

**The Far East in Levekusen**

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The Chinese Zhengrong Liu is the new director of human resources at Lanxess AG, managing around 20,000 employees. He came to Germany the first time 15 years ago, starting off as a poor student who enjoyed the different way of life in his new home country, while at the same time making the most of his Spartan lifestyle, impressing his roommate. After the termination of his studies and another stay in China he returned living a more affluent life, and trying to manage the flow of personnel in a world where the boom is mainly taking place in the Far East and not in the West. This situation of supply and demand made the group creative: It relocated, for instance, a whole chemical plant from Baytown (Texas) to Weifang (China). Production must be where the markets are, explains Lanxess AG's CEO, Axel Heitmann.