



ANGELO MORANO

PROFILE

Highly communicative and perceptive individual, taking advantage of marketing, industry information and the contest to make sound decisions on resource deployment, cost-saving oriented, quick thinking disposition, motivated and quickly adapts to various situations with high responsibility and teamwork spirit.

22 years of international relations specialist with academic and professional experience in P. R. China. Work experience in Italy and China. Ability to communicate effectively in Mandarin Chinese, some Shanghainese, English, Italian. Cultural and business bridge between the Western world and Chinese entities, linking the public and private sectors in Italy with those in China and vice-versa.

Experienced in the latest digital communication technologies and social media platforms in both the Western and Chinese ecosystems.

Angelo Morano has been living in China for the past 23 years. After studying Chinese language, literature and history at Orientale University in Naples, Italy (the oldest university in Europe, founded by Matteo Ripa in 1724), arrived in China in 1997 thanks to a China Government founded Scholarship. He studied first at Beijing Film Academy and in 1999, thanks to another Government founded Scholarship moved to Shanghai Conservatory of Music. In Shanghai, the business and financial capital of China, the young Morano had the opportunity to witness the world's fastest economy and society challenges and growth. His dream to work in China came true and with the passion, he was focused to pursue his way under the most loved motto "It always seems impossible until it's done". ***He worked in different fields and industry gaining the opportunity to learn many aspects of the Chinese market and society.*** He started his career as an interpreter at the Italian Trade Commission and as a tourist guide for the first Chinese groups visiting Europe. Then he drove the Italian fashion Teddy Group with the brand Terranova in China.

Since 2003 with his brother and partner Vincenzo he started his business in the food & beverage industry opening a restaurant, bakeries and actively selecting, importing and distributing authentic Italian wine and food products to China. Since 2006 he is the Managing Director of InsiderChina (Insider International Ltd), an Italian fully owned enterprise involved in the import business and multichannel distribution (ON-line, OFF-line, and Ho.Re.Ca) of the best Italian products in China. He is leading the communication and Marketing division creating and developing Branding and Social Media Activation Campaign for Italian Brands that want to open and penetrate the local market. Being the China Sole Agent and Brand Ambassador of Asti D.O.C.G he is now creating and coordinating very large promotions with public and private multinational companies. He has been always very active within the Italian Business community serving for many years as the **Board of Directors of the China-Italy Chamber of Commerce**. Nowadays, his official role is director of the Board of the China-Italy Chamber of Commerce.

EXPERIENCE

COO, WELCOME CHINESE CERTIFICATION; SHANGHAI, CHINA-2016-PRESENT. SELECT HOLDING GROUP.

Build up the Group Digital infrastructure using the latest technologies in the market. Leading a multicultural team spread in 3 continents to one single goal: serve the Chinese Travellers around the globe taking full advantage of the various Social platforms and digital Automation ecosystem. **Partner up with the most advanced tech multinational enterprise such as Tencent, Ctrip, Mafengwo, Tongcheng, Tuniu** and other software houses to jointly create new digital products to overcome the difficulties encountered by the travelers and the receiving hospitality structures (hotels, airports, shopping mall, etc). Product development in AI (Artificial Intelligence), LBS, 3D mapping, etc.. Improving the

efficiency of VISA issuing and Online tax refunds when abroad for Chinese Travellers. The Welcome Chinese Certification is issued directly by the *China Tourism Academy* under the Ministry of Culture and Tourism of the Peoples Republic of China. Select Holding Group represents in China also the *European Travel Commission*; in 2018 the organization designed, created, managed and implemented the Social Media activities in China and all the official Cooperations with all the institutional and Private Corporations. To be mentioned among the several projects and "Welcome Chinese" certified members: Rome Airport, Venice Airport, Paris Airport, Unesco (United Nations Educational, Scientific and Cultural Organization) website and social media platforms.

CEO, INSIDERCHINA; SHANGHAI, CHINA-2006-PRESENT.
INSIDER INTERNATIONAL LTD.

As CEO and Founder of InsiderChina, he set up a platform in both Online and Offline channels to help several Italian and Chinese Brands. *The main industries are Agricultural and lifestyle (Italian furniture and fashion)*. Under Angelo's leadership, the company attended and cooperated with the main events in China and Italy such as Expo 2010, Expo 2015, G20 2016, Exhibitions, Sports Events, etc. Along with the agri-food sector, he developed 2 in-house divisions: **A. Digital strategy advisory** to support the digital communications and branding of other companies with a very robust O2O approach. The personal and corporate branding is also supported in China for each and every client with his vast experience in *Cloud Collaborative Platform, CRM creation, and integration and Database digitalization workflow*. **B.** The company today created also a unique *logistic platform division in Shanghai* to support foreign companies in need to import their goods and face all the procedures within China Custom and C.I.Q. for all types of clearance for institutional and private clients.

GM APAC, TEDDY S.P.A.. SHANGHAI, CHINA-2001-2006.
Angelo was in charge of the Asia Pacific area Market. He was based in Shanghai developing other Countries such as Philippine, Singapore, Malesia, etc. *He was organizing, managing and developing the Asia market for Teddy S.p.A.* which owns the following brands: Terranova, Calliope (retail trade chain) and Rinascimento (wholesale).

Set up first a representative office and then switch to a WOFE (Wholly owned foreign enterprise). The new WOFE was one of the first clothing companies in the world that was able to open directly its own outlets in mainland China (according to the newest regulations from the Beijing Government concerning the foreign investment- December 2004).

Angelo was in charge of all the procedures, relational and bureaucratizes, to reach the above-mentioned objectives. Teddy has more than 8.000 customers around the world and up to now there are about 600 TERRANOVA shops at the national and international level and they are distributed throughout 50 countries.

CHINA-ITALY CHAMBER OF COMMERCE
SHANGHAI ,BEIJING. 2009-2020

Elected as Director of the Board of the China-Italy Chamber of Commerce several times. Supporting the Italian companies and Institutions.