

MAURO MAGGIONI



In China since 2006. Wechat ID: mauromag77

Now

Board Member – Italian Chamber of Commerce in China since May 2020

Golden Goose – CEO Asia Pacific – based in Shanghai since August 2019

Leading Italian brand on luxury fashion and accessories, founded in 2000 in Venice

Group Revenues ~600mil euro

8/2012 – 8/2019

Ermenegildo Zegna – Greater China Region – based in Shanghai

Business Development and Operations Director from 11/2017

Omnichannel and Operations Director from 3/2016 to 12/2017

Chief Financial Officer from 2012 to 2016

5/2006 – 7/2012

Giorgio Armani – Greater China and Asia Pacific Region – based in Hong Kong SAR

Chief Financial Officer (Regional Financial Controller until 2009)

Others:

Italian Chamber of Commerce in Hong Kong and Macau

Executive Member Board of Directors and Treasurer from 2009 to 2013

FNAC S.p.A.

Head of Finance and Customer Service – based in Milan in 2006

A.S.S.P. S.P.A. Public utilities company - North Milan area. Executive Member Board of Directors 2004-2007

AUTOGRILL S.p.A. Business Controller from 2003 to 2005 – based in Milan

Bocconi University and Fondazione Rodolfo De Benedetti (2001-2003)

Research Assistant and Lecturer of Microeconomics and Macroeconomics (2001-2003)

EUROPEAN COMMISSION – BRUSSELS

Internship at DG “Economic and Financial Affairs” in 2001

BOCCONI UNIVERSITY – Degree in ECONOMICS in 2001

EXTRAS

- Fellow member of YPO (Young President Organization)
- Lecturer at SDA Bocconi – Global Executive MBA; Parma University; Standard Chartered Bank
- 2001 – 2003 Contributor at CORRIERE DELLA SERA and LA STAMPA
- Active supporter of Baobei foundation and Shanghai Healing Home
- Art collector of Italian 20th century art from Futurism to Concrete art
- Tennis and Yoga lover, former attempted Soccer player, Scuba rescue diver, twice in life Marathon runner

MOTIVATION LETTER

WHY

During my eighteen years in China, and my four years as Board Member at CICC, I have concretely contributed to represent “Made In Italy” with particular focus on Italian luxury and design brands.

We succeeded to significantly increase relevant Italian brands participation, absent from the Chamber before.

With my election, we will maintain within the Board at least one representative of Italian fashion luxury, otherwise absent, which represents ~30% of Italian export in China.

With eight years of Chamber experience (four in HK, also as Treasurer, and four in China Mainland), I will bring the necessary expertises to well interact with Chinese government bodies, Italian institutions, enterprises, thanks to a collective team work within the Board, especially along with the other elected Board Members in East China and working groups.

WHAT DONE AS BOARD MEMBER SHANGHAI

With the support of other Board Members, and in collaboration with all Italian Institutions (Italian Embassy, Consulates, Trade Agency, Chamber members), we were able to deliver:

- Constitution of **Quality Council** on fashion, luxury goods, design and lifestyle, with the aim to support Italian brands to gain awareness, navigate, scale up China market potential
- Governance of Quality Council now in place as elective Working Group with dedicated team and resources
- Creation of *Caffe' Con*, a format to present origin and legacy of Italian icons (eg Paolo Boffi, Piero Lissoni)
- Support on Business Dialogue, Retail Insights, roundtables and panels with involvement of McKinsey, Tencent, Confindustria Moda, among others
- Live-streaming for Italian brands on Tmall Single Day
- Various seminars in the areas of IP protection, e-commerce, digital ecosystem, consumers trend and insights
- Joint forces with Retail Council in HK at Italian Chamber for services and contents for both HK and China Mainland members

In addition, I have proudly played an apical role to persuade Chamber Board to fully respect Statute norms about Chamber governance and elections rules.

WHAT'S NEXT

As Vice President East China, I would like to:

- Represent the Italian business community in East China, thanks to my credibility as four years Board member and the credibility of my company, which is Italian and it carries solely Italian interests
- Continue representing Italian fashion luxury industry within the Board, which would not be present otherwise (~30% of Italian export in China)
- To listen and interact with Italian entrepreneurs in the East of China, with twice a year members meetings in main provincial cities, and bridge with government bodies, in full collaboration with elected Board members
- Continue with Quality Council initiatives and make available relevant information on market, industry insights, digital trends
- Offer assistance to Chamber members in their strategies to approach local Government bodies in East China, with relevant parties such as landlords, service providers, distributors, digital platforms as needed
- Offer to new Board and President my years of experience to improve Chamber governance as needed

HOW

I guarantee full transparency in any relation with companies which time to time I may be involved.

I rule out any sort of conflict of interest between my present role as CEO of Golden Goose with the role of Vice President East China at the Chamber.

I guarantee full adherence to Statute norms, and I continue to oppose to any conflict of interest which may arise within the governance of the Chamber.

Faithfully, Mauro Maggioni

Shanghai, April 5th 2024

