

Brief Ms. SUN Bin

From a prestigious family, she has a proven track record in submitting the type of reports that the higher administration expects, taking into consideration political, economic and business aspects. She has experience in many diversified sectors as demonstrated in her résumé.

Traditionally in China, family relations play an important role in contacting top levels of the government if the communication skills and business experience allow for a correct interacting. A dialogue with the decision makers indeed requires the skill to formulate messages and to listen to the feedback, identifying the important issues in the exchange of ideas.

Sun Bin's family history is both complex and fascinating.

Her father, **Sun Yang** was the son of **Sun Bingwen**.

In Europe Sun Bingwen studied together with the former Chinese prime minister Zhou Enlai and former Army Marshal Zu De. Later they worked together in the China Huangpu Army Officer School; they were very close friends and became "brothers by oath". Zu De's second wife was the cousin of Sun Yang. Sun Bingwen brought Zhu De into the Communist movement.

Sun Yang studied in Japan and in Moscow and held a series of key positions in the new China:

- In 1937 he joined the Chinese Communist Party
- Secretary of Marshal Zu De
- Minister of Huabei area, Bureau of the Propaganda and Culture department; Minister of China Dongbei area, Bureau of the Propaganda and Culture department
- 1952: Co-founder of the State Planning Commission (first generation SPC)(now called the State Development & Reform Commission)
- Director of the War Industry Planning Bureau and director of the War Strategy and Defense Bureau
- Director of the Planning Commission, in charge of drafting the first Chinese Five Year Plan.
- Commissioner of the Plan Compilation Bureau
- 1958: director of South-East Teacher's University in Chongqing and director of the Xinan Telecom Engineering University in Chengdu
- In 1961 he returned to Beijing to work at the Central Communist Party, in Marshal Zu De's office, writing Zu's biography
- 1964: General Secretary and Deputy Principal of People's University in Beijing where previously all top cadres of the Party were being groomed to occupy positions such as governor of a province, among others. As such many of his former students are an excellent point of contact.

Remark: Previously China was divided into four areas: Huabei (Central North), Huanan (Central South), Xibei (North East), Dongbei (North West)

The sister of Sun Yang, Ms. **Sun Weishi** is a famous person in China's history. She was Director of China Young People's Cinema University. (Beijing) and a film director, actress and writer. She worked closely with Mao Zedong whom she accompanied in trips such as to Moscow. She was adopted by Zhou Enlai and his wife Deng Yingchao with whom she was very close.

The success of Sun Weishi as well as her beauty brought her the jealousy and hate of Mao Zedong's widow, Zhang Qin, ending in the assassination of both Sun Yang and Sun Weishi in prison on order of Mao's widow, the protection by Zhou Enlai being to no avail (October 1968 or 1967?).

Other prominent family members are the philosopher **Feng Youlan** and his daughter **Feng Zhongpu**. Feng Youlan was a famous Chinese philosopher and writer. He passed away in 1994. Sun Bin was very close to him, as well as to his daughter, Feng Zhongpu, who is a known contemporary writer of novels. Feng Zhongpu previously in a villa in Beijing University, now being transformed in a museum for Feng Youlan.

Résumé of Ms. SUN Bin

Personal data Born in Beijing, China
Nationality: Belgium
Married to Gilbert Van Kerckhove

Education

1978-1980, "Teachers Training College University" (Beijing). Study: Biology

During the Cultural Revolution

1971-1974: sent to the countryside to work on a farm. Through self-study of traditional Chinese medicine, acupuncture and massage she also worked as a doctor. During the winter she helped Feng Youlan to write books on philosophy, staying at his home.

1974-1976: "Beijing Second Shoes Factory"; quality control department and purchasing & sales department

1976-1978: "Beijing 207 Army Hospital"; doctor's assistant in autopsy department; purchasing for the Special Medicine department.

Professional experience & occupations

- January 2000 - present: General Manager and Legal Representative of Beijing Global Strategy Consulting Co., Ltd. Previously Deputy General Manager
- Aug. 1995 until March 1999: ALSTOM (Shanghai) - public relations manager. In charge of customer relations, lobby, project co-ordination and training. Deeply involved in securing several contracts in power generation; in charge of the overall lobby with the Shanghai authorities for Shanghai Metro Line 3 and the new LRT lines in Shanghai (including lobby at Beijing top level). She organized a tennis tournament with the Shanghai mayors for Alstom, Air France, BNP Bank. Achieved excellent relations with Shanghai top government officials including mayors and Commissions. Jointly with Gilbert Van Kerckhove she was instrumental in securing US\$ 700 million of contracts for the company.
- Jan. to Aug. 1995: Alcatel SESA (Spanish subsidiary of Alcatel). Consultant in Beijing, assisting for public relations, collecting information, high level lobbying. Achieved important switching contract in Sichuan and mobile contract in Jilin.
- 1989-1994: Hong Kong, Thailand, Brazil, Spain: writing book about China during the Cultural Revolution; publishing articles for Brazilian (Chinese) newspapers, as well as for magazines and newspapers in Asia/Australia
- 1987-1988: ACEC (Belgium) in Beijing, consultant for power plant projects, in charge of public relations, collecting information and assisting in business discussions. Succeeded in clearing the accusations against ACEC on the performance for the Yaomeng Power Plant contract.
- 1986-87: Beijing - consultant for Teltec & Salon Films (Hong Kong) - computer equipment; public relations & debt collection.
- 1985: Shanghai - consultant for Hong Kong and German companies; machinery for the plastics industry, different types of machine tools
- 1981-1984: Set up own company in Hong Kong, "Panshi Development Company" (general manager). Type of business: import & export of plastic components (PP, PVC, PE, and others); machines for plastic; natural rubber, chemicals...