



On 2nd of December 2010 Dr. Andreas Szesny was invited by the German company WMF to moderate an intercultural workshop with Chinese and German decision makers, which was aiming on the selection of one single Chinese brand name for the future use. The workshop was a full success: After a brainstorming and communication process of several hours all participants backed a version which represents the brand principles (quality, innovation, taste, enjoyment, cooking, eating, drinking, design, made in Germany, global professional brand) and corresponds to the initials WMF as 完美 (wanmeifu (perfect happiness)).