

# ANDREW HONG SAN DJIE

## PERSONAL INFORMATION

Marital status: married  
Nationality: German, before 1989 Indonesian  
Birthday: 27th October 1978  
Birthplace: Aachen, Germany



## WORK EXPERIENCE

- Since 04/15 Country Manager Thailand at Schnellmedia Asia Co., Ltd. with Headquarter in Bangkok, Thailand and branches in Phuket and Krabi. External responsibilities include among others: Dealing with legal, accounting and employee aspects and questions, especially due to special restrictions on BOI-Approved Companies. Internal responsibilities among others: Budget Control, P&L, Unite Institutional & Cultural differences between German and Regional Headquarter and Staff Requirements. Major Focus in Business Development & Sales with successful market penetration and brand establishment in Australia and recent successful market entrance in Thailand.
- 01/11 – Country Manager Thailand at PrePress International Co., Ltd., part of the Schnellmedia Group in Bangkok, Thailand (taking care of all 3 branches (Bangkok, Phuket and Krabi) with more than 160 employees. Creation and Control of yearly Budgets, Manpower, Cultural integration, Institutional integration, significantly responsible in the successful setup of a new BOI certified company as well as the coordination and control of moving all assets and resources to the new company and preparation of closing down the old company.
- 03/15: Head of Schnellmedia Representative Office Asia Pacific & Business Development Manager for Schnellmedia GmbH & Co. KG in Bangkok, Thailand (setting up Rep. Office with its necessary structures, analysing different markets in the Region, market selection and preparation of market entrance strategy for selected markets, realizing long term expansion plans in the Asia Pacific Area, especially Australia & USA, sound brand establishment in target regions, with customers in Top 3 of their respective industry)
- 10/05 – Business Development Assistant Manager at Top Trend Manufacturing Co., Ltd., part of SAHA Phatana Inter-Holding Plc. Co. Ltd, in Bangkok, Thailand (Preparing the market entrance to Europe, Australia & US, analyse market opportunities, develop and organize marketing plan & activities with extensive customer visits in each region, proven double digit growth year-on-year)
- 12 /08:
- 04/04 – Student Assistant at the Chair of International Management, RWTH Aachen (among others working in a research project team: “Entry Strategy of German Automobile Companies and their Supplier in the Chinese Market”, especially the legal scope)
- 09/05:
- 07/03 – Student Assistant at the Research Institute for International Management, RWTH Aachen (among others a research project: Observation of the re-entrance strategy by IKEA in Japan and the research and analysis of the company)
- 03/04:

## UNIVERSITY

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- 03/05 – Final thesis in International Management: The institutional embeddedness of  
08/05: transnational companies on the example of Singaporean and German airlines
- 02/04 – Exchange program (IMEP) at the Universiteit Maastricht  
07/04:
- 12/03 – Special seminar on “intercultural communication”  
01/04:
- 10/03 – Seminar paper in International Economic Relations: Analyzing the instruments &  
01/04: activities of international development organizations – The Asia Development Bank
- 08/03 – Seminar paper in International Management: The institutional integration of  
12/03: transnational cooperation’s
- 07/01 – Exchange program at the National University of Singapore  
11/01:
- Since Start a degree for Business Administration at the RWTH Aachen with major focus on  
10/99: International Management, International Economic Relations and Work Sciences  
(Graduated: 08/05)

## INTERNSHIP

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- 09/00: Gaenslen & Völter, Metzingen, Germany

## MILITARY SERVICE

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- 07/98 – Orderly at the officers’ mess “Gut Neuhaus” in Aachen  
04/99:

## SCHOOL

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- 07/89 – Anne Frank Gymnasium (school-leaving certificate)  
06/98:
- 07/85 – Primary School  
06/89:

## KNOWLEDGE OF LANGUAGES

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German (mother tongue), English (fluent written & spoken), Dutch, Indonesian and Thai (basic standard)

## KNOWLEDGE IN DATAPROCESSING

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Office XP (extensive knowledge in Word, Excel and Power Point), Basic knowledge SAP

## PRIVATE ACTIVITIES

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Karate, Tennis

## LICENCES

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National Training Licence-C (Karate), National Examiner Licence-C (Karate)

National Youth Licence: Coaching children and youth groups and organizing trips and excursions

National Licence-C for professionally managing sport clubs: Club Manager – Member of the governing board; head organizer of the yearly tournament



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