

# CHINA IMPULSE

CHINA'S DIGITAL <sup>AND</sup>  
MOBILITY REVOLUTION



March 19, 2021

**HARTMANN  
CONSULTING**

# Hello tomorrow!

## Dagobert Hartmann

is a Strategy Consulting Director with 20+ years of agency experience. He spend five years in Shanghai serving clients from the automotive and the high-tech industry. Back home in Düsseldorf he established his own consultancy to provide market intelligence, lectures and workshops on digital innovation and the auto-tech market in China. His keynote speeches are very well received as a 'wake-up call' for the German industry to accelerate digital transformation and to catch up with China and Silicon Valley. The certified Chief Digital Officer held management positions at Grey, TBWA and Uniplan and graduated from the University of Cologne with a degree in economics.

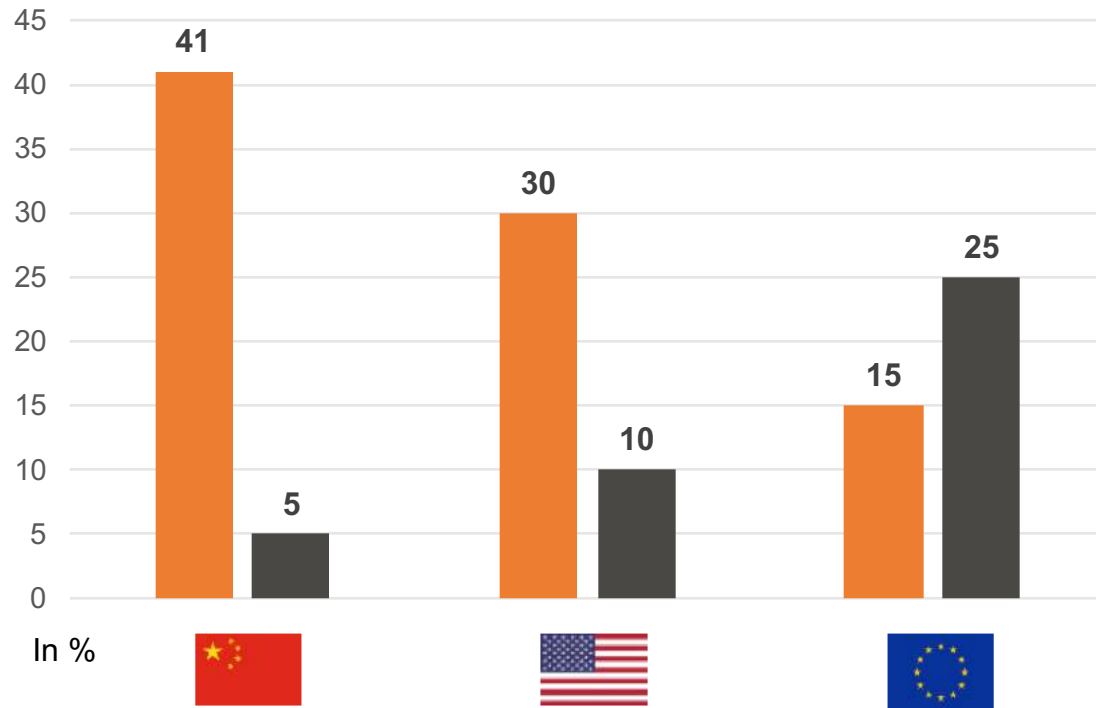
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# **INTERVIEW SET OF SLIDES**

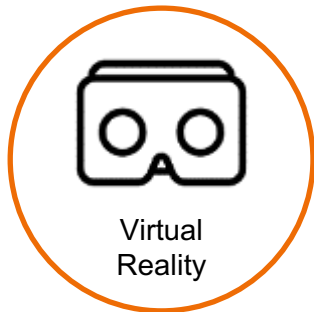
# China is Leading in Digital Transformation



Role of Country in Digital Transformation ■ driving force ■ left behind



# China is a Global Tech Leader



**China advantage:** early adaption + scalability = commercialisation

# China's Magic Digital Cocktail



# The Galapagos Effect



Image: Shutterstock

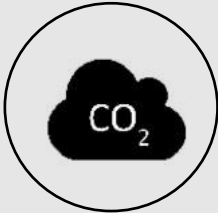
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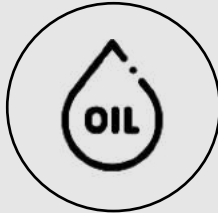




