



Candidate Motivation Letter

Name: **Klaus ZENKEL**
Chapter: **South China**
Position: **Chair**



Dear Member of the European Chamber,

Thank you for taking the time and reading my letter. In the past 5 years I was providing my support to the EU chamber members. For one year I was the board member, and since 2017 I am the vice chair. At this time, the 2021 elections, I am ready to take on more responsibilities. Therefore I will run for the position "South China Chapter Chair".

Together with the strong EU Chamber team led by the GM Francine, we can successfully provide support to the EU enterprises. We have and will continue to meet with the government officials and work on the task to create a level playing field.

The COVID-19 pandemic has put its stamp onto 2020 and continues to influence the operations of companies. We need to negotiate with the government officials for a smooth return to adequate international travel, i.e. let foreigners get vaccinated in China and ease quarantine restrictions.

There are lots of challenges, especially on the political stage, which may influence the business operations. The chamber shall focus on the business network rather than the politics when lobbying with the government departments. I think the EU needs China and China needs the EU. There are certainly good opportunities for EU enterprises to enter or expand to the Chinese market, i.e. EU "cleantech" companies supporting decarbonization, and the further opening up in line with the Greater Bay Area initiative. Although the CAI and the RCEP have been signed there is still a lot of clarification work required to reach a workable solution.

The established EU chamber working groups are doing a great job, and I will support them as much as I can. Advocacy, Business Intelligence and Community Support are the core functions of the EU chamber.

All the above mentioned is important, therefore I am looking forward to working closely with you for the benefit of European Businesses in China. As the chair of the board I will put time and resources to support this function well and it would be a great honor to receive your vote.

Thank you!
Sincerely

Klaus Zenkel

Shenzhen, 2021-March-29



Biography

Klaus Zenkel was born in Germany and graduated in Industrial Engineering at the “Fachschule fuer Wirtschaft & Technik” in Erlangen, Germany.

Until late 80’s he mainly remained in Germany near his hometown in Erlangen, where he had a position at the Siemens Healthcare HQ.

From 1993 to 2002 he was based in Hongkong, Malaysia and Germany for several executive management positions within the Siemens Healthcare organization. From 2002 to 2006 he was appointed Technical Director of Siemens Shenzhen Magnetic Resonance, based in Shenzhen Hi-Tech Industrial Park.

In 2006, he challenged himself again with a new start-up and he developed from scratch the Shenzhen subsidiary of a Swiss Company, Imedco AG. Imedco is global player involved in the healthcare Industry, manufacturing MRI shielding solutions for hospitals and research institutions. Klaus is the General Manager of Imedco Technology (Shenzhen) Co. Ltd. since 2006.

As an active board member of the European Chamber South China Chapter he holds the Vice Chair position since 2017 and attends the board meetings and other events on a regular basis. Since March 2021 Klaus is a board director at the Swiss Cham in South China. He is also a member of the German Chamber in South China, where he meets other GMs on a regular basis.

Klaus Zenkel lives in Shenzhen’s Nanshan district.