



ANNUAL GENERAL MEETING

Thursday, 27th May 2021, Beijing

Candidate Motivation Letter

Name of Candidate: William Zhao

Chapter: Beijing

Position in the Chamber: Vice President



Motivation Letter

Please insert text (not more than 600 words)

We have come to a critical time ahead of us with geopolitical differences and global issues thrusting European companies to the frontline. As the Chinese economy steps in transition in the coming decade, European companies are facing with various opportunities and business model evolvement from what we have experienced before in an ever faster changing environment.

I believe how we position our companies in the coming years will determine a future course for more than just our individual companies alone. Coming together with a unified voice, based on our shared interests and values, is critically important for us to ensure that the priorities and concerns of both European and Chinese stakeholders are given equal and fair consideration.

As I know from personal experience, much has been achieved since Total has worked with EUCCC. Total has benefitted from the competence and strength of the EUCCC office as well as the standing of EUCCC as a leading business association in China.



If elected, I would like to work on advocating for reforms and reciprocity. The voice of the Chamber counts and protects our members in a constructive and resolute way. We are a bottom-up organization, driven by our members and the working groups. It must be done in close contact with the working groups and the working group chairs, and my intention is to have a much closer interaction between the Executive Committee and the Chairs.

Carbon neutrality will be one of the key topics that we all need to work together. Europe has had a head start in this topic when compared to the other continents. It is a head start which we need to leverage. We will work closely with leaders of the European banking and financing sector to push ahead with our agenda. We deeply believe green businesses enabled by green financing is one of the key areas of growth for European businesses in China.

I also pledge to drive support for European SME development in China. My experiences living in Germany has taught me the importance of Mittelstand as an important component of European industrial ecosystem. What Professor Hermann Simmons described as the “Hidden Champions” of Europe are not unique to Germany but across all countries of Europe. They are playing a strong role on various business sectors. I have been the founder and manager of SME before. I know how vulnerable a SME can feel in a large country like China. If I am elected, I will listen to SMEs, to create a more friendly communication channel among different type of companies.

The Chamber is a source of intelligence for its members, I will work together with new Executive Committee to enhance our capacity to deliver you information, content and organize conferences and presentation by external specialists.

Finally, the EUCCC is a community. We may be sometimes competitors, but we all have in common experiences to share, advices to dispense and to receive. We share the same objectives to develop our business in China nationally and in some specific provinces. This network should be nurtured and developed. For that, we must work as a team.

I hope you will support me in the election, and if elected, I pledge to be fully committed and work with the Executive Committee and EUCCC staff to increase the visibility and the profile of the Chamber, to build a unified voice to raise our proposals through the Chinese administration and to defend its members’ interests, and to develop further the Chamber as a platform for its members to exchange ideas.

Thanks for your attention and I sincerely appreciate for your support.



Biography

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A graduate of Columbia University, William Zhao joined Total as its China Country Chair, Chairman of Chairman of Total (China) Investment Co. Ltd, Managing Director of Total Exploration & Productions China and leading efforts in LNG, renewables business in China. Before joining Total, he has held various positions with both multinational companies, multilateral institutions and start-ups in Germany, United States and Middle East.

Between 1996 and 2000, William Zhao served as Planning Manager for Hewlett-Packard. Between 2000 and 2002, he served as Product Managers and owners of two successful technology start-ups in United States. Between 2003 and 2004, he served as advisor to United Nations in Africa. Between 2005 and 2008, he served as Commercial Manager in Dubai Energy. Between 2008 and 2009, he served as Managing Director of an energy investment company based out of London and Dubai. He subsequently joined SABIC as its Global Strategy Director with both strategy and business development responsibilities. He is currently a permanent resident of Germany.