


Position: President

Name of Candidate	Mats Harborn	
Company	Scania	
Chapter	Beijing	

Motivation Letter

China has since last year embarked on a new round of historic reforms that will shape the course of China and the world for years to come. This provides a potentially huge opportunity for European Business to be part of shaping the new China. This can pave the way for new long-term sustainable business. However, this requires that we more firmly advocate a systemic and holistic approach to the challenges facing China.

In the past year I have therefore, as Vice President, taken a very active role in representing the Chamber in high-level seminars, panels and meetings to present such a systemic approach. As President I will be able to lead this work, as a strong team player, to the benefit of the members, of the Chamber as an institution and to the benefit of China... Therefore I ask for your trust to be the next President of the EUCCC.

Please visit

http://youtu.be/_9BysWdVV4A or http://v.youku.com/v_show/id_XNjk3NDc2MzA0.html to learn more about me through a short video interview.

Biography

Born:

1961, married, three children

Education:

Asian Studies and Business Administration, Lund University, Sweden, 80-84
Peoples' University Beijing, 84-85

Work:

Scania China: Chief Rep, 85-89, 04-07, CEO 07-10, Executive Director 10-11
Scania Sweden 89-92, 03-04
Svenska Handelsbanken China, Chief Rep, 92-97
Swedish Trade Council China, Commercial Counselor, 97-00
Ecolean Packaging, Marketing & Communication Director, Sweden, 00-03

Community Services:

EUCCC, Vice President, 13-14
ACEA CV Board China, Chairman, 11-12
Automotive Working Group, EUCCC, Vice Chairman 10-13, Chairman 14-15
Swedish Chamber of Commerce in China, Chairman, 05-13

General Background:

Lived and worked in China for over twenty years, speak Chinese and have travelled extensively.

Have been writing and lecturing on China and management related topics in and outside of China since 1980. Favorite topic: CSR and corporate values. Have a deep interest in politics and society.