



Candidate Motivation Letter

Name of Candidate **Thomas Rosenthal**

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(DIB:MI)
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Candidature Board Member

Chapter South China



Motivation Letter

Dear Members of the European Chamber in South China,

It is my great honor and a privilege to be nominated as a candidate for board membership with the South China Chapter.

Growth across all sectors and geographies is no more a one-way bet in China, some sectors are thriving, some are undergoing restructuring, others show signs of maturity or even decline. Amid a slowdown of the economy, and facing the challenges of managing multiple transitions, the Government strives to restructure the economy and achieve long term sustainability to ensure social and political stability.

In this challenging macroeconomic context foreign companies also have to face the headaches of increased regulatory risk, deeper scrutiny from authorities, and a more general feeling that doors are not open as they used to be. On top of this, protectionism is growing globally and European multinational companies in China may be caught in the middle of trade skirmishes.

Members should brace for tougher times and fully embrace and leverage the platform of the Chamber to be fully aware of a changing business environment, to have an impact on Government law making and regulations, to develop their business. The Chamber should consistently upgrade in order to deliver higher value added services in light of the complexity of the Chinese landscape and the increasing demands from Members.

I am and a proud new member of this organization. What I bring with me and what I wish to contribute to this organization is a 12-year experience of China on the books and on the ground. Theory and practice are crucial to thrive in this market.

Before moving to China two years ago and starting up the subsidiary of a global stock-listed digital entertainment group, I have worked “on Francine’s side” as an executive of an organization similar to the European Chamber, the Italy China Foundation, which I started up and ran for 10



years before moving to China. I am fully aware about what these organizations can give and the significance of their role. I also believe that there is so much potential support from these organizations that Members leave largely untapped.

I have dealt with local and national authorities in China (particularly in Guangdong Province), I have advised European companies across all industries on how to approach, enter and grow in the Chinese market and have consulted Chinese multinationals going global, I have founded and run what is now the most influential research centre on the Chinese economy in Italy and was the editor of one of the most authoritative reviews on China studies in Europe, while lecturing and disseminating information on China.

I would like to be a proactive and dedicated member of the Board, contributing my time and experience to the benefit of the Chamber and its members, with the following activities:

- Grow the membership base of the Chapter, to have a stronger Chamber and voice vis-à-vis Chinese authorities
- Engage members of second tier cities outside the main centres of Guangzhou and Shenzhen, as membership is spread across the PRD
- Create more industry specific Working Groups, Fora or events
- Provide more industry and city specific market information
- Share experiences and case studies
- Provide a more tailored approach to Members: each of us has specific needs and demands

If I do win the trust and vote from the Chapter's Members, I would give my full support to the Chapter's executive team led by Francine and work hand in hand with the colleagues of the Board to enhance services to the Members and the Chamber's scope and reach in the PRD.

Yours Sincerely,
Thomas Rosenthal

Biography

Thomas Rosenthal is the General Manager of Digital Bros Group and 505 Games in China and part of the Top management of the Group and a Professor of Chinese economy.

He was born and bred in Italy in a multicultural family and holds double nationality, Italian and German.

Thomas holds a *BA in Political sciences* and an *MA in Economics and International Relations* from the Catholic University of Milan an *MSc in International management (China)* from the School of Oriental Studies (SOAS) of the University of London and a *Business in China Certificate* from Bocconi University.

After two international experiences in global multinationals at Oracle (IT) and Euler Hermes



European Chamber
中国欧盟商会

(credit insurance), he started-up and led the Italy China Foundation in 2005 with 20 founding members growing it by 2015 in an umbrella organization representing 3 China-focused organizations and 400 corporate members. In 2010 he founded the CeSIF, the Research centre on China studies which he directed until 2015.

Thomas was since 2008 a Professor of Chinese Economy and Institutions at the Catholic University of Milan and is currently a visiting professor at ASERI – the Postgraduate School of Economics and International Relations in Milan. He relaunched and directed *Mondo Cinese*, the Italian review of Chinese studies founded in 1973 and has authored around 20 publications on the Chinese economy and business focusing on FDI and Doing Business in China. He hosted seminars and gave lectures and speeches on China at the most prestigious universities and business schools in Europe and China: including Bocconi (Milan); IESE (Barcelona), CEIBS (China), Venice (Italy) and his editorials and quotes have appeared on highly recognized international publications such as *China Daily*, *Il Sole 24 ore*, *Il Corriere della Sera*, *Milano Finanza*, *Time Magazine*.

In 2015 he started-up the China operations of Digital Bros Group a leading stock-listed digital entertainment company with offices in Italy, UK, France, Germany, Spain, the United States and China and global distribution capabilities. Thomas now oversees from Shenzhen the Chinese, S. Korean and Japanese markets for the Group.

Thomas currently lives in Shenzhen and travels extensively in China, Asia, Europe and the United States. Thomas is passionate about history, and is a sports enthusiast and foodie.