

Point of View



Mr. Jürgen Kracht,
Managing Director

Fiducia Management Consultants

Fiducia Management Consultants is a management consultancy company established in 1982, giving the company more than 20 years of solid experience in doing business with Greater China. With the strategic locations in Beijing, Hong Kong, Shanghai and Shenzhen, over 80 of our multinational professionals fully support international companies with a one-stop shop service concept. We provide integrated solutions for international companies planning to start or expand business activities in China. Our services include market intelligence, strategy development and realisation, corporate services, accounting & controlling, assessment and restructuring, personnel management services as well as trade services.

A Member's Point of View

Mr. Kracht, What brought you, or your company to come to Hong Kong/ South China?

I came to Hong Kong in 1971, originally working for Jebsen. In 1982 I started Fiducia Management Consultants to support European companies in market entry and in being successful in the challenging China market.

What would you say are the main advantages of HK?

Hong Kong has been and continues to be a safe, secure place to do business - an environment that is conducive to run a business with a minimum of Government involvement.

Any disadvantages?

Pollution, level of English language skills.

How do you expect the economy of Hong Kong to develop in the next years, and what impact do you expect for your company?

I have a positive outlook.

How do you compare the economic situation of Hong Kong and China? And in the future?

Hong Kong's economic situation depends to a large extent on China's development and this dependency will increase.

How well are German companies doing in HK/South China in your opinion?

I believe they are doing well having overcome the challenges of the last few years.

How long do you personally expect to stay in HK/South China?

Having been here for 34 years this is a difficult question.

Thank you for the interview Mr. Kracht ■