



Candidate Motivation Letter

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Chapter: South China

Position: Board Member Application | Pacific Prime - South China Manager



Motivation Letter

Pacific Prime is a reputable and international insurance intermediary agency founded in 2020 in Hong Kong by two British and Italian co-founders and therefore with a deep European company management and culture. We have been a supporting member of the European Chamber for many years now through Beijing and Shanghai Chapters and since last year in South China thanks to our recent offices opening in Guangzhou and Shenzhen.

As South China Manager for my company and as an active and engaged member of the South China community (previously in Shanghai too) through different organization, chambers, communities..., I would like to contribute my time, energy as well as both personal and professional business knowledge and experience to advocate for-and-to the Chamber and its members. Working in an international SME focusing on customers and financial services through innovation and technology, I hope to bring some diversity to the board in term of representation.

Finally, even though I've never occupied such position of board member before, I am very motivated to learn from my peers about this role and to grow through this new challenge. My inexperience might actually be an advantage to bring some new perspectives and fresh ideas to the table and help to further develop the chamber and its community.

Biography

Born in Belgium, Brussels in the late 80's and grew-up in South of France close to Avignon, I am a proud European citizen (binational French-Belgian). I graduated in 2010 with a Bachelor Degree in Hotel Management from Vatel France, Nimes then moved straight to China, Ningbo to join my girlfriend-now wife and start my hospitality career in Front Office/Rooms department.

After 10 years of domestic/international assignments (Ningbo, Shanghai, Macao, Paris, Guangzhou...) at different managerial positions, I finally left hospitality to join Pacific Prime in Shanghai in early 2020, just



at the beginning of Covid. There I took on a new challenge with the mission to build the Business Development framework and team for the company by bringing my customer service and networking skills/experience to this new industry.

After multiple business trips to South China despite of Covid restrictions and an overall successful performance on my BD role in Shanghai, Pacific Prime entrusted me with the responsibility to open our new South China offices in both Guangzhou and Shenzhen which I am actively working on since July last year.