

## Gilbert VAN KERCKHOVE (范克高夫)

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### Contact

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Personal blog "Surviving Beijing since 1980": <http://blog.strategy4china.com>

### Present situation

Managing Director of "**Beijing Global Strategy Consulting Co., Ltd.**", a Wholly Owned Foreign Enterprise in Management Consulting, affiliated to China Strategy Limited. The Company is the adviser of the Beijing Investment Promotion Bureau since 2000.

The company serves foreign clients. Closely working with the Beijing Municipal Authorities to assist in a variety of issues related to foreign investment & business, the Beijing economy and previously the 2008 Olympics.

Special areas of expertise: bridging the gap between the Chinese administration and the foreign business community; Chinese economy, politics and characteristics; telecom, rail and metro transport, electric power generation, engineering, environmental projects, PPP.

### Summary - strong points

- dynamic and renowned business executive with over 30 years of international exposure (Asia, USA, Brazil, Europe, Africa); focus on Asia since 1980 with over 20 years in China
- innovator and strategic thinker who generated hundreds of million dollars in contracts
- problem-solver; in-depth review of internal and external operations
- track record in setting up new activities and opening markets
- effective negotiator in complex deals
- multi-lingual communicator - crossing cultural borders and mending relations
- strong engineering background, diversified experience in industry and trade, understanding of research, product development, manufacturing
- lobbyist, developing a high-level network with several governments, customers, international organizations and banks
- socially active and member of many Chambers of Commerce and other organizations
- keen interest in international dynamics of markets, economy and finance
- speaks frequently at seminars and public events; regular interviews in the Chinese and international media.

### Particulars

Belgian national

Languages: Dutch, French, English, Portuguese; German & Spanish (average); Chinese (basics); Italian (basic understanding)

Education: State University of Ghent (Belgium): Master of Science in electronic engineering (1973 - graduated with honors)

## PROFESSIONAL ACTIVITIES

Jan. 2000 - present: president of China Strategy Limited [www.strategy4china.com](http://www.strategy4china.com)

Managing Director of Beijing Global Strategy Consulting Co., Ltd., associated to China Strategy Limited. Formerly advising the Beijing Development & Reform Commission (BDRC) as “Delegate Investment Promotion for the Olympic Ownership Tenders” after delivering reports on PPP and post-Olympic use of sports venues. Later on, working for Beijing State-owned Assets Management Co., Ltd. (BSAM) as “Negotiation and Development Director”. BSAM oversees the National Stadium and the National Swimming Center; his main office was within BSAM in 2003/2004. He continues to serve BSAM when requested. Appointed as Senior Consultant for the Olympic Economy to the BDRC on 18 April 2005, delivering reports on the Beijing economy.

Other assignments: water treatment, food logistics, advanced building materials, public art work, specialized insurance, security equipment, media monitoring, UNICEF, etc. Advisor to the Beijing Investment Promotion Bureau (Beijing Municipality) since 2000. He maintains a close relation with several Beijing Municipal Government entities such as BOCOG (the Organizing Committee for 2008 Beijing Olympics - where he earned his earlier nickname “Fireman”), the Ministry of Sports, the Chinese Olympic Committee, the Beijing Sports Bureau and many others.

He regularly promotes Beijing and its “Olympic Economy” to countries such as USA, Germany, Israel, Belgium, Italy, Greece, Switzerland, etc.

Active with several chambers of commerce in Beijing.

Aug. '95 - Dec. '99: ALSTOM nv - based in Shanghai (formerly part of Alcatel Alsthom Group)

Resident director for East China (till Aug. '99)

Representation of ALSTOM (110,000 employees). Activities covered power generation, transmission and distribution; urban transport and industrial equipment.

Staff increased from 2 to over 60 and office space from 38 sqm to over 760 sqm; US\$ 700 million orders obtained over 4 years. Results achieved through aggressive marketing & sales, market analysis, top level lobbying (China & France) and staff recruitment and training.

Oriented the new strategy for metro projects and obtained French Government support for the Shanghai metro projects. Obtained the signature of the Metro Line 3 Agreement on Sept. 25, '98. Final contract signed in May '99. Two Shanghai joint ventures for metro were set up in Jan. '99. Other major contracts in power plants (Waigaoqiao, Pudong Incineration, gas turbines), industrial equipment and installation (Jin Mao Tower).

Sept. '94 - Aug. '95: ALCATEL STANDARD ELÉCTRICA (Madrid & Beijing) (Alcatel Alsthom)

Director for International Projects in the Network Systems Group in Madrid, with focus on strategy definition for new markets in Eastern Europe and Asia. In Dec. 1994 designated as the senior representative of Alcatel Standard Eléctrica in China. In charge of the Beijing sales & customer service team and co-ordination with the Hong Kong Commercial Office. In Beijing since January '95. The position demanded top lobbying & sales support. Achieved considerable contracts in Sichuan and Jilin Province.

April '93 - Aug. '94: ALCATEL (Brazil) (Alcatel Alsthom Group)

Appointed by the main shareholder, Alcatel Standard Eléctrica, as Advisor to the Managing Director of Alcatel Telecomunicações S/A, São Paulo, with emphasis on commercial projects and marketing. The company had 1,700 employees and annual sales of nearly US\$ 300 million. Major objective accomplished was to set up a new marketing & sales strategy to tackle the new non-PTT market and to introduce new working tools. In-depth review of the company's overall performance, its management and predicting the serious financial losses.

