




Candidate Motivation Letter

Name of Candidate	Alberto Vettoretti	
Position	Managing Partner Dezan Shira & Associates www.dezshira.com Managing Director Asia Briefing Media Ltd www.china-briefing.com	
Candidature	Board Member	
Chapter	Pearl River Delta	

Motivation Letter

Dear Members of the European Chamber in Pearl River Delta Chapter,

It has been a hectic but successful year for the European Chamber PRD Chapter. As we are all judged on results which, for an organization like the European Chamber, means larger number of members, maximum renewal rate and members satisfaction with the events and our lobbying activities, I am proud to share with you all the extremely positive results achieved in all the above.

A lot has been accomplished over 2012 but much more is still left to be achieved and therefore I wish to continue to give my support to the board and the European Chamber PRD team in this new challenge as a board member taking over responsibilities divided up amongst the other board members and ensure our members get an even better return for their memberships.

Our membership base has now grown to over 300 corporate members (not a bad result knowing that European Chamber PRD is "only" 6 years old) and we have been organising an average of 10 events every month trying to reach out to every corner of the PRD. We have been meeting up with government officials on a regular basis at all levels and beyond the main cities in GD into 2TC which are now picking up steam. Still, a lot of work lay ahead in term of ensuring more concrete and focused actions and results are achieved with each bureau and more direct channels are established and more opportunities for our members are created.

All of us living and doing business in the PRD face a variety of challenges, every day. From IP to customs issues, from logistics to obscure tax ruling, from long queue at immigration to lack of access to information, from schooling needs for our kids to safety issues. it is vital that European companies make their voices heard at the highest level.



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In 2012 I have also been reconfirmed as International Advisor to the Guangzhou government and I count on this position to ensure European Chamber stakeholders can have an easier and more efficient business and social environment in the city. I plan to bring to the government's attention a list of issues raised by foreigners in the city with a tentative agenda on how to solve them.

I have over 15 years of direct experience in the Pearl River Delta advising European MNCs as well as SMEs in their investment strategies and developments in the area. Through my past experience with the European Chamber but also with the Italian and British chamber I have been dealing with local and national authorities in fields directly related to foreign investments so I am well acquainted with the regulatory and daily issues both manufacturing as well as service companies face and how local governments can assist them.

My firm has been since the very beginning a strong supporter of the European Chamber's PRD chapter and we were among the first members to apply for the national membership. If elected I would like to contribute to strengthening and accelerating the development of the chapter and in particular to the following activities:

- Continue to grow the membership base of the PRD chapter giving a particular emphasis to second tier cities;
- Look beyond GD in term of investment destination and organize selected trips for members;
- Continue and expand lobbying activities with local and provincial government officials;
- Ensure EUCCC members have access to key people and information at all government levels in particular with reference to government economic subsidies, assistance and support on the ground;
- Give my contribution in attracting the attention of the European union/national governments on issues faced by SMEs and MNCs alike in South China by meeting on a regular basis consulates and chambers.

I would give my full support to the excellent European Chamber executive team lead by Francine as well as the colleagues of the board. Fully convinced of being able to help to enhance the European chamber services for all members in case of winning your vote for the new term.

Yours faithfully,

Alberto



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Biography

Alberto was born in Italy and educated in the UK where he spent over 5 years obtaining a Bachelor Degree in Chinese, Economics and Management (Durham) and an MBA with specialization in Chinese law (Staffordshire). He has been a resident in China for over fifteen years and speaks and writes fluent Mandarin, Italian, English and Spanish.

In September 1998 Alberto joined as an equity partner the tax and accounting start up Dezan Shira & Associates. From a 4 staff local firm in Shenzhen the company has now grown into a pan-Asia organization with over 200 professionals and 12 offices in China plus offices in India Singapore and Vietnam. Alberto directly oversees the 4 offices in Guangdong province (Guangzhou, Zhongshan, Shenzhen and Hong Kong), is responsible for the firm's overall development in China and Vietnam and the editing of its publishing arm Asia Briefing Ltd.

In 2006 the firm was appointed as the sole China member of the Leading Edge International Alliance (LEA) of global accountants and auditors. LEA is the 2nd largest tax and accounting partnership world-wide.

Alberto is currently the Vice-Chairman of the European Union Chamber of Commerce in China – Pearl River Delta Chapter after having served for 4 years on the national Board of Directors of the China Italy Chamber of Commerce with responsibility for South China. In 2011, he was appointed International Advisor to the Guangzhou Government in recognition to his knowledge on FDIs in the region and his continuous help to make the city an even better place for foreign investments. Alberto is also a former Chairman of the British Chamber of Commerce, Guangdong - Shenzhen Sub Chamber.

Alberto is experienced in corporate structuring, tax planning and legal and management issues affecting foreign Invested Enterprises in China, Hong Kong and Vietnam and sits on various MNCs boards in China and Hong Kong

Alberto co-founded the Asia Briefing Ltd publications house in 1999, which now publishes a variety of different titles in several languages. These include China Briefing, India Briefing, Vietnam Briefing Asean Briefing and Asia Briefing. Asia Briefing produces five different monthly magazines, and has published over 50 different books on matters of foreign direct investment legal and tax issues.

Alberto's comments regularly appear in international publications such as *The Financial Times*, *The South China Morning Post*, *Il Sole 24 Ore*, *China Daily* and a host of other internationally recognized as well as local publications. He often delivers lectures at Masters students courses in prestigious Universities in Europe and Italy and divides his time commuting on the train between Shenzhen and Guangzhou and on flights to/back from Europe.

Since 2008 Alberto is also a member of YPO (Young President Organization), PRD Chapter in which he acts as Finance Chair.

Alberto currently lives in Shenzhen with his wife and 2 daughters and spends most of its time on the road to every corner of Guangdong province.