



Mr. Markus Scherer - Head, Ipsos Business Consulting (Hong Kong)

"Markus is the global automotive practice lead for Ipsos Business Consulting in addition to his portfolio as the head of the Hong Kong office. As the automotive practice lead, Markus is responsible for managing key clients in the automotive space, engaging them at both global and, with the support of his team, local levels. He is also responsible for driving the Ipsos Business Consulting's thought leadership in the sector.

As Head of Hong Kong, Markus is responsible for leading and managing research and consulting projects in Hong Kong, across China as well as other countries in Asia Pacific. Markus is multilingual; he speaks and writes fluent English, Chinese Mandarin and German

Markus holds a Diplom Volkswirt (German equivalent of a Masters degree in Economics) from Albert Ludwigs University in Freiburg, Germany"