

Hans-Joachim Heusler

Managing Partner BIIG Wheel GmbH
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Hans-Joachim Heusler, born 1953, German, Married, 3 adult children, after finishing study of Law and Political Sciences at University of Regensburg, started his career in 1983 at the Bavarian Ministry of Economic Affairs and Transport, being responsible for energy politics, natural energy resources, environmental aspects, sustainability.

After 3 years he switched to the District Government of Bavarian Upper Palatinate, dealing with regional business development and transport affairs.

In 1989 he got a call from the Bavarian State Chancellery and worked there as Personal Assistant to the Minister-President of Bavaria.

After an internship at the public Energy Company Bayernwerk AG, being in charge of innovation, strategy, association representative and legal affairs he returned to the Bavarian State Chancellery under Minister-President Dr. Edmund Stoiber being responsible advisor for politics on energy, transport and telecommunications and since 1996 additionally project manager of the “BayernOnline-Initiative” of the Bavarian Government.

In 2003 he returned to the Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology leading the section for politics on regional business development, industries, and cluster development, setting up the clusters IT, Media, Sensoric, Forestry & Wood Industry.

After one year he was asked to become Managing Director of Messe München International GmbH and he accepted.

In 2008 he became Managing Director of Bayern International GmbH (opening markets for Bavarian SMEs and promoting the Free State of Bavaria as a hub for foreign companies).

Since his retirement by the end of 2018, he was working as Attorney at Law and gave consultancy in regional development and internationalization.

In 2019 he founded the BIIG Wheel GmbH, a company assisting region internationally in development by consultancy and placement of companies, goods, and services, both from and to these regions.