

Candidate Motivation Letter



Name: Dan ZHU (Dutch, born 1966)
Position: Managing Partner, SRC
EUCCC Shanghai Board Member since 2013
EUCCC Chair HR WG since 2012, Vice Chair HR Forum since 2008
Election Position: Re-election Shanghai Board Member

Motivation Letter

Despite the constant opening up and reform of the Chinese economic system EU companies are still not at a level playing field with Chinese enterprises. This applies to market access, general operating conditions and my own field of expertise - Human Resources.

In my 6 years involvement with the EUCCC both in the HR working Group and in the Shanghai Board I have seen how the EUCCC can make a difference for its members, both large MNCs and SMEs. The EUCCC opens lobbying and communication channels for our members at different government levels over a wide range of government bodies that are relevant to our 45 Working Groups and Fora. To be able to open these lobby channels and create tangible benefit for our members, we need board members that combine a solid understanding of the challenges faces by EU companies in China with excellent government contacts.

I would like to further contribute my cross cultural insight, professional expertise and excellent government contacts by playing an active role in communicating and lobbying with the government, building trust between members and regulators to achieve better market access for European companies in China.

Biography

Dan is Founder & Managing Partner of SRC, an HR consultancy with expertise in Talent Management solution & services since 1998. She started her career as a university teacher at Wuhan University in 1988 and later held various commercial functions in Schiphol Airport in the Netherlands and Perfetti Van Melle in China.

She is a guest lecturer on China HR & Leadership at CELAP (中国浦东干部学院), Antwerp Management School (Belgium), Royal Tropical Institute and Nyenrode Business University (the Netherlands). As an advisor to the Shanghai Party School No. 1 Campus (中共上海市委党校一分校) she maintains excellent contacts with the Shanghai Government and many grassroots leaders from other provinces in China.

Dan holds an MBA degree from Nyenrode Business University in The Netherlands, a Master of Education from Emory University in USA and a Bachelor of Arts from Wuhan University in China. She is married to a career banker and has a son and a daughter. In her spare time, she practices Chinese calligraphy and appreciates Traditional Landscape paintings from the Song (960-1279) and Ming Dynasties (1368-1644).