

Biography + Headshot

Bio - Valérie Hoeks

Valérie Hoeks is CEO of EXIN, the international IT certification organization, where she leads commercial strategy, partnerships and the executive team. A sinologist with more than 25 years of China experience, she also runs EQ+ Strategy Partners and advises European companies on China market strategy through her company, [China Inroads](#). She serves on the advisory board of Noldus Information Technology and speaks regularly on EU–China business. She is based in the Netherlands and works across Europe and Greater China.

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