



Hans Roth is a former ambassador and career diplomat who spent sixteen years on postings in China and six years in Japan. He started to work on cultural comparisons early on and founded EurAsia Competence AG after his retirement from the foreign service. The company has developed EurAsia Culture GridÓ, an assessment tool for company cultures on the background of a comprehensive concept of culture developed by him and published in 2013 by Nomos in Baden-Baden under the title “Kultur, Raum und Zeit.” The company started to use the tool this year and sees its main use in providing clear indications of a company culture in order to develop strategies for post-merger integration or for value enhancement. The tool also allows assessments of company-internal risks. Hans Roth is married to a Thai diplomat and lives at the moment in Yangon, Myanmar.