New Asia Business Development Manager At B2B International

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As part of its corporate expansion plans, market research specialist B2B International has appointed Daniel Sun as Asia Business Development Manager, to work out of its Beijing office.Â Chinese national Daniel holds a BSc in Computer Science, an MEng in Software Engineering, and an MBA from Manchester Business School (UK).Â He will spend six months at B2B Internationalâ€™s global headquarters in the UK before transferring to the companyâ€™s Asia-Pacific HQ in Beijing.

Daniel has run a software branch company in China for several years, serving clients principally from the steel manufacturing sector.Â During this time, he assisted the company in growing its business significantly and strengthening its international presence, as well as supporting the company through a joint venture. Â

As a result, he has extensive knowledge of heavy industries, together with experience of numerous other industrial sectors, such as aerospace, automotive and FMCG, through his recent work on several MBA projects.

Daniel says of his new role:
â€œI am excited to be joining B2B International at a period of such growth and diversification for the company.Â In the same way, I hope to be able to help other companies to take advantage of the business growth and expansion opportunities offered across the Asia-Pacific region and, in particular, to demonstrate the return on investment that good quality, actionable market research can provide to any company looking to grow.â€•

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