



## Reference Letter

To Whom It May Concern

I am Kevin Huan, Senior Manager of Beijing Easyfly Tecchnology Development Company, an international airport service equipment provider since 2010 with headquarter in Beijing. We are specialized in importing high quality and innovative products from overseas to China and implementing them in the airport projects we are responsible for.

I met ISABEL WIEDENROTH as Chief Representative China of Kusch+Co GmbH – Europe's market leader in airport terminal furnishing. At that time, I did not know much about this company, so-called Germany's Hidden Champion in airport seating. Because we work with one manufacturer of airport seating in Poland since many years.

I have witnessed Isabel in acting as a German brand ambassador and product evangelist at airport seating made in Germany, representing Kusch's values, especially in sense of sustainability. Due to her strong understanding of the Chinese market competitiveness, including cultural differences in business practices, Isabel could convince us to promote German premium brand with a dual sales strategy. She could also persuade the top management of Kusch give us exclusive authorization for Beijing Daxing and Guangzhou Baiyun International Airport.

When I worked with Isabel together, I was deeply impressed about her sound knowledge of decision-making process in Chinese and German companies and hands-on ability in enabling strategic collaboration between both parties.

Not only will Isabel Wiedenroth bring the kind of skills and experience you are looking for, but she will also quickly become an asset of your company and generate an important added value. As a recommendation letter likely only provides a snapshot of Isabel's talent, if you need more information about her, please do not hesitate to contact me.

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Senior Manager

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