



## **Candidate Motivation Letter**

Name of Candidate: Joachim Kässmodel (Kim)

Chapter:

Position: Board Member



## **Motivation Letter**

There are a number of reasons that make me want to contribute in something that I believe in. As a part of the Chamber's mission statement goes: "as the independent voice of European business in China, we seek greater market access and improved operating conditions for European companies".

Prior to coming to China, I had worked in various countries in Europe, namely Spain, Italy, France and Germany. Over the year, my exposure in working as a senior consultant gave me a solid understanding of European business culture. As a citizen of Europe who is currently working and living in China, married to a Chinese, I have seen great improvements and changes that have happened between European countries and China, but we also face a lot of challenges, such as pushing for more transparent policies; a more fairly regulated market that give foreign companies the same competitive chances like their Chinese counter parts; a more free financial system that provides support to European companies, instead of tightened regulatory reviews, etc.

I believe that by acting as a representative of the Chamber, I will have the opportunity to speak and conduct more outreaches in a positive way. I believe in finding solutions by knowing our differences and I also believe in the growth of this region that will open a lot of opportunities for our members who will need all of our supports and combined resources.



Therefore, I wish to submit my application to run as a member of the board so that I can have the chance to exercise my beliefs to the best interests of the Chamber, to promote and to seek greater market access and improved operation conditions for European companies.

### Biography

Joachim Kässmodel is a Founder & Senior Partner of Ferrante & Partners, Ltd who provides professional consulting services to clients on marketing and strategy planning, branding and project management and has worked with some of the most reputable enterprises from Europe. He currently spends most of his time between China and Europe to provide project consulting, with industries range from automobile to health and Care, from Education to culture, among others.

Joachim, born in Heidelberg, Germany has obtained a double Master degree of Business Administration (MBA) from Münster University of Applied Science, Germany & Grande École de Commerce Bordeaux, France as well as a Master in Marketing & Sales in EADA Business School in Barcelona, Spain. He speaks fluently English, French, German, Italian, Spanish and Chinese.

Chengdu, 10<sup>th</sup> of April 2017

Joachim Kässmodel