

## Dr. Gunter Denk - Expert Profile and List of Publications



Entrepreneur and Lawyer Dr. Gunter Denk gained over 25 years of experience as a manager and co-owner of an internationally active manufacturing company and most ultimately as a board member of a Chinese company listed in Hong Kong with over 11,000 employees.

Denk is the much-cited author of the highly regarded reference books "Asia for SMEs - Strategies not Illusions", "Asia for Professionals" and numerous expert publications. He is an internationally renowned speaker on Asian Business and Culture.

In 2004, Denk decided to dedicate his operational and legal experience at the service of Western companies when they globalized into Asia. He initially set up industrial consultancies in Hong Kong, Bangkok, and Germany, under whose umbrella he brought together hands-on marketing and technical experts from various industries to serve the clients.

As SANET ASEAN ADVISORS, the group has since focused on ASEAN countries. Today, the Sanet Group includes not only the core business of management consulting, but also the law firm Sanet Legal Ltd., the intercultural recruiting specialists of CREATING CAREERS and the sales and technical services company Sanet Trade & Services. In this field, the group provides technical and sales services, which are now used by more than 20 renowned companies as a contractual entry into the Thai market.

### I. Publications and press releases of Gunter Denk

ASEAN PULSE	"Thailand under COVID - end or new beginning of a success story for exporters?" Bangkok, January 2021
OPEN PR	"Potential analysis as the basis of entering new markets." Bangkok, September 2020
ASEAN PULSE	"The new hedging strategy for Asian investments" Bangkok, March 2020

LEGAL PULSES	<p>“Entrepreneurial approach to legal advice - German law firms need to rethink their approach. Bangkok, July 2019</p>
ASIA BRIDGE	<p>“Construction Tendering in Thailand.” Tips for Investors. June 2018</p>
ASIA BRIDGE	<p>"Cheap is not everything." A comparison of the labour market between China and ASEAN. October, 2016</p>
ASEAN INTERN	<p>“SALES MANAGEMENT AND RESTRUCTURING: ASEAN” How to sell successfully on the world’s biggest growth market – Southeast Asia November 2015</p>
ASEAN INTERN	<p>“ASEAN Sales: Central Leadership and Local Presence” September 2015</p>
ASEAN INTERN	<p>‘The business unit` as a low-cost entry into the ASEAN markets. Description of how to establish a presence in Thailand, Vietnam or Indonesia. February 23<sup>rd</sup>, 2015</p>
ASEAN INTERN	<p>“Thailand – the Hong Kong of Southeast Asia?” The Board of Investment (BOI) lowered the general corporate tax. April 21<sup>st</sup>, 2015</p>
ASIA BRIDGE	<p>"A city is growing beyond itself." New investments in major infrastructure projects are planned to expand and enrich Bangkok. April, 2015</p>
Nachrichten für Außenhandel	<p>„Custom Laws: Local Content as the Key to ASEAN Free Trade Paradise“ 7. Oktober 2013</p>
ASIA BRIDGE	<p>„Local Content – The Key To The Customs Union“ Description of the requirements for duty free trade within the Asian markets October, 2013</p>
DIE WELT	<p>„It saves time and costs“ Interview of „Die Welt“-Author <i>Pauline Krebs</i> with German Asia consultant <i>Dr. Gunter Denk</i> on investments of the German Mittelstand in Asia. April 11<sup>th</sup>, 2013</p>

DIE WELT	<p><i>„The Mittelstand eyes Global Markets“</i>  DIE WELT-Author Michael Posch writes with references to Sanet-Consultant Gunter Denk and the BVMW about the importance of Asia for the German Mittelstand.  April 4<sup>th</sup>, 2013</p>
Markt & Mittelstand	<p><i>„ASEAN as a Manufacturing Base“</i>  <i>Supporting Outline for Stefanie Senfter</i>  February, 2013</p>
Asia Bridge	<p><i>„Spreading Risks in a United Market“</i>  On Location Strategies for ASEAN and China  February, 2013</p>
Markt & Mittelstand	<p><i>„Utilizing Market Potentials in the ASEAN countries“</i>  Interview in the online edition of the FAZ News Group (Business Magazine)  January, 2013</p>
DAW Newsletter	<p><i>„Thank you, Dr. Surin Pitsuwan!“</i>  Report from Dr. Gunter Denk, ASEAN-Coordinator of the German-Asian Business Forum on the ending term of the ASEAN General Secretary,  January, 2013</p>
ASEAN+China NEWS	<p><i>“The new Hedging-Strategy for the internationalization in Asia“</i>  December, 2012</p>
Thaizeit	<p><i>„CAFTA: The Cards are being reshuffled“</i>  November, 2012</p>
Asia Bridge	<p><i>„China versus ASEAN“</i>  Press report in the Asia Bridge business magazine  February, 2012</p>
Markt & Mittelstand	<p><i>„How to find the right Partner in Asia“</i>  October, 2011</p>
Markt & Mittelstand	<p><i>„How to find employees in Asia“</i>  Interview in the business magazine of the FAZ-Group  August, 2011</p>

