



Candidate Motivation Letter

Name of Candidate: Anne Marion-Bouchacourt

Chapter: Beijing

Position: President



Motivation Letter

As President of the EUCCC and as a member of the new EXCO I propose to update the past EUCCC 2014 Strategy to strengthen the following activities for the forthcoming two years:

- Target Chinese Government agencies to lobby on specific Working Group advocacy needs,
- Strengthen Working Groups as the Core Service provider of the Chamber, to improve the diversity and quality of the Chair Position
- Maintain strong engagement with the EU Authorities to achieve the conclusion of the Investment Agreement (CAI) between China and Europe
- Visit frequently the 7 EUCCC chapters to understand the different needs and offerings of EU business communities, also to maintain the unity of the EUCCC, help boards with The Local Position Papers, Local Media outreach and utilize the office of President to lobby local governments
- Ensure the delivery of an annual Content Study (e.g. Overcapacity Study, 2025) to the enhance public discussion, besides the customary annual Position Paper and Business Survey
- Utilize my media experience and network to maintain EUCCC as a strong voice in opinion leading news agencies
- Cooperate closely with AMCHAM across China, including coordination of lobbying where synergies are possible
- Improve EUCCC's structure, reporting lines
- Improve EUCCC's HR practices



Biography

Anne Marion-Bouchacourt has been the Chairman of Societe Generale (China) Limited since the Bank's local incorporation in 2008. She was officially appointed as Group Chief Country Officer for China in July 2012. Anne joined Societe Generale in 2004 as Head of Human Resources of Societe Generale Corporate & Investment Banking (SG CIB). In 2006, she was appointed Head of Group Human Resources. Anne started her career as a consultant at PricewaterhouseCoopers (PWC). In 1990, she was appointed Director of PWC's Financial Services Sector. In 1999, she joined Gemini Consulting as Vice-President, Financial Service Global Market Team, and in 2002, she became the Head of Financial Service Global Market Team at Solving International. Anne graduated from the Ecole Supérieure de Commerce de Paris. She is a Chartered accountant and holds a Master's degree in Financial Management on the capital markets from Paris-Dauphine University.

Anne was member of The French Chamber of Commerce and Industry in China until early 2017.

French government appointed her as "conseiller du commerce extérieur".

Anne was an active member of the EUCCC Advisory Council, participating in briefing sessions for senior EU officials eg Trade Commissioner Cecilia Malmstroem.