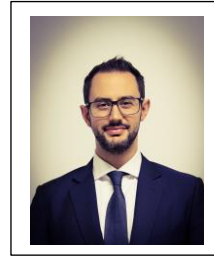


ALBERTO FOCESATO

Biography & CICC MEWG Program



Biography

Ciao to everyone reading this document my name is Alberto Fochesato, I'm Italian grown up in Padova but with Sicilian roots in my family.

I'm living in Shanghai since 2011 and married with my Chinese wife since 2018 and having one kid named Achille. I got my master degree in International Business and Chinese Language at the Ca' Foscari university of Venice and started to work for Würth Industry Service China in 2012 with the task of taking care of our International Key Accounts; after few years I've been promoted as Sales Director China and since 2019 I'm responsible for the whole Asia Pacific region.

I'm also conducting training globally for our group in the matter of Sales Skills and Management.

Since Würth is servicing with direct material such as fasteners and MRO products our customers I have gained wide knowledge on the manufacturing aspects of the Chinese market building up as well a good network in many International and local companies.

I'm very pragmatic and at the same time emphatic when it comes to approach to any problematic situation and able to draft quickly a schedule in order to move forward and track the progress.

CICC MEWG Program

Since 2021 I have been an active member of the MEWG and supported many of the activities that have been arranged; I would like to continue what we have started and my ideas on the future program can be summarized in 2 macro points:

1- Building up and strengthen the Italian System in China

We should keep scheduling activities with the members of the MEWG and other pertinent groups of the CICC in order to develop the Italian System in China:

- Intercompany events to promote our excellences
- Joint events arrangement like the CIIF Exhibition
- Development of the Wechat Mini-program
- Webinars on common interest topics
- Informal Networking events

2- Promote synergies with International and local organization

We should interact more with other countries' Chambers of Commerce/Associations and local Chinese municipalities and institutions to show our competences and increase our value in the Mechanical Engineering sector:

- Matchmaking events with other Chinese or International companies
- Discussion/Seminars with Industrial parks and municipalities
- Inter-chambers events focused on the Mechanical Engineering and satellites services

THANK YOU VERY MUCH FOR YOUR ATTENTION AND SUPPORT!