# National NEV Strategy



**Reduce**  
air pollution  
in large cities



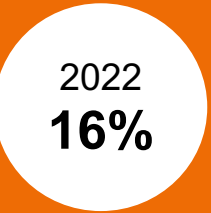
**Reduce**  
dependence  
on imported oil



**Break**  
the western auto  
dominance



Dual Credit Point System



**Annual NEV targets**  
(earning credit points,  
not share of sales)

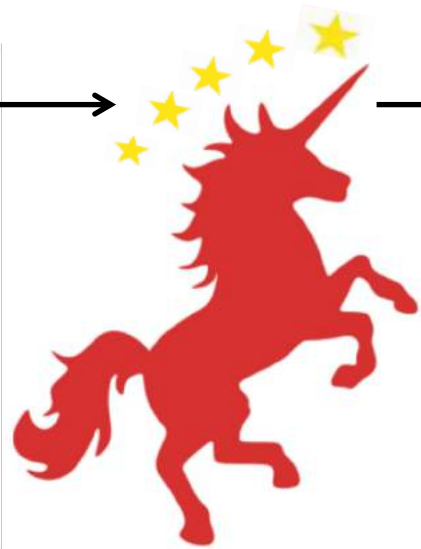
# Gold Rush – Boom NEV Start Up's



457 NEV  
Companies.

Only 1 %  
will Survive!

# Selected NEV Unicorns backed by Internet Giants



**2014**  
**Nio**

\$ 5.4 B Funding  
29 Investors  
Public 2018



**2014**  
**Xpeng**

\$ 4.6 B Funding  
31 Investors  
Public 2020



**2015**  
**Weltmeister**

\$ 4.9 B Funding  
24 Investors  
Private



**2015**  
**Li Auto**

\$ 1.2 B Funding  
16 Investors  
Private

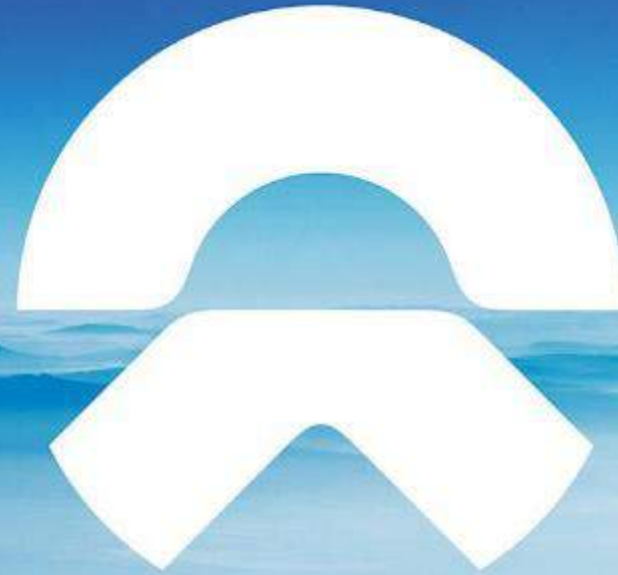


**2016**  
**Byton**

\$ 1.2 B Funding  
9 Investors  
Private



# Blue Sky Coming



# NIO The Tesla Killer



# Chinese Auto Policies

**ICE**   
Open Competition

**NEV**   
Local Domination!

**ICV**   
Gamechanger?





# LECTURES & WORKSHOPS

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# China-related Lectures and Workshops



After living and working in China for five years, Dagobert Hartmann is giving eye-opening insights how China is becoming a global leader in digital innovation, and why that matters for the rest of the world. In personal stories and vivid examples, which often sound like science fiction, he is unveiling how China is disrupting one industry after another, leveraging artificial intelligence and other future technologies. The speed and extent of China's digital rise and the ambition to go global is still underestimated in the West. Dagobert Hartmann is taking managers and policy makers on an inspiring learning journey, discussing the likely impact of China's increasing innovativeness for the German industry. He guides his audience through seven key industries in China: media, fintech, retail, mobility, health, education and security. He is passionate to address essential topics such as:

- # Digital Disruption in China
- # Innovation the Chinese Way
- # China's Mobility Revolution
- # AI Superpower China ?!
- # Digital Marketing Trends China



# Contact

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