

Riccardo Coli



BIO

Mr. Riccardo Coli lives in the People's Republic of China since 2008 and has widely contributed to the development of the economic and commercial relations between Italy and China in several high-tech industries, such as the aviation and aerospace fields.

Mr. Riccardo Coli landed in China after a Bachelor Degree in Sciences & Communications at IULM (Milan, Italy) and a Master of Science in International Marketing Management at L. Bocconi University (Milan, Italy); since then he has undertaken personal and professional challenges to strongly grow knowledge and awareness in international market-places.

Mr. Riccardo Coli has driven the launch and development of the Italian Aerospace Network in the Asia-Pacific Region, strengthen relations with high-level Chinese stakeholders and lead the development of high-end projects alongside institutions and enterprises.

Mr. Riccardo Coli has actively worked for the achievement of the Italy-China Cooperation Agreement with the Embassy of Italy in the People's Republic of China in 2014, the EU-China Aviation Partnership Project with the EUCCC in 2015 and the set-up of the Aviation and Aerospace Working Group with the CICC in 2017.

MANIFESTO

Dear Members and Friends of the CICC,

I write this Manifesto to apply for the position of CICC Member of the Board in Shanghai.

I have been a Member of the CICC since I arrived in China and I have had the chance to see our Italian Chamber go through different phases, to grow throughout the years and to work hard with it to make it expand in terms of contents and quality of membership benefits.

I have worked hard to promote and establish the Aviation & Aerospace Working Group, which I believe to be one of the most active and influential among all of the International Chambers of Commerce in China. I have taken part to international projects, governments' activities and several PPP projects.

I wish to serve as Member of the Board in Shanghai because I would be glad to introduce and actively bring forward three major fields of action, to generate value for the Italian Chamber of Commerce in China itself as well as for its Members/Friends. Here's the three proposed *Projects*:

1. The Chamber of Marco Polo

In the last couple of years, I have witnessed great opportunities for the Italian Companies and Organizations based in China along the Belt & Road route, which is very much talked about but that is still a big question mark for most of us. I believe Italian Companies in China represent "best practices" that should be exported into the neighborhood markets, especially for those high-tech sectors that can provide a consistent support and knowledge for developing countries.

Within this first Project, I will work on handful tools for the CICC and its Members to work with, so that Italian Best Practices in China could be promoted and exported along the Belt & Road Initiative (BRI).

2. The Digital Chamber

We live in a world where communications, people and businesses are 2.0 web-based. Our lives, our companies and our relations with the surrounding environment are going digital and there are a lot of topics that we could use as a competitive advantage for our businesses in China. They are here, but we don't use them at their very best yet.

Within this second Project, I will work on a series of interesting arguments for the CICC and its Members to "Go Digital", gain knowledge and competitive advantage.

3. The Chamber Starts-Up

We have gradually witnessed the CICC to be strongly supporting start-ups and creating relations with those international organizations that connect ideas with capitals and industries. A very good starting point, indeed. I have worked myself on the start-up that has luckily kept me here for so many years, and I understand how important is to undertake certain steps to make a business go through major difficulties over the years.

Within this third Project, I will work on helping the CICC and its Members to better relate to those entities that support start-ups in China and other developing Asian countries.