



SPEAKER PROFILE

Wolfgang Kohl
General Manager
Gruner + Jahr (Beijing) Advertising Co. Ltd.

Wolfgang Kohl is the General Manager of Gruner + Jahr (Beijing) Advertising Co. Ltd. and President of Gruner + Jahr AG & Co KG, China. Gruner + Jahr is Europe's largest publishing house with a total turnover of €2.8 billion in 2008 and is part of the Bertelsmann Group, the world's 6th largest media corporation. Mr. Kohl joined Gruner + Jahr in 2003. Since joining Gruner + Jahr, it has enhanced its position considerably to become a market leader of women and parenting magazines as well as trendsetter in brand expansion and new business development in China's New Media sector.

Mr. Kohl has more than twenty years of publishing experience since joining the Bertelsmann Group in 1999. Prior to joining Bertelsmann he held various senior positions at Heinrich Bauer Publishing and Hubert Burda Publishing, both also top-tier European publishing houses. Mr. Kohl has a Masters Degree in Chinese Studies and Economics, and has been living and working in China for the past ten years.

柯为康
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总经理

柯为康先生时任古纳雅尔（北京）广告有限公司总经理暨古纳雅尔股份两合公司中国区总裁。古纳雅尔是欧洲最大的出版社（2008年营业额达28亿欧元），同时也是世界第六大媒体集团-贝塔斯曼集团的下属公司。柯先生于2003年加入古纳雅尔公司。自此古纳雅尔不但提升了其女性刊物和母婴类刊物在中国市场的领导地位，更在其品牌延伸和新媒体领域业务发展方面引领潮流。

柯先生有着二十多年的出版经验。其在1999年加入贝塔斯曼集团之前，曾先后在欧洲顶级出版集团--鲍尔出版集团和博达出版集团担任要职。柯先生获有汉学及经济学的硕士学位，并已在中国生活和工作了逾十年。