



Candidate Motivation Letter

Name of Candidate: George Lau

Chapter: South China

Position: Vice Chair & Local Board Member



Motivation Letter

Dear Members of the European Chamber of Commerce,

It is my great honor to be standing for election to the Vice Chair and Board Member for the European Union Chamber of Commerce in China, South China Chapter.

Through my experience as the Chairman since 2017 until now with responsibility for South China chapter and relationship with EU institutions, I devoted my time and energy in representing EUCCC in the external events and speaking for the interests of our members. I represented the EUCCC in signature events such as the Business Confidence Survey and the China Europe Innovation Investment Cooperation Conference ("CEIICC") and spoke to various media incl. CGTN, Guangdong TV, Phoenix TV etc. about our concerns and developments.

I have been working in South China for 18 years. Currently I am responsible for Brand Protection at TÜV Rheinland, the German based, world renowned testing, inspection, certification, consultation, and training company. I am deeply committed in contributing to the Sino-European understanding and improving the business environment for European businesses in China.

With the united European business community under EUCCC, it is important that we speak with one voice – ever more important in these truly challenging times – and seek for the largest benefit as a Union. The European Chamber, with its large network, has a strong voice and has the ability to reduce trading barriers and growth obstacles for its member companies.

European Union Chamber of Commerce in China

中 国 欧 盟 商 会

Room 2817, 28th Floor, Tower A, China Shine Plaza, No.9 Linhe Xi Road, Tianhe District, Guangzhou 510613

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I am willing to even further engage myself in dealing with local government authorities and EU institutions to promote business and to improve the investment environment. With my vast professional experience in government relations, I believe that I could make increasingly significant contribution to protect and foster the community's best interest.

Thank you!

Yours sincerely,

George Lau

Biography

George Lau, General Manager QHSE Greater China, is responsible for Brand Protection at TÜV Rheinland, where he has worked for 14 years.

Since 2013, Lau has held seminars for authorities, e.g. SAMR (State Administration of Market Regulation), DRC (Development and Reform Commission), Shanghai Institute of Administrative Law, Hamburg Business Development Corporation, and companies e.g. Google, Alibaba, Huawei, Lenovo regarding EU certification regulations & risk management, receiving unanimous recognition.

Previously, Lau worked as an analyst for ZTE Corporation. As result of his performance regarding African market development – fulfilling Chinese central government's mission – he was promoted directly to Assistant to the CEO.

Since 2004, Lau has been studying the Chinese Communist Party, Chinese-foreign cultural differences, socialism with Chinese characteristics etc., to explore strategies of foreign companies in China. He believes that such knowledge is indispensable for multinationals developing in China.

Lau is a German Chinese who immigrated to Germany at the age of 5. He is fluent in German, English, Cantonese, Mandarin, French and graduated from Konstanz University with magister juris in 2003.

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