



ANNUAL GENERAL MEETING

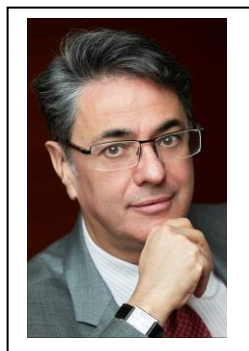
Thursday, 27th May 2021, Beijing

Candidate Motivation Letter

Name of Candidate: Bruno WEILL

Chapter: Beijing

Position in the Chamber: Vice President



Motivation Letter

Dear EUCCC Members and friends,

It is an honor to present my candidacy as Vice-President of the European Chamber. For those that I do not have yet the pleasure to have met, my wife is Chinese and I have lived and worked in China for the last 17 years. As importantly, if not more, I feel deeply European.

As Chief Representative of BNP Paribas in China, I coordinate all the businesses of our Group: our banking and financial markets activities as well as the partnerships and multiple joint ventures that we have with Chinese financial institutions and corporates. Previously, as Executive Vice President of Bank of Nanjing, I had the unique experience of co-managing for 5 years one of the Chinese mid-size listed banks.

Supporting the multiple operations and partnerships of our Group (banking, capital markets, consumer finance, leasing, insurance, asset management, private equity, etc.) provides me with multiple opportunities to meet with Chinese senior government officials, regulators, SOEs and POEs. These daily exchanges greatly contribute to provide me with some good understanding of the Chinese financial markets and of the trends and challenges of the Chinese economy.



Over the last 4 years, as State Representative elected at the Executive Committee of the EUCCC, I seek to bring these competences at the service of our various EUCCC finance working groups. In particular, I have contributed to broaden their scope of activities, to reinforce their close cooperation with important partners (European Delegation, DG Fisma of the EU Commission, European Banking Federation, ASIFMA, etc.), and to increase the efficiency of our advocacy initiatives with the various Chinese financial regulators. Although some clear progress have been made and have succeeded to improve some aspects of the Chinese regulation, a lot is still to be done to allow European Financial institutions to be able to better and more efficiently support the projects and activities of their clients in China.

Indeed, as a banker, I am constantly in contact with the senior management of numerous European companies. As such, I am well aware of the strategies, opportunities issues and challenges of international SMEs and large corporates operating in China in all sort of industrial and services sectors.

This knowledge helped me to advise the EUCCC Executive Committee and to contribute to define the priorities of our Chamber in terms of advocacy initiatives, organization of events and conferences, etc. Furthermore, to promote and present the publications and analysis of our Chamber, I have very regularly participated as speaker and panelist in events organized by the EUCCC in coordination with other Chambers of Commerce (French, Benelux, Swiss, etc.).

In today's complex and fast evolving environment, I believe that a strong but pragmatic approach and a close coordination with the various EU authorities and Chambers of Commerce is more than ever necessary. This positioning is essential to allow the EUCCC to defend the interests of our Members, help them to grab business opportunities, while showing to our Chinese counterparties that we empathize and understand their issues and challenges.

Thank you in advance for your confidence and support to my candidacy as Vice President of our European Chamber.

Biography

Since November 2014, Bruno Weill is the Chief Group Representative for China of BNP Paribas. He contributes to the definition of the Group's strategy and coordinates all the activities in China. He represents the Group as a director or Supervisor at the Board of most BNP Paribas' wholly owned legal entities and joint ventures in China. He is also the Group Executive Sponsor for a few Chinese and International strategic clients in China.

After his baccalaureate in Spain, Bruno completed a Master degree in Physics before graduating from the French Engineering Ecole des Mines de Paris. He started his career in the mining industry in South Africa, in petroleum applied-research in Belgium and in consulting in France and in the US. However, since he joined BNP Paribas Group in 1989, Bruno Weill has dedicated his professional career to the banking industry.



He started in Paris at Inspection Generale and then joined Project Finance before being promoted in Singapore as Project Finance Head of South East Asia and then Deputy Head Asia. In 1999, Bruno returned to Paris and was appointed as Global Senior Relationship Manager of some large multinational companies. In 2004, in Hong Kong, he was named Head of Financial Institutions Group for Asia and managed teams of investment bankers in seven APAC countries.

End 2009, Bruno moved to Nanjing as Executive Vice President of the Chinese listed bank, Bank of Nanjing. He led the transformation of the cooperation to a broad strategic partnership based on business complementarities (consumer finance, corporate banking, financial markets, etc.).

Born in 1962, Bruno Weill is also State Representative at the Executive Committee of the EU Chamber of commerce, member of the French Foreign Trade Advisers, and of the board of the French Chamber of Commerce in China.