



Candidate Motivation Letter

Name of Candidate: Joanna Ye
Chapter: South China
Position: Local Board Member



Motivation Letter

Dear Members of the European Chamber of Commerce,

It is my great honor to run for the election of the Board of the European Union Chamber of Commerce in China, South China Chapter.

I have been working with Mazars in Guangzhou since 2007 after 4 years with KPMG Shenzhen. As Head of Audit & Financial Advisory at Mazars Guangzhou, I work closely with International Companies notably European enterprises ranging from SMEs to MNCs in GBA area. Mazars is an international accounting firm started in Rouen, France in 1945, and till today, the firm has grown into an international group of 47,000 professionals across more than 95 countries.

Currently I am board member at EUCCC south chapter elected in April 2021 and I am looking forward to continue this mandate. In the past two years I devoted my time and energy in representing the chamber to speak for the interests of our members. For me, it was a great journey to make positive contribution to the Sino-European business community in South China, if I am re-elected, I will continue to offer my expertise, experience and knowledge to contribute to the development of European business with focus on 1) Promoting gender diversity to achieve an inclusive business environment; 2) Meeting with Chinese governments and authorities for lobbying and advocacy activities to the benefit of the European chamber members; 3) Working towards for improvement of the business environment for the European business in China, notably from the Finance and Taxation perspective.

I believe Diversity and Inclusion are top priorities for modern organization like EU Chamber, for sustainable growth, we need voices from different countries, different industries, and from different gender perspective. With my professional experience across different industries, I believe I could make great contribution to foster the community's best interest.

It would be a great honor to receive your votes. I am looking forward to discussing with you in person and work with all of you for the benefit of European Businesses in China.

Kind regards,
Joanna



Biography

Joanna joined Mazars in 2007 after 4 years' experiences with KPMG Shenzhen office, she is Head of Audit & Financial Advisory at Mazars Guangzhou office.

With 19 years' experiences working closely with International companies, Joanna has extensive expertise in Sino-European activities. Her areas of expertise include Manufacturing, Luxury Retail, Media & advertising and other service industries, ranging from SMEs to MNCs. In addition to leading big audit projects across Asia, she also responsible for M&A cross border transaction assignments in Southern China. She has strong capability to manage large projects and teams with an international reach and across departments.

Joanna is Fellow of The Association of Chartered Certified Accountants ("FCCA"), a global professional accountancy body established in UK in 1904. Since 2019, Joanna was nominated as member of ACCA Southern China Steering Team, which is established to oversee the medium and long-term strategic and policy objectives of ACCA Southern China.

Joanna grown up in Shenzhen, she witnessed the fast development of GBA area and moved to Guangzhou since 2007 when she joined Mazars. As a native Cantonese and Chinese speaker, she is also fluent in English.