

MAURO MAGGIONI



In China since 2006. Wechat ID: mauromag77

Now

Board Member – Italian Chamber of Commerce in China

Golden Goose – CEO Asia Pacific – based in Shanghai

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

Group Revenues ~400mil 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 from 2004 to 2007

AUTOGRILL S.p.A.

Business Controller from 2003 to 2005 – based in Milan

Bocconi University and Fondazione Rodolfo Debenedetti (2001-2003)

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

EUROPEAN COMMISSION – BRUSSELS

Internship at General Directorate “Economic and Financial Affairs” in 2001

BOCCONI UNIVERSITY – Degree in ECONOMICS in 2001

EXTRAS

- Lecturer at SDA Bocconi – Global Executive MBA; Parma University; Standard Chartered Bank; Berenberg Hedge Fund
- 2001 – 2003 Contributor at CORRIERE DELLA SERA and LA STAMPA
- Active supporter of Baobei foundation and Shanghai Healing Home in Shanghai
- Art lover and collector. Tennis lover, former attempted Soccer player, Scuba rescue diver, twice in life Marathon runner

MOTIVATION LETTER

WHY

In luxury and consumers goods, Chinese consumers have been representing the global growth engine for last twenty years. After COVID breakout, and since April 2020, internal consumption in China for luxury has experienced unstoppable growth until now. High quality made in Italy is at top of mind for savvy consumers who are within Mainland China. Italian brands, especially Small and Medium Enterprises (SMEs), have a lot to risk and a lot to gain in China. So, offering guidance, insights, support, views could be of paramount importance to properly plan and succeed in China.

After my sixteen years in China, and after being elected as Board Member in 2020, I have worked to constitute a representation of Italian luxury fashion and design brands at the Chamber of Commerce. We succeeded to significantly increase the participation of many brands which were not part of the Chamber before. It is the first time in Italian Chamber history in mainland China to have a Board Member who represents Italian luxury brands. Participation of other key Italian brands came along.

After first two years mandate, I intend to continue and drive towards an even stronger representation of brands at the Chamber and respond to SMEs needs to succeed in China in luxury and high quality sectors.

WHAT DONE IN THE LAST TWO YEARS

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

- the constitution of **Quality Council**: a council on fashion, luxury goods, design and lifestyle, with the aim to support Italian brands to gain awareness and tackle China market speed, magnitude, complexity. Main activities accomplished:
- live-streaming for Italian brands in 2020 Tmall Single Day
- support 2020 Business Dialogue with a session on innovation with McKinsey, Tencent, among others
- organization with Confindustria Moda of an extensive panel about entry strategies into China
- creation of *Caffe' Con*, a format to present origin and legacy of iconic Italian Brands
- various seminars in the areas of IP protection, e-commerce and digital ecosystem
- creation of a textile and supply chain group, wisely animated by mr Giulio Balossi (Quality Council member)
- joint forces with Retail Council in HK at Italian Chamber for services and contents for both HK and China Mainland members

Upcoming activities:

- support 2022 Business Dialogue with a session dedicated to luxury goods
- a series of workshops for SMEs on digital echo system in China, from e-commerce to marketing

WHAT NEXT

In addition, by the end of the second mandate as Board Member, I would like to:

- continue with Quality Council initiatives, and strengthen the operations of Quality Council within the Chamber team
- make Quality Council durable and reliant on internal Chamber resources
- create of a pan-Asian steering council about luxury and Retail, in collaborations with other Italian Chambers in Asia on common goals and instances, to support Italian SMEs
- continue making available relevant information about market, industry insights, digital trend
- continue building awareness for luxury and consumers brands during market entry and scale up
- offer assistance to Chamber members in their strategies when interlocks with local Government bodies in China
- accompany Chamber members in their strategies to interlock with private stakeholders such as landlords, service providers, distributors, digital platforms as needed

HOW

I guarantee full transparency in any relation with companies which time to time may be involved. Any progress made or to be made will be reported thru quarterly reports to Chamber Board.

I rule out any sort of conflict of interest between my present role as CEO of Golden Goose with the role of Board Member at the Chamber.

Faithfully,

Mauro Maggioni