Asia Bridge	<i>“More Pros than Cons”</i> Thailand Special September, 2011
Asia Bridge	<i>„High Tech Paves the Way for Subsidies“</i> Asia Bridge Interview June, 2011
Handelsblatt Online:	<i>„How to Behave in Asia“</i> Handelsblatt Online, Main Topic: Asia April, 2011
Handelsblatt Online:	<i>„Asians can’t be paid by hopes“</i> Handelsblatt Advisor April, 2011
Handelsblatt Online:	<i>„Cheap buying turns out expensive“</i> Procurement Concepts for Asia April, 2011
Handelsblatt Online:	<i>„How Mittelstand companies succeed in Asia“</i> Expanding Business to Asia April, 2011
ASIA BRIDGE	<i>„China’s influence on Southeast Asia via the program of the Greater Mekong Subdistrict (GMS)“</i> Bruesseler/Denk, March 2011
REFERENCE BOOK	<i>„Asia for Professionals – Strategies for Global Mid-Sized Companies“</i> HANSER, Munich Mach, 2011
DAW-News (Asia Bridge):	<i>„Does ASEAN Have a Future?“</i> Asia News Bruesseler/Denk, February 2011
Asia Bridge:	<i>„Power Play: Thailand vs. Vietnam“</i> May, 2010
IHK-Wiesbaden:	<i>„A Journey to New Suppliers“-</i> Tips and Recommendations about sourcing in Asia; Chamber Magazine, May 2010

ASIA BRIDGE	<p>„More Commitment Please!“- On investments of German companies in Southeast Asia. December 2009</p>
Hessische Wirtschaft	<p>„A Journey to New Suppliers“ - Recommendations for searching suppliers in Asia December 2009/January 2010 -Edition</p>
ASIA BRIDGE	<p>„How to build up good Relationships!“ (Auf gute Beziehungen!) Sales- and marketing concepts for Asia October 2009</p>
ASIA BRIDGE	<p>„One Vision, One Identity Vision, One Community“ On the opportunities of the new ASEAN-charter Frankfurt, Edition 2/2009</p>
DAW Magazine	<p>„The Lemmings are confused“, „On Corruption and the German Nature“, and „Forecasts“ News of the German Asian Business Forum</p>
ASIA BRIDGE	<p>„Industriepark oder grüne Wiese – Kriterien der Standortwahl in Thailand“ Asia Vision Verlag Frankfurt, June 2009</p>
Sanet Press-Release	<p>„Kriege um fossile Energien sind altmodisch“ Denk/Kramolisch, 2008</p>
Rheinischer Merkur	<p>„Beware corrupt civil servants“ About risks for German Investors in Far East, 2007</p>
REFERENCE BOOK	<p>„Asia for SME – Strategies without Illusions“ 374 Pages, OLZOG Munich, 2007</p>

## II. Selected Keynote Speeches and Panel Discussions featuring Gunter Denk

Thai Board of Investment (BOI)	“Investment Opportunities in the Smart Cities in Thailand – Ease of doing business and how to start business in Thailand.” Moderation and Keynote The Thai-Austrian Business Forum February 28, 2023
Thai Board of Investment (BOI)	“How to do business in Thailand in Medical Sector.” French-British Webinar “Opportunities in Thailand’s Medical Sector”. June 29, 2022
Thai Board of Investment (BOI)	“Strategic Partnerships in the Medical Technology Industry” Moderation des Thai-Polish Business Forum 2022 May 11, 2022
BW-I	Digital delegation trip automotive supplier of Baden-Württemberg International "Business culture and customer negotiations in Thailand" Online lecture Bangkok and Stuttgart, October 2020
BMWi	Digital Delegation Trip Medical Technology to Thailand. "Medical Distribution - Legal Requirements in Thailand" Online lecture Cologne/Bangkok May 2020
BMWi	“Market entry into the Thai security market” BMWi Seminar “Civil Security Technology and Services” Hamburg, October 2019
Rotary Club Bangkok DACH	„The AEC in Theory and practice – an Economic Union or just a political show?” Bangkok, 16. Mai 2018
Kreishandwerkerschaft Nienburg	„How China Thinks“ Business Culture, Economy and its Impact on Europe Nienburg Weser, 8. Januar 2016
German Centre Singapore	How to expand sales presence from Singapore Headquarter through a legal sales representation in Thailand or Vietnam for reasonable cost Singapore, December 3 <sup>rd</sup> , 2015
ASEAN Automotive Supplier Conference	The Macro Economic Conditions of the ASEAN Common Market – Production Hub for Asia Stuttgart, November 24 2015

