



Candidate Motivation Letter

Name of Candidate: Jörg Wuttke

Chapter: Beijing (BASF China Co., Ltd.)

Position: President



Motivation Letter

If elected president, there are eight actions I consider necessary to make the European Chamber heard, more clearly than ever:

- Raise the profile and sharpen the messaging of working groups through a larger role in producing publications: Content matters. A strong focus is now needed on how increasingly important, cyber-related issues in connection with the still-developing Social Credit System impact our members. The chamber should analyze myth and reality of the Belt and Road initiative, and outline the advantages of the EU connectivity strategy.
- Rejuvenate our media profile: In order to both relay messages to EU and Chinese decision makers as well as to shape public debate, we need to re-strengthen engagement with the big six (e.g. FT, WSJ, NYT), as China's senior leaders follow the elite international media very closely, op-eds in FT and WSJ help to position our message without any editorial intervention. We simply cannot drop the ball on messaging.
- Deepen coordination on lobbying in China: Align timing of publications with the American Chamber in order to avoid having a message soup and coordinate lobbying activities on topics of crucial concern with EU member states chambers.
- Ensure that we do not unfairly lose ground in our home market: we need to ensure that EU business interests back home are not undercut by state capitalist China. EUCCC should work with Europe's most influential domestic business organisations.
- Make concerted efforts to start building a strong relationship with the incoming European Commission and new European Parliament from day one.
- Provide stronger engagement opportunities for each of our seven chapter by strengthening their communication toolbox.
- Sharpen our secretariat's focus with better HR policies to stop the serious brain drain.
- Prepare the Chamber's finances for the expected deceleration of the Chinese economy.



Biography

Jörg Wuttke, Vice President and Chief Representative of BASF China is a veteran of the Western business community in China

2001 - 2004 Chairman of the German Chamber of Commerce in China

2007 – 2010 and 2014 - 2017 President of the EUCCC

From 2011 Mr. Wuttke is the Chairman of the BIAC China Task Force of the Business and Industry Advisory Committee to the OECD (BIAC), a Paris based body of major business associations that lobbies the OECD.

From 2013 to 2016, and again since 2019 Mr. Wuttke is Vice Chairman of the CPCIF International Cooperation Committee, a group representing Multinational Companies in China's Chemical Association. Since its establishment in 2013, Mr. Wuttke is member of the Advisory Board of Germany's foremost Think Tank on China, Mercator Institute for China Studies (MERICS), in Berlin.

In January 2019 Mr. Wuttke joined the International Board of the Stars Foundation, in Switzerland. stars - for Leaders of the Next Generation.

He has been quoted in several of the world's leading business publications and authored opinion pieces for the Financial Times and other leading publications.