

L&B International

YOUR TRUSTED PARTNER FOR EUROPE

Building the bridge between China and Europe

Who We Are



Headquartered in Germany

Founded in 2022, based in Hannover with deep roots in European business culture and regulations



International Presence

Offices strategically located in **Spain, Bulgaria, and China** to service you locally



Expert Team

15+ multilingual experts with specialized backgrounds in automotive, battery technology, and industrial construction



Leadership Built on Proven Success



Tobias Frieser
CEO & Lead Consultant

Track Record of Excellence

- Led multiple international projects exceeding **€100 million** in total investment
- Directed Gotion's landmark **€1.2 billion Gigafactory** development in Slovakia
- 15+ years of leadership in automotive and battery sectors
- Active project experience across Germany, Slovakia, Poland, Czech Republic, Turkey, Spain, China, and India
- Deep understanding of **Chinese business culture and localization challenges in Europe**

" Guiding Chinese companies to succeed in Europe "

Why a Winning Strategy is Essential in Europe

The European Reality

In China, success often comes from speed and replication. In Europe, success depends on strategy, compliance, and relationships.

Each European country operates with its own legal frameworks, workforce systems, and market dynamics. What works in Germany may not work in Spain or Poland.

Your Success Formula

To succeed in Europe, Chinese companies need a localized plan not a copy of another's approach.

L&B Helps You:

- Understand each market before investing
- Avoid costly missteps and delays
- Build a stable, compliant, and profitable European presence

Our Mission

“To build a strong and reliable bridge between China and Europe.”

We believe in:

- Transparent and trustworthy cooperation
- Efficient and precise project execution
- Long-term, sustainable partnerships



Comprehensive Market Entry Solutions

1

Market Evaluation & Market Entry

- In-depth market, customer, and competitor analysis
- Legal and compliance coordination with European partners
- Feasibility studies and site comparison (incentives, labor availability, logistics infrastructure)

2

Company Setup & Localization

- Branch registration and WFOE establishment
- Temporary representation or joint venture setup
- Local team recruitment and comprehensive HR support

3

Business Development & Partnerships

- Strategic partner and supplier scouting
- Thorough due diligence and on-site verification
- Sales channel development and market representation

4

Project Execution & Construction Support

- Site selection, permitting, and engineering coordination
- End-to-end supervision and project management
- Localization of design, HSE standards, and documentation

Transforming Your Goals Into European Success



Enter the European Market

Our Role: Market research & registration

Outcome: Fast, compliant entry



Build Local Presence

Our Role: Site setup & team formation

Outcome: Smooth localization



Find Reliable Partners

Our Role: Scouting & due diligence

Outcome: Trusted network



Scale Operations

Our Role: Sales & logistics support

Outcome: Long-term growth

We simplify the complexity of Europe so you can focus on what you do best: growing your business and serving your customers.

How we can assist you



Enter the European Market

Local representative for customer and on events

Local Sales support/strategy

Use L&B Office as Client office

Market entry solution

Marketing

Certification



Project implementation

Local regulation guideline

Project set-up

Design

Installation

Procurement

Project Management &
Sitesupervision



Local support

Provide local office

Provide local accommodation

Provide Chinese/local Supervisors

Warehousing

Full local on site support

Why L&B is Your Ideal European Partner



Deep Sector Expertise

Specialized experience in industrial, automotive, and battery sectors with proven project delivery



Local Presence & Trusted Networks

Established relationships with authorities, industrial zones, and key decision-makers across Europe



Bilingual & Bicultural Team

We bridge both European and Chinese working styles, ensuring smooth communication and cultural understanding



Proven Track Record

Successfully supported Chinese investors across multiple countries with measurable results



Execution-Focused Approach

We don't just advise, we execute and deliver tangible outcomes

Our Team's Competitive Advantage



European Precision Meets Asian Understanding

Our cross-cultural management ensures seamless communication between headquarters and European operations, eliminating costly misunderstandings.



Multilingual Excellence

Our experts cover 6+ languages including Mandarin, German, English, and Bulgarian for direct communication.



