



Sino-European Green Transition Alliance

中欧绿色转型联盟

Sino-European Green Transition Alliance e.V.

Introduction





Our Mission

We are founding an independent business platform that enables **practical** Sino-European **partnerships** in **green transition**.

Our focus is on **real cooperation** and **tangible results**.

Why Green Transition

- China has built the world's most complete green industry supply chains and is scaling globally.
- The EU is accelerating its green transition through regulation, investment, and industrial policy, creating one of the most attractive and demanding markets.
- There is strong alignment between China's Dual Carbon Goals and the EU Green Deal.
- Yet practical cooperation remains complex and fragmented, limiting the translation of ambition into execution.

The opportunity is clear,
what is often missing is a
trusted and practical bridge.

Why Now

The window is open now: those who build the right partnerships early will define how cooperation works in practice.

That bottleneck is becoming critical now:

- Global energy uncertainty and rising geopolitical tensions are accelerating the shift toward energy diversification and independence.
- In Europe, the green transition is no longer only about decarbonisation, but increasingly about industrial capability and energy security.
- Industrial cooperation is moving faster than formal frameworks — and early movers are shaping partnerships and market standards.
- Companies need practical orientation and trusted connections to act, not abstract debate.

What We Provide



1. Platform & Network

We want to bring together:

- European SMEs (buyers and suppliers)
- Chinese companies entering or expanding in Europe
- Local service providers (legal, tax, compliance, finance)
- Logistics companies
- R&D institutions and research organisations
- Relevant industry associations

We enable **structured matchmaking** for:

- Business partnerships
- Supply-chain cooperation
- Joint manufacturing and localisation
- R&D collaboration

Matchmaking is the **starting point** for long-term cooperation.

What We Provide



2. Knowledge & Orientation

We provide **independent, neutral information** on:

- European markets and regulatory environments
- China–Europe business realities
- Country-specific frameworks within Europe

This includes **general orientation and services** in:

- Legal structures
- Tax and compliance requirements
- Market entry logic
- Due diligence

Our role is to **reduce uncertainty and friction.**

Why Become a Member

Are you a European or Chinese organisation looking for support and connections to help you grow your international business? Contact us to learn more about your opportunities with us!

Benefit from professional support, structured services, and curated matchmaking designed for real cooperation outcomes.

Access a neutral, independent platform with clear boundaries and a focus on practical, business-driven collaboration.

Use a single entry point to build partnerships across Europe and China, with Germany as a strong operational hub.

Reduce market-entry risks through clear insights into regulatory, compliance, and operational environments.

Connect to a verified ecosystem of companies, service providers, and research partners across both regions.

Contribute to shaping a scalable platform in its early stage and build the foundation for long-term cooperation in green and industrial transformation.

Who We Are

Our founders team of experienced professionals is dedicated to facilitating European-Chinese cooperation and promoting green transformation. Our goal is to develop and expand this platform to ensure its relevance and impact.



Tobias Frieser

- Founder and CEO of L&B International, based in Europe and China
- Focused on building cultural bridges between China, Europe, and the United States in industrial cooperation
- Previously Head of PMO for the Gotion Slovakia Gigafactory; managed multiple multi-million-euro industrial construction projects worldwide for Volkswagen AG
- Represents Chinese interests in Europe and supports the involvement of European companies



Yingnan Yao

- Native Chinese professional with 20+ years of academic and professional experience in Europe
- 14+ years in international logistics, focused on automotive, battery, and e-commerce supply chains
- Specialised in cross-border business development and strategic partnership building, helping growth-oriented companies turn market insight into tangible business results
- Dedicated to strengthening mutual understanding and fostering collaboration between Europe and China





Dr. Anja Ketels

- China consultant and intercultural project manager with 15+ years of experience in German-Chinese cooperation
- Leadership and coordination of international cooperation projects across academia, industry, research, marketing, and the NGO sector
- Former General Manager of MFC – China Insights & Solutions, advising European companies on China strategies and market entry
- Active as an intercultural consultant supporting successful international cooperation

We Look Forward to Hearing from You!

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