): +86 13391117352

Room 101, No.2, Sub-Lane 55,
Lane 1302, Changning Road,
200051 Shanghai, PR CHINA

上海市长宁区长宁路1302弄55支弄2号101室

www.incorepro.com



Dirk Mueller
迪尔克 穆勒



WeChat

→ Onsite Support* (Shanghai / China)

** Partner Network (SH / CN)*

- Market Screening
- Location-Analysis China
- Industrial Parks
- Development-Zones
- Market Entry Regulations
- Events & Delegations
- Project Management
- Interim Management

→ Consulting – Focus China

- Strategy
- Strategic Marketing
- Trend-Radar China
- PESTEL-Analysis
- SWOT-Analysis
- Fuzzy Front-End Innovation
- Intercultural Competence

→ VBU Academy (Webinar / Seminar / WS)

- China-Update
- Mega-Trends China
- Digital China
- Sunzi-Strategy
- CSR in China
- Intercultural Competence China
- Marketing & Strategy basics
- Tools: PESTEL- & SWOT-Analysis