



## **Presseinformation**

### **Don Gao in interview** **at „MyWay-Strategy Summit“**

**Berlin, [29.09.2025] – At the recent MyWay Strategy Summit held at the “Westhafen” in Berlin Germany, around 1,500 guests from German family businesses and mid-sized enterprises gathered to discuss groundbreaking ideas and strategies for the future. Important representatives of German politics were also present to promote dialogue between business and politics.**

In an inspiring setting, renowned media entrepreneur Gabor Steingart (The Pioneer) welcomed Don Gao, CEO of Positec-Group. Under the motto “Powering a sustainable future – One innovation at a time,” a compelling interview-talk took place between Gao and China expert Prof. Dr. Eberhard Sandschneider (Berlin Global Advisors). The interview was conducted on the media ship “The Pioneer Two” and highlighted current challenges and opportunities in the fields of innovation and sustainability.

Gao explained how Positec, with a focus on battery-operated tools and a rethought energy ecosystem, plays a significant role in the global economy. His guiding principle is to develop clean, scalable technologies that benefit both people and the planet.

Prof. Dr. Eberhard Sandschneider provided an in-depth analysis, linking Gao's vision with geopolitical contexts. Together, they examined how innovation, sustainability, and global strategies go hand in hand and what Europe can learn from China's entrepreneurs.

The MyWay Strategy Summit offered a unique platform for perspectives on the future of green technology, systems thinking, and cross-border entrepreneurship, paving the way for ongoing discussions and collaborations.



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### About the Positec Group:

Positec Group Ltd., headquartered in Suzhou, China, with its European headquarters in Cologne, Germany, has always been committed to its mission of “continuous innovation, leading the tool revolution, and improving people’s lives” and its brand concept of “Our mission, zero emissions.” The Positec Group manufactures lawn, garden, and power tools under the brand names WORX, Rockwell, Kress, and Cat. Since its founding in 1994, Positec has achieved industry-leading growth and penetrated the global market with sales in nearly 70 countries and regions around the world. Positec has 15 marketing subsidiaries, 4 R&D centers, and 4 production sites worldwide. The company has filed more than 8,000 patents worldwide and has been involved in the formulation of many international and national industry standards.

Further information is available from Positec Germany GmbH,  
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### For editorial staff:

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