

## **Candidate Motivation Letter**

Name of Candidate: Mats Harborn

Chapter: Beijing, ExCo

Position: President



### **Motivation Letter**

With over 24 years in China and with over ten years' experience from working with the European Chamber I think that I have the necessary experience, and understanding of China, to successfully take over as President of the European Chamber and continue to build on the solid foundation laid by the presidents David Cuccino and Joerg Wuttke.

Our member companies are facing many challenges when doing business in China, but today two issues stand out:

#### **Lack of Level Playing Fields**

European companies should be treated the same way in China as Chinese companies are treated in Europe. We need to keep addressing the issue of distorting subsidies and we must demand that the *Foreign Investment Law* is replaced by one investment law equal for all.

We can also do much more to actively help shape regulation, that if strictly enforced, helps create level playing fields.

#### **Raise Awareness of a Fast Changing and Increasingly Innovative China**

While many of our member companies still suffer from IPR violations we need to recognize that China now has the capability to develop advanced technologies of their own. Chinese innovation also translates into new business models that can be highly disruptive.

The Chamber must take on itself to communicate these issues to our member companies' headquarters so that you are given the right resources, talents and ability to make quick decision in order to succeed in this highly competitive market.

## Biography

My first job in China was as chief representative for Scania in 1985. In 1992 I became chief rep for the bank Handelsbanken in China and between 1997 to 2000 I served as Commercial Counsellor at the Swedish Embassy in Beijing.

I re-joined Scania in 2003 and for eight years I set up and lead the Scania sales and service organization in China. In order to further grow the business I founded the Scania China Strategic Centre in 2010 to actively work with the development and maturing of the transport industry. Through clear messages communicated via a number of platforms (including the EUCCC) and through industry media, the Strategic Office has been able to make a difference. Concepts such as level playing field, Total Operating Costs, Efficiency and Compliance are now being widely accepted by the leading companies in the transport industry. This business strategic lobbying is now translating into substantial business opportunities for Scania and other suppliers of transport equipment.

I have always been active in various kinds of trade and industry organization, such as:

- Vice President, EUCCC (2013-2016) and presently State Representative to the ExCo
- Vice President, International Forum for Road Transport Technology (currently)
- Chair and presently Vice chair, the EUCCC Automotive Working Group
- Chairman, Swedish Chamber of Commerce in China (2005-2013)

I graduated 1980 with a degree in Asian Studies and Business Administration from Lund University, Sweden. I speak and write Chinese and am a frequent lecturer and writer on business- and China related topics. I always match news and reports with my own rich first-hand experience from the field.