



ChinaKnowledge  
中国知悉

Shanghai  
上海

## → Dirk Müller

Dipl.-Pol. International Relations  
MBA International Business (APAC)

[mueller.dirk@vbu-berater.de](mailto:mueller.dirk@vbu-berater.de)

M (CN): +86 133 9111 7352

Room 101, No.2, Sub-lane 55, Lane  
1302, Changning Rd.  
200051 Shanghai, CHINA

上海市长宁区长宁路1302弄55支弄  
2号101室



Dirk Müller / 迪尔克 穆勒  
VBU Partner Shanghai



WeChat

## → Consulting - Focus China

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

## → Webinar / Seminar / Workshops

Transnational Webinars, Seminars and Workshops provided by VBU Academy and ChinaKnowledge Shanghai:

- China-Update
- Digitalization
- Mega-Trends China
- Intercultural Competence
- Corporate Social Responsibility

## → Onsite Support (Shanghai / China)

- Partner Network
- Market Screening
- Representation
- Industrial Parks
- Development Zones
- Market Entry Regulations
- Events & Delegation Trips
- Project- & Interim-Management