



Thursday, 27th May 2021, Beijing

Candidate Motivation Letter

Name of Candidate: Jens Eskelund

Chapter: Beijing

Position: Vice President



Motivation Letter

China today is a main market for many of us and the market we are looking to for opportunities to grow our businesses in the future. It is also a market in continuous development with an evolving commercial and political environment presenting challenges often unique to this geography. In such an environment, a strong, coherent and focused European voice in China is as important as ever. The EUCCC is that indispensable voice of EU businesses in China.

Should I have the privilege of being elected Vice President of the EUCCC, the core positions and priorities which would guide my participation would be:

- Take as starting point the fact that very attractive opportunities exist for EU businesses in China to prosper, and that through these opportunities EU businesses will be able to contribute in meaningful ways to positive development in China
- Insist on the possibility of dialogue on basis of mutual respect and visions of shared benefit
- Stand firm on the imperative of doing business on basis of fairness, reciprocity, transparency and a rules based system
- Reject the politization of business, weaponization of trade and insist that making businesses 'collateral damage' in political tugs-of-war is unacceptable
- Acknowledge that some of the most pressing issues facing humanity, such as climate change, can only be resolved if EU and China (and other stakeholders) find ways to collaborate and that EU and Chinese businesses play a crucial role in that endeavor



- Seeking truth from facts: With the immense depth and width of its membership, the EUCCC is in a unique position to identify and describe challenges and opportunities in China. This exceptional fact-based resource is at the core of engagements with stakeholders in China and the EU.
- European businesses need a strong, unified and competent voice in China. The EUCCC is that voice.

It would be an honor and privilege to have the opportunity to contribute to the EUCCC and to be a part of the team entrusted by members to ensure the EUCCC builds and expands on its position as the unified, independent and influential voice of EU businesses in China.

Biography

Jens Eskelund was born in 1970 in Aarhus, Denmark. He holds an MA in philosophy and has studied at University of Aarhus (Denmark) and University of Texas at Austin. He has also pursued studies in Chinese at Renmin University in Beijing. Coming to Beijing as a student in 1998, Jens Eskelund has since worked as Commercial Officer at the Danish Embassy to China before taking on a position as Marketing Manager for Maersk Line in Beijing in 2000. He has since held positions as General Manager for Public Affairs for Maersk Line in China and later Director of Public Affairs for North Asia before assuming the current position as Managing Director at Maersk China Ltd., the investment company of the Maersk Group in China. Maersk China Ltd. is also responsible for engaging Chinese Government entities, institutions and trade associations on matters of policy, regulatory environment and business development on behalf of the companies within the Maersk Group. Jens Eskelund has been serving on the board of the Danish Chamber of Commerce as board member, Vice-Chairman and Chairman for 16 years, on the ExCo of the EUCCC as States' Representative during 2010-2012, as Working Group chair for a decade, and as Vice President in the period 2019-2021.

Jens Eskelund is married and has two sons.