

# MENG Ling

Born in 1973 in China

Address 5/F China Life Tower, No. 16 Chao Wai Street  
Beijing 100020, China  
Phone +86 13916144406  
E-mail [meng.ling@ch-ina.com](mailto:meng.ling@ch-ina.com)  
Languages Chinese, English



## Biography

- Partner – Business Development in [China Integrated Co., Ltd.](#)
- Managed the setup of the [Swiss Center Shanghai](#) and its operations for the first year after the setup.
- General Manager of [Angenstein](#)'s China manufacturing subsidiary for its first year of operation.
- Supported on successful China market entry, operation management and restructuring for around 150 international companies in various business fields including electronics and telecommunications, electrical & mechanical engineering, machinery, printing, software & .com, consumer goods, healthcare, new energies and new materials etc.
- Contributed articles to the book [Behind the China Kaleidoscope \(2006\) – A Guide to China Entry and Operations](#).
- Extensive sales and business development experience for international companies, including the first sole sales agent for [Oakley](#) in China and [The Sherwin-Williams Co.](#)'s Representative Office in China before joining China Integrated.
- Managed the [Location Switzerland](#) project in China, promoting Switzerland as business location to Chinese companies for their globalization.
- Bachelor in Law, [China Southwest University](#), Chongqing, China 1995.

## Areas of Expertise

- 20 years experience of working in international companies in managerial and business development role.
- 18 years experience in Foreign Direct Investment project (WOFE, JV and M&A).
- Expert in Chinese laws, with added specialization in finance, tax and HR, among others.
- Extensive experience in developing strategies and business concept for China market and implementing them successfully (particularly for SMEs).
- Problem solving expertise and hands-on management skills in the Chinese legal, economic and cultural environment.
- Experience in managing public-private partnership projects ([Swiss Center Shanghai](#)) and working with government organizations (Swiss and Chinese) ([Location Switzerland](#)).