

**Heinz Bachmann (CH)**  
 Chairman  
 Swiss Textile Machinery  
 Association  
 Swissmem  
 Zurich

Born in 1942. Heinz Bachmann graduated in textile engineering at the University of Reutlingen, Germany.

He started his professional career in the textile industry in Cape Town, South Africa, with Wellington Industries Ltd. in 1967 and returned to Europe as Managing Director of the Lauffenmühle Group eight years later. In 1981, he joined Rieter Ltd. as Member of the group's management responsible for sales, marketing, service, research and development worldwide as well as for all international subsidiaries.



Heinz Bachmann took over the ailing Saurer Textile Systems Group in 1990 as Chief Executive Officer and subsequently turned around and consolidated the business. He oversaw its worldwide expansion, especially in China, and guided the turn-around of Schlafhorst and Zinser from 1999 until 2002. He recently retired from active management and became Member of the Board of Directors of Saurer and several other European companies.

Heinz Bachmann chairs the Swiss Textile Machinery Association (Swissmem) and is guest professor and Member of the Academic Advisory Board of Donghua University in Shanghai.

**MAO Jianhe (CH/CN)**  
 Managing Director  
 Unipec GmbH  
 St. Gallen

Born in 1961. MAO Jianhe studied German in Shanghai and received his Master in engineering from Ruhr University Bochum.

He became a project engineer with Eckardt in 1987. After a short time as Area Manager with Mannesmann as well as Hartmann & Braun in China in 1989, he worked with AEG to export post automation equipment. In 1993, he joined Saurer as a business developer. MAO Jianhe furthermore assisted Fidinam to launch real estate investments in China and managed various industrial projects for Saurer's textile machinery business in China.



**MAO Jianhe** (CH/CN)  
Managing Director  
Unipecc GmbH  
St. Gallen

MAO Jianhe started his own consulting company Unipecc in St. Gallen in 1996. Besides numerous consulting assignments to help European companies to succeed in entering the Chinese market, in restructuring their operation as well as in optimising ownership and management, he initialised and managed with his partners several industrial projects of his own. He focused on adapting the business culture to the Chinese environment and on building a healthy check and balance within management.

While pursuing his consulting activities, MAO Jianhe is currently also working on projects in the fields of medical equipment and water treatment.

Theses

**Success Follows Culture:  
Prepared for the Future –  
Engaged in China**

1. The success of a western company in China is determined by its adaptation to Chinese culture.
2. China is the most attractive country for foreign direct investment among all emerging markets.
3. China is a competitive manufacturing base for export.
4. Successful engagement in China ensures your future global market position.