



Candidate Motivation Letter

Name of Candidate: **Massimo Bagnasco**, Managing Partner Progetto CMR (Beijing)

Chapter: **Beijing**

Position: **Vice President**



Motivation Letter

Dear Members,

I spent past fourteen years in China leading an architecture firm, personally experiencing daily problems our members, especially the SME, have.

I managed relations with numerous government agencies providing my contribution to EU-China Partnership on Urbanization, Innovation Cooperation Dialogue and SME Dialogue.

I served the Chamber, along last three years, as States' representative in Executive Committee and, from 2008 till now, as Construction WG, Chairman or Vice Chairman, contributing to the Position Paper release, taking part to missions China, in Brussels and other European cities.

My Company is just a SME anyhow, since several years ago, we became Advisory Council member to stronger support the Chamber.

Nowadays China is facing the challenges of multiple transitions.

President XI speech in Davos, as well as the State Council Circular n.5, are the commitments made by China towards a new era of international cooperation.

We welcome them; meanwhile it is our duty to closely monitor the implementation.

Then it is fundamental the action of a unique platform, as the Chamber, to shape the future, delivering value added services to our members.

My program is based on the Chamber "ABC":

Advocacy:

- Constantly check the Circular n.5 implementation with a proactive attitude for cooperation;
- Keep on being vocals and quoted in the media;
- Increase the leverage of all our Chapters;
- Attract more active participants in the WGs

Business intelligence:

- Improve the dissemination of our contents among the members and outside of our circle, to attract new ones;



- Take part in more EU funded projects.

Community:

- Have a more targeted approach, to reach quality members, who brings valuable networking and experience sharing to guarantee a stable growth;
- Contents oriented events, especially for the SME, and closer cooperation with Chinese private companies association.

My previous activities are the concrete evidence of my accountability, commitment and experience about the Chamber operation.

I wish you will give me the chance to provide a more effective contribution to our Chamber.

Thank you for your trust and support!

Biography

Massimo Bagnasco is Managing Partner of Progetto CMR Beijing, an Italian integrated design practice that ranks into the top 100 architecture firms worldwide, with headquarters in Milan and 13 offices all over the world.

Early 2005 he moved to China to set up local Company. Since then he was responsible for the firm's operations all over China and in 2009 he became Partner. Nowadays the Company is actively operating in all the EUCCC chapters.

Since 2008 he is actively operating in the EUCCC, serving as Vice-Chairman and Chairman of Construction WG and representing the SME Forum in several official occasions. Since 2013 he is also the Italian State Representative in the EUCCC Supervisory Board and in the last three years he served Executive Committee member.

He was actively involved in the preparation and development activities related to the "EU-China Partnership on Urbanization". In 2014 DG RTD appointed him as the EU Experts, in charge of Urbanization, in Taskforce for EU-China Innovation Cooperation Dialogue.

In 2013, Massimo contributed, as expert, in the "EU-China Urbanization Leadership Programme" a joint Project by DG Energy and China Academy of Governance, with the aim to provide technical training to Chinese Government officials.

Before moving to China, he cooperated with other leading design firms and real estate companies gaining experience in the architecture and company management both in Europe and abroad. Massimo hold a degree in Architecture and a master in Urban Planning by the University of Genoa, Italy.

He is married with a child.