



Motivation Letter

Name of Candidate: Guido D. Giacconi

Chapter: Beijing

Position: Vice President



Dear Members,

After about 10 years of active engagement in the Chamber, three years in a row as National Chair of the Energy WG, active contribution in several other WGs, contributing in meetings with local authorities and EU ones in Brussels, contribution to Comprehensive Agreement on Investment, encouraged by many members (special thanks to Jens Eskelund /Maersk and Qi Zhong/BP for having sponsored my Nomination), I have decided to candidate as Vice President to continue and extend my efforts at EUCCC.

If elected, my key focus will be:

1. Safeguard our interests despite political turmoil:

- **“Decoupling” dangerous trends must be replaced by a more realistic “Competitive Re-Coupling”.** Our business interests in China are crucial, our supply chains are so integrated: any “forced decoupling” would only bring to further political tensions, geopolitical turmoil, lose-lose scenarios,
- **CAI should be an encouragement to further engage with Chinese Government,** with credibility, competence, proposals, critical positions if needed. Albeit “not perfect”, CAI is a milestone. We must continue to play a supportive role for its accomplishment, although complying with our global Corporate Social Responsibilities and values,
- **Let’s stick to EUCCC mission: THE voice of EU Business in China,** the only one able to credibly engage with Chinese Government, EU Institutions and single Countries for safeguarding of members’ business interests in China, escaping from staying “between anvil and hammer”;

2. Carbon Neutrality:

- **China and Europe are facing unprecedented challenges in reshaping their economic models along all supply chains and individuals’ life;** new paradigms, out of the box thinking, holistic approaches and innovative solutions must be adopted, all sectors are involved. Decarbonization cannot remain a buzzword. **It’s not IF, but HOW?,**



- **140 tn RMB investments is the size of the cake in China over the next ten years for decarbonizing the country.** EU and our companies have the credibility and experience to provide comprehensive, advanced, holistic and effective solutions. It's an historical opportunity, a huge challenge across all sectors,
- **Decarbonization must become the pivotal geopolitical common ground; a platform for accommodating international tensions which, on the contrary, would delay common carbon neutrality goals achievement.** Carbon neutrality in 30/40 years is the global issue where all the Powers got their alignment: Green House Gases don't have passport! We have already played our role in the recent past on that with our energy transition/decarbonization KRs adopted by State Council's guidelines before Lianghui, thus shaping the 14th FYP. **We must keep on this pathway!**

3. SMEs

- **SMEs – half of our members - are the backbone of EU economy and deserve a continuous specific focus.** Often breakthrough solutions and products are hidden in their drawers, unable to be unleashed in China, those missing opportunities. They have their own concerns and they are much more vulnerable than MNCs!
- **SMEs face a fierce and complex business environment in China** and, often, unfair competition, unequal treatment across the country, discriminated for their size, exposed to IPR infringements, suffering market opaqueness. EUCCC should keep on in conceiving specific advocacy activities tuned to SMEs,
- **We MUST act for creating the required level playing field for all members, with due efforts and focus on SMEs!**

Incoming ExCo will face hard times. **I am ready to play my role, with almost 40 years of international multisectoral experience.**

Hence, if elected, **I would naturally represent SMEs voice** as well as I will bring an holistic approach to tackle **“carbon neutrality” topics**, with competence and credibility and deep understanding and know-how of MNCs businesses.

My unbiased commitment and enthusiasm will be devoted to our members' interests, only!

Many thanks for your support and preferential vote!

Guido D. Giacconi



Biography

Co-founder and Chairman of In3act Srl, founded in 2004 in Milan (Italy), a business strategy consulting and advisory company with operations in China since 2006, focused on Energy and Environmental Protection, Regional Business Economy Planning, Automotive, Consumer Goods, Chemical, Retail; international and Chinese clients including National and Local Chinese Governments.

In China operations in Beijing, Shanghai, Jiangsu, Sichuan, Guangdong.

CEO of In3act Global - a Holding Group with interests in multiple innovative sectors in Europe, Euroasia, China - CEO of GDG&C Srl, a business consulting company specialized in SMEs, active in Europe and China.

EUCCC Energy WG National Chair since 2018 for three years in a row till March 2021, former Vice Chairman of the China-Italy Chamber of Commerce (2018-2020), former Chair of the China-Italy Chamber of Commerce Energy and Environment Protection Working Committee.

Associate Prof. at Scuola Sant'Anna di Pisa (Italy), Member of Experts Committee and professor at Global Management China Master and lecturer in many Universities in Europe and China, including Tsinghua University in Beijing, member of the Scientific Committee of Rigeneracity program at Remtech.

A career as a business strategist since 1996, senior partner of prominent business strategy firms such as Bain Company, KPMG, Booz Allen and Hamilton, Roland Berger, assignments in many countries in Europe and USA.

Advisor to a number of Chinese and non-Chinese Institutions and Government bodies, sitting in a number of Boards of Companies in Europe, Advisor to MNCs in Europe and in China.

Matured deep managerial experience, Managing Director and CEO in several companies in Europe, after a ten years career in Procter & Gamble till assuming the role of VP for several product categories in USA and Europe in the '80s.

Multiple assignments in USA, UK, France, Belgium, Germany, ASEAN Countries, South Africa, Korea, Japan and China.

Currently working and living as a permanent resident in Beijing since more than ten years. Deep knowledge of Beijing political environment, its complexities, its dynamics.

In his career as a top manager at companies and business strategist, matured deep experiences in many industrial sectors with specific focus on Energy and Environment Protection, Urban Energy Planning, Circular Economy, Healthcare, Consumer and Luxury Goods, Government Affairs, Agriculture, ICT, Industrial goods, Fintech, etc.

He has got a degree in Electronic and Bioengineering at Bologna University, father of two great professionals and since August 2020 proud to have become grandfather of a mixed Italian-Chinese boy!