

MENG Ling

Born in 1973 in China

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Languages Chinese, English



Areas of Expertise

- 20+ years experiences of working in international companies in managerial and business development role.
- 20 years experience in Foreign Direct Investment projects (WFOE, 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 Centers China](#)), working with government organizations (Swiss and Chinese) ([Location Switzerland](#), and other projects)
- Contributed articles to the book [Behind the China Kaleidoscope \(2006\) – A Guide to China Entry and Operations](#). Delivered speeches in seminars and events on China business related topics.

Biography

China Integrated

- Partner – Business Development in [China Integrated Co., Ltd.](#) Joined China Integrated in 2002, Partner Since 2006.
- Since 2002, supported the successful China market entry, operation management and restructuring for around 150 international companies in various business fields including, among others, in healthcare, medical devices & pharma, electronics and telecommunications, electrical & mechanical engineering, machinery, printing, software & dotcom, consumer goods, new energies and new materials.
- Managed the setup of the [Swiss Centers China](#) in Shanghai and ran its operations after the setup in 2002-2003.
- Managed the [Location Switzerland](#) project in China, promoting Switzerland as business location to Chinese companies for their globalization, in 2005-2006.
- Part-time General Manager of [Angenstein](#)'s China manufacturing subsidiary for its first year of operation in 2006-2007.
- Part-time CFO in [CHEERS Wines](#) since Aug 2019.

Prior Experience

Extensive sales and business development experience for international companies, including:

- the first sole agent for [Oakley](#) in China (in 2000)
- [The Sherwin-Williams Co.](#)'s Representative Office (1998-2001) in China.

Education

- Bachelor in Law, [China Southwest University](#) (previously named as China Southwest Normal University), Chongqing, China 1995.