Wirtschaftsrat Fulda	“Economic Region AEC – an Alternative to China“, Fulda, April 20 <sup>th</sup> , 2015
Bayern goes ASEAN	With „ <i>BAYERN goes ASEAN</i> “ the Thai European Business Association (TEBA) and Sanet Industrial Consultants from Southeast Asia offer from the 16 <sup>th</sup> until the 18 <sup>th</sup> of September 2014 in the Atrium Park Hotel in Regensburg intensive information about key industries, market entry and investment opportunities in Thailand, Malaysia, Indonesia, Vietnam and Myanmar. September, 2014
Hyatt Bangkok	Asia Meeting of SRTS Europe GmbH „ <i>AEC – coming up to a powerful Economic Union</i> “ Key Note Speech on October 31 <sup>st</sup> , 2013 about chances for logistic services through ATIGA, ACFTA and AEC
Joint Chambers Laos	Seminar and Panel Discussion AMCHAM, ANZBA und eccil „ <i>AEC and its practical Implications on doing business in ASEAN</i> “ Vientiane October 14 <sup>th</sup> , 2013.
AMK Köln	Working Group Modern Kitchen „ <i>ASEAN – Ten Boutique Countries on their Way to Economic Power!</i> “ Key Note Presentation of the Southeast Asian conference of the Working Group Modern Kitchen on June 20 <sup>th</sup> , 2013
IHK Chemnitz	Workshop of IHK Chemnitz – Regional Office Zwickau „ <i>ACFTA and AEC – Opportunities and Risks for German Mid-Sized Companies in Asian Markets</i> “ Zwickau, April 30 <sup>th</sup> , 2013
IHK Fulda	Seminar on Asia of IHK Fulda „ <i>Asia of the Regions – China and the Little Tigers - The Right Strategy for Asia</i> “ Fulda, April 23 <sup>rd</sup> , 2013
Bangkok Entrepreneurs	Networking Event of Bangkok Entrepreneurs „ <i>ASEAN Economic Community – A Vision becomes True</i> “ Bangkok, February 18 <sup>th</sup> , 2013
GIZ Laos	Seminar of GIZ Laos for Ministry Officials and Chambers of Commerce „ <i>Implications, opportunities and risks of the ASEAN Community for Lao enterprises</i> “. Vientiane, December 6 <sup>th</sup> – 7 <sup>th</sup> , 2012
German Asian Business Circle (DAW)	„ <i>A New Hedging-Strategy for Investments in Asia</i> “ October, 2012

Markt & Mittelstand	Webinar of Frankfurter Allgemeinen Zeitungsgruppe „Markets for the Mittelstand – The Right Way to Asia“ September, 2012
China-Forum Bayern	Breakfast-Club in Trades Club Munich "The Market of 2 Billion – China meets ASEAN" September, 2012
VOLZ – Group	Management Training „Asia of the Regions“ – Business Culture and Market Structures February, 2012
Rösler Oberflächentechnik	In-House Intercultural Training „Cultural Intelligence – The Foundation of Business Success in Asia“ October, 2011
Knorr-Bremse	KB-Lectures; Expert Dialogue „An Oak in a Bamboo Forest - Cultural Intelligence as a Path to Success in China“ October, 2011
Bundesverband Mittel- Ständische Wirtschaft (VMW)	C’M’S Law Office Frankfurt „The Global Mittelstand – Exports are Outdated. Today Presence is Crucial“ January, 2011
Volksbank Central Hesse	Day of Foreign Trade "Business Risks in Asia – Strategy Development" Gießen, 2009
IHK Verbund Mitteldeutsch- Land	Central German Export Conference „The Seven Deadly Sins in Developing a Strategy for Asia.“ Halle, 2009
DAW	„The Economical and Political Situation in Thailand“ Frankfurt, 2009
DAW East Germany	Fireside Chat „ASEAN – An Economic Union in a democracy-free Region“ Erfurt, 2009
China Forum Bavaria	Breakfast Club „Low-Wage Countries: Are companies going to dismiss China?“ Munich, 2008



Oskar Lapp Foundation	<p><i>„The Risk of Infarct! China and India are Awakening. Does Germany Even Stand a Chance? “</i></p> <p>73. Annual Meeting of the German Cardiac Society. Podium with Hans Fehrenbach (Bosch), Günter Eder (Journalist), Dr. Axel Nitschke (DIHT), Stuttgart, 2008</p>
9 <sup>th</sup> German Technology and Symposium & Exhibition	<p><i>“Selling in Thailand – about Know-how and Know-who!”</i></p> <p>Bangkok Centara Grand, 2008</p>
Moore Stephens East Europe	<p><i>“Opportunities and Mistakes in doing Business in Asia“</i></p> <p>Wien, 2007</p>
Warwick Legal Network	<p>Annual European Meeting</p> <p><i>„Asia for SME Business – Legal and Cultural Environment.“</i></p> <p>Madrid, 2007</p>
Moore Stephens Europe	<p>Annual Meeting</p> <p><i>“There are good reasons for entering the Asian market – And good reasons not to do it!“</i></p> <p>Wuppertal, 2007</p>
RENEXPO	<p>4<sup>th</sup> International Forum “Thailand Environment”</p> <p><i>„Experiences in doing business in Thailand“</i></p> <p>Augsburg, 2007</p>
Central Hesse Chambers	<p><i>„ASEAN – Growing Markets in Southeast Asia“</i></p> <p>Gießen, 2007</p>
China Forum Bavaria	<p>Breakfast-Club</p> <p><i>„Book Launch: Asia for the Mittelstand – Strategies Instead of Illusions!“</i></p> <p>“</p> <p>Munich, 2007</p>

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