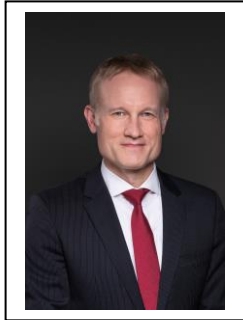




## Candidate Motivation Letter

Name of Candidate: Robert Kuessel  
Chapter: Shenyang China  
Position: Board Member



Dear Members of the European Chamber of Commerce,

I am honored to be a nominee continue my work on the Board of the European Chamber of Commerce in Shenyang.

I know Shenyang since 2007 and have seen the city growing and developing with a dramatically speed. Since 2018 I've been working as Tiexi Plant Director for 2 and half years, after that worked as Dadong Plant Director and 2022 I took over the role as Senior Vice President for Technology and Manufacturing. In this function I am responsible for BMWs largest production and R&D location outside of Germany.

During the corona crisis challenging time, with the great cooperation and strong support from partners, BBA have jointly completed the Grand Opening of Plant Dadong Extension Project, Plant Lydia Opening project and the smooth launch of all new vehicle Products etc. It showed how important the cooperation and communication with the local government is. Only based on a common understanding of necessities and needs the right decisions can be taken and I would like to support in this process.

We and our suppliers and partners are depending on the further development of the city – its attractiveness, international schools, the enhancement of the business environment, a further promotion of a sustainable development, ... are all necessary to extent the success in the future.

I am a board member of the EUCCC since last year and I would be honored and grateful to continue my support for the development of our European Community in Shenyang.

**European Union Chamber of Commerce in China**

**中 国 欧 盟 商 会**

No.2A-1, Road No 7 , Jing Ji Ji Shu District, Shenyang, P.R. China, 110027  
Tel: +86 (24) 6683 4376 Email: mchen@european-chamber.com.cn  
<http://www.european-chamber.com.cn>



## **Biography**

Mr. Robert Kuessel started his career in BMW Group in 2000 and has gained extensive leadership experience in Production, Technical Planning, and Total Vehicle Quality Management in China, Germany and the United States. He has previously held the position of Plant Director Tiexi at BBA. In the past three and a half years assignment in China, Mr. Kuessel has made extraordinary contribution to the plant extension projects, successful launch of iX3 and upcoming X5 and delivered record volume in Pant Dadong 2021.

In his current role he is responsible for organizing the growth of the BMW-Brilliance production network in China while ensuring a stable production and reliable high-quality delivery to the customers. His objective is to set benchmarks for a green, adaptive and reliable operation. By making desirable cars for China, we lead the future of sustainable mobility in China.

Prior to his current role he has been responsible for the long-term development of the BMW Group production network.

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