

Candidate Motivation Letter

Name of Candidate: Umberto Naddei

Chapter: South China

Position: Local Board Member



Motivation Letter

Dear EUCCC Member,

I'm writing this letter in order to express my deepest interest in applying for the position of Board member at the the European Chamber South China Chapter, as i believe to be a perfect candidate. in fact, I believe that, by covering this position, my experiences and skills will contribute to the combination of our mutual interest.

For more than 3 decades I have dedicated myself into the field of trade and was in a managerial position since the age of 25.

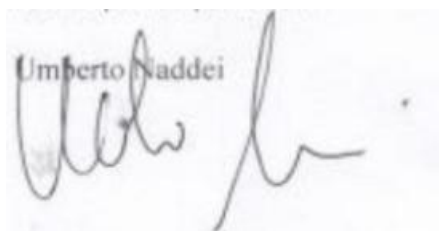
During my 21 years in China, I have lived in various cites, smaller and bigger, poorer, and richer. I met many people who later became irreparable in my live.

A healthier and mutually beneficial trade relation for not only huge multinational companies but also EUCCC could potentially bring us closer to the goal of having economic development in small regional areas.

I am convinced that my expedience will be of great benefit to the EUCCC South China Chapter and I will add to the pool of diverse talents of our governance.

If elected, I commit to listen to your expectations as member of the EUCCC, and to work to the best of my ability to ensure that those expectations find appropriate representation in the actions of the Board of the EUCCC South China Chapter

I thank you for your vote!





European Chamber
中欧商会

Biography

Umberto Naddei, born in Naples (Italy) 05th November, 1963, with a degree in mechanical engineering, specialization in business organization, is Member of Italian Chamber of Commerce European Chamber of Commerce, CCOIC GZ Chinese Chamber of commerce.

He is married with 2 daughters.

Umberto has been an entrepreneur for about 35 years, he lived in Brazil from 1990 to 1996, he currently resides in China for about 21 years.

In this period, he had the opportunity to deepen relations with local institutional offices such as FAO and CCPIT.

In 2009 he founded China Noi Group Ltd, a company incorporated under Chinese law, which has also been operating in Italy since 2022 with Headquarters in Rome.

The company deals with trade (mainly fashion) and consultancy, offering services to Chinese companies to land in Europe, such legal consulting, accounting and commercial, and vice versa.

Umberto Naddei

Guangzhou 27/03/2023