



## Candidate Motivation Letter

Name of Candidate: Blandine CRESSARD

Chapter: South China

Position: Board Member



## Motivation Letter

Dear Members of the European Chamber of Commerce,

I am very pleased and honored to have the opportunity to run for election of the EUCC Board member for a second term 2023-2025.

Residence G Shenzhen belongs to GCP Hospitality, the hospitality arm of Gaw Capital Group with 3000 employees and 7500 keys around the world with an enviable reputation in the hospitality industry for providing asset management, hotel management and business development of the highest standards. The Group experience and creative teams manage independent properties with a hands-on approach and provide the necessary insights and expertise in Human Resources, Sales and Marketing, Finance and Operations to guarantee a successful operation.

We are focused on value creation and we also seek to add value by implementing best practices and job equity to local markets and working with trusted, world-class consultants and partners.

Over the past 2 years in South China Board I had the opportunity to attend some government meetings and to be actively involved in EUCCC member gatherings (welcome back, Christmas...), European Chamber HR conference in Qianhai with a large online and offline attendance and as the co-moderator for the first Women in Business conference on Gender Equity held offline in South China.

For the past 30 years I have lived and worked outside France representing French and International flagship hotel brands going through the various stages of doing business in foreign countries and adapting to different cultures and laws bringing expertise and cooperation with local entities as well as supporting European business partners. I held President and VP positions in International Associations for over 10years.



Living and working for more than 7 years in South China I have been a member of all Chambers of Commerce from Europe and active in Professional Associations' Boards and Committees.

Should I be elected Board member, I wish to continue contributing to the growth and success of the EUCCC bringing my experience to the members to share best practice in Women in Business , Employee's retention & training, mentoring, F&B/Hospitality and supporting the EUCCC South China team for Promotion and Events for the benefit of the members.

## **Biography**

Blandine Cressard is a French national, graduated trilingual interpreter and with a Cornell University MBA in International Hotel Management.

She left France in 1991 to West Africa (Ghana, Ivory Coast, Guinea Conakry) where she held executive management positions for ACCOR properties until 1999.

Blandine moved to Asia early 2002 and grew her expertise with Accor Asia Pacific in Take Over, Branding and Opening Hotels.

In 2011 she joined Warwick International Hotels in South Pacific to build the largest Convention Centre and host the 1<sup>st</sup> APAC convention in Vanuatu.

End 2012 she moved back to Asia to join GCP Hospitality to brand Gaw Capital Group 1<sup>st</sup> hotel in Hong Kong.

In 2015 in Myanmar she built and opened Gaw Capital Group 1<sup>st</sup> Luxury cruise ship: Strand Cruise and managed the iconic Strand Hotel in Yangon.

Invited by Gaw Capital's Chinese partners for her experience and French touch in approaching hospitality Blandine arrived in Shenzhen in 2016 to build, open and manage Residence G, a GCP Hospitality Flagship Lifestyle property.

Since 2016 Blandine with Residence G Shenzhen is also member of the French, German, British and Australian Chamber of Commerce in South China and actively attends their events and seminars and participate in working committees.