Jan. '90 - April '93: ALCATEL (Indochina/Burma) (Alcatel Alsthom Group)

Regional Marketing Director, country manager for Vietnam, Laos, Cambodia and Myanmar (Burma), stationed in Bangkok, reporting to the Paris Head Office. Set up the general representation and marketing within the four countries. Sales of over € 16 million in 1991. In 1992 an increase of nearly 100%. Late 1992 appointed Chief Representative in Hanoi (Vietnam); set up the Alcatel office and assisted in the discussions for the comprehensive joint venture in Vietnam. Contracts obtained in Vietnam for nearly all market segments including the first GSM contract in Asia for Alcatel.

Sept. '88 - Dec. '89: BARCO NV (Hong Kong)

Major Belgian Electronics group (former subsidiary of ACEC).

Regional Director Far East, Hong Kong based.

Set up the first office in Asia. Responsible for evaluating markets in Asia/Australia, defining marketing and sales strategies & priorities in co-operation with the agents network. Sales: 10% over target, mainly in South Korea and Taiwan, for Computer Integrated Production & Management Systems for the textile industry.

1980-88: ACEC NV (Beijing) (now part of Alcatel Alsthom Group)

Regional Director Far East (1987) based in China with executive authority for the activities in PRC, Taiwan, South Korea and Hong Kong.

Initially Regional Director, China, reporting to the management in Belgium. Established the Beijing office; provided market information and strategies for large-scale projects (e.g. power plants, metro, heavy industry). Successfully managed all commercial aspects of the Yaomeng Thermal Power Station (2 x 300 MW) (first soft loan to China). Generated sales of € 17.5 million and led all business negotiations, developing excellent contacts with the Chinese authorities and managing the local agents.

Achieved successful negotiation on final acceptance by the customer of the Yaomeng Plant without any financial prejudice.

1979-80: COTSGAS (Nigeria)

Technical director for a major LPG (Liquefied Petrol Gas) filling and distribution company. Co-ordination of all technical matters for the construction, operation and maintenance of new filling plants, customer service and the installation and operation of the new Port Harcourt LPG filling station. Responsibilities: accounting, personnel management and developing national strategies with top management in Nigeria and Belgium.

1978-79: RHODIA DO NORDESTE (Recife, Brazil)

Chemical plant with 1600 workers producing polyester fiber, yarn and film.

Maintenance manager responsible for instrumentation, electrical and electronic equipment; preventive maintenance planning, emergency procedures and interventions; managed spare parts stock planning and purchasing. Staff: 40 technicians.

1974-78: SIEMENS (Brazil)

Project Manager - Northeast Telephone Project (1977) for the erection, testing and final commissioning of 15 telephone exchanges in 3 states. Successfully recruited, trained and managed 80 technicians and administrative personnel. Successful commissioning of the largest exchange without foreign assistance and despite incomplete design data.

Previously set up a training program in the Siemens Training Center for Switching Systems (Curitiba). Trouble-shooter for the Computer Control system of the exchange in Curitiba, then the largest one in South America.

## Other activities & achievements

*Active member of the following associations:*

- Beijing Association of Enterprises with Foreign Investment (BAEFI)
- Benelux Chamber of Commerce in China
- European Chamber of Commerce in Beijing
  - Since May 2005: Chairperson of the Public Procurement Working Group
- American Chamber of Commerce in Beijing
- K VIV - Belgium (Royal Flemish Association of Graduated Engineers)
- Beijing Rotary Club

Formerly President of the Belgium Luxembourg Business Association in Shanghai (May '97 to Sept. '99); structured the organization, set up the office and increased exposure and activities. Former member of several Chambers of Commerce in East Asia (USA, France, Australia, Canada, UK, Belgium)

### *Appointments & Awards*

For his exceptional contribution to the development of China and the local economy, Gilbert has received prestigious awards and appointments from the Chinese authorities:

- Chinese Green Card (September 2008)
- Friendship Award from the State Administration of Foreign Experts Affairs, received from Vice Premier Wu Yi on 29 September 2005 and confirmed by Premier Wen Jiabao on 30 September 2005, the highest honor for foreigners in China.
- Senior Consultant for the Olympic Economy, appointment by the Beijing Municipal Government on 18 April 2005.
- Great Wall Friendship Award from the Beijing Government (9 December 2004 - by Mayor Wang Qishan), the highest award from the city of Beijing
- Appointed honorary board member of the Beijing International Sports Exchange Association on 24 January 2007
- Magnolia Silver Award from the Shanghai Municipal Government (July 1999), for his close cooperation with the Shanghai authorities to develop urban transport and other.
- Advisor to the Beijing Investment Promotion Bureau (Beijing Municipality)
- Advisor for Investment Promotion, Beijing Dongcheng District
- Knight in the Order of the Crown - Belgium (21 November 2004 - by HRH Prince Philip)
- Advisor for Foreign Trade (Belgium) by Belgian Royal Decree in 1998 and 2003.
- Statute of Foreign Expert in China
- Economic Advisor to the Shanghai Songjiang District (Aug. 1998)
- Senior Economic Advisor to the Shanghai Jiading Industrial Zone (Oct. 1999)

### *Other skills & interests*

- Advanced user of Macintosh computer, Microsoft Office, image processing & other
- Web design (see website of China Strategy Limited); active blogger
- Avid reader of international and business news.
- Extensive database on China economy, business and environment as well as international business & economy and innovation in technology.
- workouts in the gym; six marathons since 2003.