



Emilio Cassanelli

China VP of Industry Technology Suzhou Co., Ltd (CT Pack)

Professional Profile at Glance

*My professional career has been developed in **Europe, The United States, and China**, being appointed, from time to time, in positions of **Research and Development, Organization, Engineering, Production, and finally in General Management** of Italian-owned Companies, within the sectors of **Industrial Measuring, Precise Mechanical Manufacturing, General Automation, Automatic Packaging Equipment, and relevant Applications**.*

Thanks to such variety of roles. I got the opportunity to gain a very good knowledge of all the company functions; particularly when being General Manager, I have organized a significant number of manufacturing companies' start-ups (5 legal entities, both WOFE and JV) within Mainland China territory, managing the legal establishment procedures, as well as the operations of factory set-up from "green field."

*For such purposes & roles, with the support of great specialists, I have coordinated the search of the sites, the civil and industrial plant design, the relevant construction activities, the opening; I have then directed the **operations** to reach the set growing targets.*

*I have consolidated a good expertise of the "**economic reports**" (P&L, and BS), and of the **budgeting and cost control** tools, as well as a good capability to recruit and develop key staff at different level abroad, managing international teams.*

*During my most recent experiences, I have also directly coordinated the **marketing activity**, and the search for **new customers**, also personally executing the first approaching steps and setting up the commercial negotiations.*

I have developed a good ability to relate with people and institutions at the highest levels, as well as to correctly gauge the requirements of the shareholders, assuring reliability and transparency in the relations with the Company property.

CCIC-MWG Future Propositions

Leveraging on my long career in the industrial, mechanical manufacturing sector, inclusive of 22 years of intensive presence in China, I trust I can bring a wide range of valuable experiences and ideas to the Mechanical Engineering Working Group, as Vice Coordinator, especially – but not only - referring to the Area of Suzhou where I have been operating since 2011. My good knowledge of the CICC members, and of the Chinese culture as well, will be also precious in helping build up an even stronger Group

My effort and program for the future should be oriented toward 3 directions:

1. **INTERNAL** – well knowing which excellences lie among our members, so facilitate the exchange of information, and the possibility to find solutions for ideas/problems/opportunities inside the chamber. E.G.: Company visits, seminars, database, informal events, events on the territory
2. **EXTERNAL** – showcase Italian Company excellences, facilitate the interaction with other chambers and other business groups. Organize cross-chamber meetings and occasions to interact with authorities or specific depts within the municipalities' administrations, with the support of the CICC local offices. E.G.: matchmaking SME Shanghai, Inter-Chamber MEWG seminars and informal events, meetings with industrial parks or municipalities.
3. **COMMUNICATION** – Online and Offline seamless contact with the members by developing and releasing the mini-app that will be the core of the program and the instrument to keep all members and coordinators in touch with agenda, events, database and in future also the events medium.