

Resume General (Rtd) Daniel Schaeffer,
International Business Consultant (China, Vietnam)

Graduate from the French Cadet school of Saint-Cyr in 1965, from the French Staff college / International relations – languages branch (Chinese) in 1982, and from the French National Institute of Foreign Languages and Civilizations in 1986 at the level of Master degree, General Daniel Schaeffer was an engineer officer in the first part of his carrier. In the second part he held different positions of responsibilities related to the international military relations (operational logistics, military cooperation, crises management, intelligence). In that frame, he served thrice as a defence attaché, in Thailand (1986-89), in Vietnam (1991-95) where he opened the office and therefore became the first French defence attaché in that country, and in China (1997-2000).

When he retired he decided to bring its experience on Asia and in the international relations with the Asian countries to the service of the French companies. On that purpose, as of the 1st of July 2000, he settled himself as an international business consultant for China and South East Asia. In that frame he is involved in **several activities** :

- Specific strategic studies, either won on public calls for bidding from the French Ministry of Defence / Strategic affairs Delegation, or through mutual agreement with some large companies, SMEs, and the Chamber of Commerce and Industry of the French Department of Côtes d'Armor ;
- Teaching in different high schools, institutes, universities such as the Upper School of Foreign Trade in Léonard de Vinci University in Paris La Défense, the CERAM Sophia Antipolis, Jean Moulin – Lyon III University ;
- Delivering speeches, especially in the frame of meetings called "Watch reports" organised by International Focus (www.inter-focus.com), and in the frame of conference cycles organised by the French National Institute for Higher Studies of National Defense (IHEDN) for heightening public awareness on the economic intelligence questions (some 20 speeches delivered about the Chinese practice of economic intelligence). Occasionally speaking at some other conferences on topics tied to Asia.

He is a partner with :

- International Focus (www.inter-focus.com), Horus – management, Objectif-Chine (www.objectif-chine.com), associated consultancies in the economical – strategic field ;
- Asia Centre, the French Institute specialized in the Far East strategic questions ;
- Asie 21, a think tank on Asia gathering some 20 specialists ;
- GCIC, Groupement de Compétences pour l'Information et la Compétitivité, an association of consultants making use of the economic intelligence resources as decision building tools ;
- The exporters' circle (Ecobiz) of the French Côtes d'Armor department, as a full member ;
- The Côtes d'Armor Vietnam Association for some programmes part of the French decentralized cooperation ;
- SOFRACOP, consultancy specialised in the economical cooperation with Vietnam.

He is specialised in the following fields :

- Studies and teaching on the usefulness of the resources provided by the economic intelligence science in dealing with the Chinese : information gathering, culture shock management, protection against the Chinese economic intelligence practices and ill behaviours in that field
- Full scale studies on the specific risks which companies may face in their respective fields of activities on entering the Asian markets ; relevant studies related to the

strategic vulnerabilities tied to the sharing of the energetic resources and of the raw materials and tied to the scientific and technological transfers

- Accompanying companies in the field of negotiation techniques with the Asian partners
- Studies on Far East strategic issues, most of them related to the question of Taiwan and that of China and the Law of the Sea.