

MOTIVATION LETTER TO JOIN THE CHINA-ITALY CHAMBER OF COMMERCE AS VICE PRESIDENT (NORD - Beijing).

Considering the current economic trends and geopolitical challenges, it is crucial to recognize the ongoing opportunities within the Chinese market. However, there exists a tendency to underestimate these opportunities outside China.

The China-Italy Chamber of Commerce (CICC) plays a pivotal role in addressing this situation, particularly in the short term. To achieve success, the CICC requires robust support from the Italian business community operating in China.

Having served as a Board Member (Executive Committee Member) of the Italian Chamber of Commerce in Hong Kong and Macau (ICC HK) for over two decades and for few months in the CICC, I am deeply committed to contributing my expertise and experience to the Chamber and its members.

My background primarily involves assisting Italian and European companies in establishing, managing, and expanding their investments in China and the broader Asia-Pacific (APAC) region. This experience positions me to support Italian companies seeking entry into this challenging market, as well as advocate for the interests of those already established in China.

Effective governance is fundamental. During my tenure at ICC HK, I actively participated in reviewing the Chamber's framework. This was necessary to align it with the evolving landscape and the Chamber's growth. Notably, ICC HK emerged as one of the most dynamic chambers in Hong Kong, doubling its membership, enhancing visibility, and achieving financial stability.

I firmly believe that fostering stronger ties and synergies between the CICC and ICC HK is mutually beneficial. As Hong Kong becomes increasingly integrated with mainland China, collaborative efforts can create additional business opportunities for our members. I am prepared to serve as a liaison between the two Chambers.

Given my background in banking and finance, I am well-positioned to contribute to the Chamber's initiatives.

Rest assured, I am committed to maintaining full transparency in all interactions with members and companies. Any potential conflicts of interest between my role as Chief Representative of Intesa Sanpaolo Beijing Representative Office and my potential position as Vice President of the CICC in Beijing will be diligently managed.

Thank you for considering my candidacy, and I look forward to contributing to the Chamber's success.

Faithfully,

Andrea Croci

28 August 2024