

**Interview with Paolo Bazzoni,
President of the Italian Chamber of Commerce in China**

Good morning everyone, I am Paolo Bazzoni, President of the Italian Chamber of Commerce in China and also Managing Director of Assocamerestero for the Asia, South Africa and Oceania Area.

I am a businessman, I have been in China for seventeen years, I was CEO of Prysmian and now I am a board member of Bonfiglioli China.

It gives me great pleasure to bring my testimony and share some messages and information with you.

First of all, I would like to greet dear President Mario Pozza, President of Assocamerestero and of the Chamber of Commerce of Treviso - Belluno|Dolomites and all the small and medium-sized companies of Treviso and Belluno.

What is the strategy of the Italian Chamber of Commerce in China, which is part of Assocamerestero?

We are the reference point for companies, entrepreneurs and professionals who are already in China or who want to enter the Chinese market. We work on the territory, we are businessmen, in fact the entire Board is composed of aziendalists. Our mission is to protect, guide, inform, and open opportunities on the Chinese market-continent, which, as you know, is not easy, it is very competitive, but still full of opportunities.

With this purpose, we are organised with eight offices throughout the Chinese market-territory, so we have Beijing, Tianjin, Shanghai, the south-west with Chongqing and Chengdu, the south with Shenzhen and Guangzhou, and also Suzhou. We are able to accompany and guide companies, whether they are already present in China or want to enter the Chinese market, with a direct business-to-business relationship, opening up opportunities and synergies with the Italian system, because we are the business reference but we also work with Embassies, Consulates and the ICE Agency (Italian Trade Agency). So we can more directly, speaking the same language as the companies - and I want to emphasise this - give input, protect and direct them.

Which services do we offer?

First of all we give a market overview. I very briefly want to show you our Report here: in fact, twice a year we come out with a report on the health of Italian companies in the Chinese market and their confidence in the short and medium term. You know very well that China is currently going through a period of change, the growth trend has come to a halt, but this does not mean that the Chinese market does not still have opportunities. You have to be very careful and selective and to do this you need to be supported by someone who knows China and lives it first hand. So the Italian Chambers of Commerce Abroad, in this case in China, are the points of reference.

We do market updates, participation in trade fairs and sectoral events of relevance to your companies, we have 10 sectoral working groups - for example the sectors of mechanics , mechatronics , energy transition, healthcare, food & beverage, logistics and others - so we can also involve companies that are not yet in China in initiatives, events, webinars, training opportunities, contact research and we can support them in the dialogue with institutions, with which we are directly connected.

Of course, we also do Certificates of Incorporation (“Visure Camerali”) and eventually address companies towards professionals who can register the company and register the IPR if the brands are not yet registered. I would like to mention some successful case histories, successful events and initiatives that we have organised.

As you know, China has tried and is trying to recover after COVID and there are many trade fair initiatives that may be of interest to small and medium-sized Italian companies. We took part in the China International Consumer Goods Fair in Hainan. We organised together with ICE - which organises the pavilions and we provide the content, the companies - the China International Industry Fair, with more than 80 companies from the mechanical and mechatronics sectors, both small and medium-sized. We do business round tables, for example this Friday we organise a business round table in Beijing, which is very important, where entrepreneurs and companies discuss problems and opportunities with their Chinese counterparts: in this case we do it on energy transition, but we have done it on mechanics or lifestyle, like the one we organised in Hong Kong, also attended by the Secretary General of Assocamerestero Domenico Mauriello.

We have also mapped out all over China the initiatives, industrial pacts, and even tax concessions that may exist in China that want or would like to address the Chinese market.

In short, we are the business reference.

How to contact the Chamber of Commerce?

We were perhaps pioneers because we also have a desk of our Chamber of Commerce in Italy, among others based in Veneto. We have more than 800 members between large, medium and small companies, and all the big groups are in China, a good part of which are from Veneto.

With Desk Italia it is possible to contact the Italian Chamber of Commerce in China through our portal.

Being part of a network, therefore through a very modest membership fee, can also be a channel for a small and medium-sized company to enter a very valuable network. People speaking the same language, problems that can be solved together, but above all business. We care about business, we are not politicians, we are business people and we want to give our support in creating value.

I am also available to do - as we have already done with other regions and other areas in Italy, such as Friuli Venezia Giulia, Emilia Romagna, and Lombardy - meetings and seminars in which we give testimonies of Veneto companies that are already present in China.

We have a preferential relationship with Confindustria, with whom we have signed an MoU (Memorandum of Understanding), so we also collaborate with them on the organisation of targeted events and initiatives.

We are also the Pivot towards the wider region beyond China, which we call ASEAN, and as a councillor of Assocamerestero we can be the trade union with colleagues from neighbouring territories and nations, and this too can be a support for small and medium-sized enterprises.

Thank you for your attention and I hope to meet you soon also directly in Veneto.

*Translated by **Cecilia Flaccavento***

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