

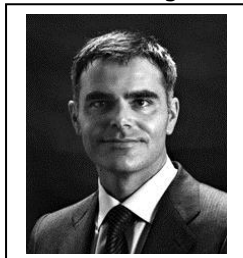


Candidate Motivation Letter

Name of Candidate: Eduardo Morcillo, Managing Partner, InterChina

Chapter: Shanghai

Position: Shanghai Chapter Chair/ Vice Chair



Dear Sirs and Ladies,

I am presenting my candidacy for the elections of the EUCCC Shanghai Chapter Chair, and I would like to ask you for your support.

I have been an active member of EUCCC for the past 12 years, since its early days in Shanghai, when I was the Chair of the Trade & Distribution Working Group. I have also served in Beijing as Executive Committee board member and, recently, as Vice President. Currently I am one of the Shanghai Chapters' Board members.

Having been an active part of the Chamber to represent Europe's industry for such a long time, I am convinced of its effectiveness at promoting and protecting European business interests in China. However, in the past 2 years we are witnessing new challenges to the EUCCC (membership numbers, operating model, how to enhance the value offer to members) that will require strengthening our key competitive advantage: industrial lobbying to address the needs of the EU corporate community and those of our specific members.

I am keen to continue to support the Chamber by offering myself as Local Chair, thereby lending it the benefit of my seventeen years of experience of living and working in Shanghai and Beijing, and my long experience within the Chamber.

I would very much appreciate your support for my candidacy

Kind Regards,

Eduardo Morcillo
Managing Partner, InterChina.

Bio Introduction

Qualifications:

- 17 Years living in China (Shanghai- 9; Beijing- 8).
- Managing Partner, InterChina Capital, a boutique Corporate Finance and Strategy Firm. In this role, I have lead for the past 16 years a team of 60 advisors that has structured more than 7 billion euro of EU investment into China and Vice Versa (mostly via M&A's and JV's).
- EUCCC Track Record:
 - Board Member of the EUCCC, shanghai chapter (2016-2017).
 - Vice President of the EUCCC Executive committee (2013/2014).
 - Board Member of the EUCCC Executive committee (2011/12; 2014/15)
 - Member of the supervisory Board of the EUCCC (2011-2017).
 - Chairman of the EUCCC Trade & Distribution Working group (2004- 2006).

European Union Chamber of Commerce in China

中 国 欧 盟 商 会

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European Chamber
中国欧盟商会

- Vice President of the Spanish Chamber of Commerce (2004-2006).

Other:

- Education: Executive MBA (IESE, Spain); Master in Int Law and Investment (UK, Newcastle Upon Tyne Univ.); Law Degree (Spain).
- Prior China: Sinclair Roche & Temperly (Law Firm, London); Credit Suisse (Investment Bank, Madrid).
- In China (since 1998):
 - 1999- 2017: InterChina, Strategy and M&A Advisory. Managing Partner.
 - 1998-1999: Spanish Embassy, commercial Office. Investment Officer
 - Has held four Board of Director positions in global corporations and International Associations in the past years (IMAP/ CWI).
 - Holds two Associate Professor Positions in the Cheung Kong and IE Business Schools.

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