

Candidate Motivation Letter 2019

Name of Candidate	Marcus Wassmuth
Position	Local Board Member
Chapter	Shanghai



Motivation Letter

The European Union Chamber in China is the most important voice of European business in this country. Only with actively participating members, we can be heard and achieve our goals to influence the economical environment in a positive way for European companies. This is especially important in the actual difficult economical environment.

With my experience over the last years as local board member and vice chair in Shanghai, former chairman of the banking working group as well as founding chair of the SME forum in Shanghai, I have tried to do my part for a strong development of our chamber.

With almost 25 years working experience in the Chinese banking industry, especially as the Chief Representative of one of Germans largest banks and currently as Head of European Corporate Coverage China of Unicredit S.p.A. Shanghai Branch., a large part of my clients are small and medium sized companies from all over Europe. I know about their specific challenges in this market and realized how difficult it is for them to influence the business environment on their own. Only through a strong organization like the EUCCC they can make a difference. I believe that the EUCCC should offer specific support and information for these SME companies.

If re-elected as local board member in Shanghai, I will do my utmost to further strengthen the profile of the chamber, especially in respect to the group of SME members.

Biography

With a 16 year background in banking in Germany, Marcus Wassmuth came to China in July 1994. Here he participated in the establishment of the branch of Commerzbank AG in Shanghai. For 7 years he was not only responsible for the organization and operation of the Branch, but also consulted clients with their market entrance in China. In 2001 he joint Landesbank Baden-Wuerttemberg's (LBBW)

representative office in Shanghai as their Chief Representative. In this capacity, Mr. Wassmuth helped customers of LBBW, in the majority small and medium sized companies form the southwest of Germany to establish their business in China and handle their market entrance in this country. In February 2017, he switched from LBBW to the Shanghai Branch of Unicredit S.p.A. as their Head of European Corporate Coverage China. In this position, Mr. Wassmuth advises European clients of UniCredit Group from Italy, Germany and Austria in their financial activities in China and helps to provide tailored products for their financial needs.

For more than 17 Years, Marcus Wassmuth is active in the European Union Chamber. Within this time he was and is a member of the local board of the chamber in Shanghai for together several years. He headed the local banking working group from 2002 until 2006 and from 2010 to 2012. For more than 3 years, he represented the SME Forum in Shanghai as its founding chairman. He represented the EUCCC in numerous official events and meetings like the activities during G20 summit in China in 2016.