



## EUCCC Southwest Chapter – 2015 Elections

### Motivation Letter

**Name:** Alan Chen

**Position:** Southwest Chapter Board Member

**Company:** Léman International School Chengdu/Meritas  
International Family of Schools



### China Today and The European Chamber in Southwest China

China today is once again at a cross road. In the 80's, China started to 'open up' to the outside world and creating wealthy. Today, with an ever growing middle class and a slowing economy, China is trying to figure out its next stop as a country and for its people. Over the past 30 years, China has experienced unprecedented economy growth, but at the same time, it has paid a hefty price through the degradation of its environment. As more and more people are becoming aware of the environmental and social issues related to growth, China is now at a point of transformation. At the same time, China still has plenty of ambition to grow and become the world's super power. The question is simple, how can China, with its vast land and population, achieve sustainable growth as the next phase of its modern development? While there are many answers, I believe The European Chamber is an important part of the solution. China cannot achieve its ambitious growth goals without additional and consistent foreign directed investments and expertise; but with a slowing Chinese economy and widely publicized pollution issues, the EUCCC serves as the perfect advisor for both European companies in China or looking to coming into China. At the same time, the EUCCC, with its experience and network, serves as the advisor for various Chinese governmental and public agencies. The EUCCC Southwest Chapter plays a critical role in helping Chinese government agencies to understand what it takes to build business confidence in European companies as well as providing market insights and access for European companies interested in investing in Chengdu and Chongqing.

### Why me?

I have been the representative from Léman International School for the past four years as well as other chambers in Chengdu. Over the past four months, I have had the privilege to serve as a Co-Opted member on the board to work with the Chengdu office team and current board members. Through this



experience, I realize there's much similarity between running a school and the a member based institution. Member based institution like EUCCC grows the same way that a school would via effective recruiting and outstanding service. Therefore, much of my experience of growing Léman International School Chengdu would apply in helping the EUCCC Southwest Chapter. Further, as most of Léman's parents are senior executives of multinational companies here in Chengdu, I am aware of the concerns and needs that are important to foreign businesses in Chengdu on a first hand basis. Lastly, having been in Chengdu for the past four years, I have seen the growth of Chengdu and challenges that the city still faces; this experience coupled with my bilingual skills can help to address issues in a manner that city and other government officials can understand.

By running for the board, I wish to achieve the following:

1. To help grow the membership base by working with the team to systematically identifying the potential members in the market and devising a recruitment strategy.
2. To help identify and organize more quality events, both social and informational, for members and attendees.

### **My background**

I was born and raised in Taiwan and immigrated to the United States at age 14. Having been educated and working in the U.S. for the majority of my adult life, my transition in China was not all that different than your typically 'foreigner'. In fact, in some respect, it was tougher. However, this experience has allowed me to further link my bi-cultural relationship and understand why people here think the way they do. Prior to coming to China, my career path took me from a financial auditor (and a certified public accountant) to management consultant and now managing an educational institution. My experience and knowledge of the education industry (both international and local) are unique to other board member's experience. I hope to utilize this unique mixture of experience and skills to serve the members of EUCCC as well as make incremental improvements in our daily lives in Chengdu.

### **Positions**

2011-	Léman International School Chengdu, Managing Director
2006 - 10	Huron Consulting Group: Manager, Higher Education
2002 - 06	KPMG LLP: Manager, Risk Advisory
1999-2002	Ernst & Young LLP: Senior Auditor, External Audit

**Education**      University of Wisconsin – Madison, Bachelor of Business Administration

### **European Union Chamber of Commerce in China**

2015 - Southwest Chapter, Co-Opt Board Member