


Ms. Laura Tsui

Title	Partner & Vice-Chairman of the Board	
Office	InterChina Milan	
Nationality	Chinese	
Languages	English, Spanish, Italian, Chinese	
Education	<ul style="list-style-type: none"> • Ph.D. in Language Philosophy, Universidad Automoma de Madrid. • Master Degree in General Linguistics, Beijing Foreign Studies University • Advanced Management Course Diploma, China Europe International Business School. 	
Professional Experience	<ul style="list-style-type: none"> • Ms. Tsui has worked in management positions in other international companies, before joining InterChina in 1998. Deep knowledge on Chinese enterprise and Western enterprise cultures. • She contributed greatly to InterChina's growth from its early years till now and became a Partner and Vice President of the company in 2000. 	
Consultancy Competence	<ul style="list-style-type: none"> • Well known specialist on China market entry strategy and company management issues in main business circles in Spain and Italy. Frequent contributor to media in Spain and in Italy on topics related to China strategic and corporate issues. • Sectors of expertise: machinery and components, chemical materials, automotive components, textile, garment. 	
Reference Projects		
<ul style="list-style-type: none"> • Experience of high level negotiation and lobbying in China for infrastructure projects. • Worked for many of InterChina's clients in providing guidance on their China strategy. • She has been involved in a large number of projects implemented by InterChina: <ul style="list-style-type: none"> • <u>Strategic consulting</u>: supervision and coordination of over 30 projects related to market entry or business expansion for western companies in China; includes project definition, participation in interviews and field work, and contribution to the final strategic advice and decision making. • <u>Corporate</u>: Advice and project management for WFOE establishment, JV partner evaluation, negotiation and establishment, JV restructuring. • <u>Management</u>: Advice on human resources management issues to several clients. 		