Extensive Geographic Experience

Hands-on project delivery across 10+ countries with over €1 billion in successfully executed projects.



Industry Trust

Trusted by leading automotive and energy companies for complex, high-stakes market entry projects.



President of China-Europe Business Federation Germany



We at L&B International are representing the SMT Special Committee of the Guangdong Institute of Electronics and the entire Chinese SMT society in Europe

Providing support for Chinese and European companies



Memberships & Advisory Roles



ChinaEU Association

Tobias is the **Senior Advisor** of the ChinaEU Association



German-Chinese Economic Association

Direct access to bilateral business opportunities
and government relations



German-Slovak Chamber of Industry and Commerce

Strategic connections for Central European expansion



Austrian Association of Engineers and Architects

Technical expertise and professional standards alignment

Conference Participation & Industry Visibility

Active Presence Across Europe & Asia

L&B International participates in key industry conferences, exhibitions, and business forums across the automotive, battery, industrial construction, and investment sectors.

What This Means for Our Clients

- Direct industry insights into European trends, competitors, technologies, and regulations
- Representation on your behalf during events and business meetings
- Stronger European visibility for Chinese companies seeking partners or market exposure
- Access to networks including industrial parks, local governments, suppliers, and investors
- Up-to-date market intelligence through continuous engagement in sector events



TBM
2ND EXCELLENCE IN BATTERY MANUFACTURING PROCESSES, PLANNING, REGULATIONS AND TECHNOLOGY OF BATTERY CELLS AND SYSTEMS
25th and 26th of September 2025 | Berlin, Germany


Tobias Frieser
Founder
L&B International, Germany


Huiye Zhu
Overseas Sales Manager
ANWHA (part of Shanghai Electric), China

Presentation Topic:
"Challenges in adapting equipment from Chinese suppliers for application in European battery factories"



3rd European Battery Gigafactory Summit:
Advances in Planning, Engineering and Operations
14-15 May, 2025 | Berlin, Germany

Panel Discussion
"Safety and compliance in gigafactories"


Moderator
THOMAS STANLEY
Global Director of EMO + PAC365
The PAC Group


GERD HÜLSEN
Fire Safety Application Engineering
Siemens Schweiz AG


YE QIAO
Project Manager Battery
L&B International


JULIEN BESHIER
Associated Director - France Head of Battery Sector
Turner and Townsend


ARDAN MARTIJN VAN VLIET
Manager in Specifications and Projects
PPG

BCSEUROPE INNOVATRIX



ATC
汽车技术论坛

2025
THE 2ND EUROPE-CHINA NEW ENERGY VEHICLE TECHNOLOGY CONFERENCE
11-12 September 2025
Munich, Germany

PANEL DISCUSSION
How can new energy vehicle technologies in China and Europe complement each other and share development opportunities?
圆桌讨论 中欧新能源汽车技术如何实现优势互补、共享发展机遇?


LU GUOXIANG
Director of Dual-Mode Platform Design and Delivery Center
BYD


MATTHIAS STRASSBURG
Global Director, Power Modules Product Management
BorgWarner


GEORG MRUSEK
Principal Automotive
Horváth


SEBASTIAN BOICK
Managing Director
T&E Deutschland


TOBIAS FRIESER
CEO
L&B International


JUN QIAO
Group Chief Engineer
Changan UK R&D Centre

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Conference Participation & Industry Visibility

Active Presence Across Europe & Asia

Our Role at Conferences

- Attend as **industry professionals** and **corporate representatives**
- Support clients with **business matching, introductions, and negotiations**
- Present projects, promote partnerships, and build brand awareness in Europe
- Act as your **European face** when your team cannot travel

We stay active so our clients stay ahead.



Customer



Gotion



保酚



JINGSHINE



上海电气
SHANGHAI ELECTRIC



Elecnova



Let's Build Your European Success Story

Together, we create success stories connecting China's innovation with Europe's opportunities

Long-Term Partnership

We believe in long-term cooperation, not short-term transactions

Trust & Transparency

Open communication and honest guidance at every step

Sustainable Growth

Building foundations for shared growth and lasting success



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