



**European Chamber**  
中国欧盟商会

## **Southwest Board Election 2023**

### **Candidate Motivation Letter**

**Name of Candidate: Jiaping Wu (Jessica Wu)**

**Chapter: Southwest China**

**Position: Managing Director**



### **Motivation Letter**

**Please insert text (not more than 300 words)**

Education is GREAT.

Adhering to the development concept of international vision and unlimited youth, IvyU Education is determined to build an authentic and reliable global education service platform to provide customers with comprehensive global educational resources and services. For example, we have close relationship with University of Zurich, Lund University and University of Amsterdam, etc. Since established in 2008, we have helped hundreds of clients to get offers from many European universities and schools.

The European Chamber has provided me with a good platform for exchange and cooperation outside school. I can get to interact with the best representatives from all walks of life in Europe and learn about the latest industry and career developments. This enables me to acquire the foreword industry knowledge to provide integrated education planning services to our clients. On the other hand, through our own strengths, I hope to convey the concept of global education to our members, helping you and your children to enhance the educational competitiveness with a clear career map.

In addition, over the years, we have partnered with many renowned European universities and sent them





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outstanding talents in various professional fields. Through international educational studies, most of these outstanding talents have successfully completed their studies and returned home to serve their country. We firmly believe that education always needs to be international and future-oriented, and this is in line with our service philosophy of an international vision and unlimited future.

### **Biography**

**Please insert text (not more than 250 words)**

Managing Director in IvyU Limited. (2016-Present)

15 years industry experience in international education consultancy.

Graduated from the Hong Kong Polytechnic University, International Education Development Researcher in Hong Kong University, Knowledge Management Practitioner.

British Council Certified Agent.

NAFSA (National Association of Foreign Student Affairs) Certified Member.

European Association for International Education Member.

