



Candidates for AustCham West China Board 2017/18

SIMON DING - Director/Chief Representative - Australia Eastern Elevators Group (China)



BIOGRAPHY

Simon Ding, a professional executive manager who lived in Melbourne, has worked in the elevator industry for more 20 years since the late 1990s.

He moved to China after participating in and assisting the first establishment of the Sino-Australian joint venture company, Australian Eastern Elevator Group, with Guangzhou Government in the year 2000.

Simon played an important role of assisting Eastern's market development in China, and soon with his assistance, the second manufacturing base was established in Chongqing in 2002.

With great passion of strengthening trade between Australia and China, Eastern Group and its Chief Representative Simon Ding have kept a close relationship with Austrade, joined AustCham West in 2013 and has become one of the Board members.

COMPANY INTRO

Australian Eastern Group is a professional international enterprise which produces various kinds of elevator, escalator and high-rise building maintenance systems. We were founded in 1972, with our headquarters located in the beautiful coastal city of Sydney, Australia. The Regional HQ of Great China is located in Chongqing, West China.

Since 2012, Eastern has expanded its industry into the fields of medical, food import/export and education. We would like to participate in this campaign in order to take on more responsibilities in assisting strengthening the trade relationship between West China and Australia, building a platform for those who want to explore business opportunities, enhancing cultural exchange and making contribution to the societies.

FRANK FANG - Vice General Manager - Chengdu AoYou Co., Ltd



BIOGRAPHY

Frank Fang has graduated from Tasmania University in Australia with a master's degree of professional accounting in December 2009, after that he has worked in a local accounting firm in Hobart before he started to run an accommodation business from middle of 2010. In April of 2013, Frank has sold the accommodation business and went back to China for trade businesses and travelled all the time between China and Australia. During the time of 2014 to 2017, Frank had participated in a lot of activities in between China and Australia.

Frank is now a member of AustCham, and also the Vice-Chairman of Sichuan Overseas Returned Enterprises Association (SCOREA). Frank has devoted himself in social activities while free and responsible for running the Overseas Talent Workstation in Melbourne for Luzhou Government and Chengdu Pidu District Government. In 2017, Frank and his team in Melbourne have introduced over 10 talents and entrepreneurs from Australia to Sichuan to participate in conferences and to find development opportunities.

In November 2017, with the aim to bridge up more talent-based and project-based interaction between China and Australia, Frank and his team from SCOREA have realised that most of the talents and projects are coming from schools, so have successfully organised an education delegation from Australia to visit Luzhou city, Meishan city, and Pidu District in Chengdu city. With help and support from local government, this activity has received good feedback from both local education institutions and the delegation members.

Frank Fang is a friendly and warm-hearted man, and he has been and will always be happy to share his experiences and to be with AustCham along the journey to bridge up more interactions and cooperations between Australia and China in the future.

OBJECTIVES

1. To bridge up more communication between China and Australia.
2. To bridge up more cooperation between China and Australia
3. To make more good friends on the platform of AustCham

MIUMIU GUO - Business Development Director - ANS International Design & Consultancy Pty. Ltd



BIOGRAPHY

ANS International Design & Consulting Pty. Ltd, is a multi-disciplinary international design company originally founded in Australia. ANS can provide design in urban planning, architecture and interior design, with complete architectural services including documentation and web services.

ANS has a successful and proven projects track record in China, having established good cooperation relationships with government departments, local designing institutes and expert consultants. ANS has designed more than 300 projects in China, and obtained more than 20 awards.

MiuMiu Guo worked in ANS for six years as a business development director. Responsible for all customer management and operation of ANS in southwest China. Prior to that, MiuMiu worked as a marketing manager for the Star media of the News Corporation, and had extensive experience in public relations media and operation management.

OBJECTIVES

I have been working in AustCham West China since its establishment. I am responsible for promoting Australian education, agriculture and real estate industries, recruiting members, and organising Australian government activities in Chengdu. For example, I participated in the official establishment of the Australian Consulate General Chengdu and the dairy products promotion. I also hosted the Mayor of the Gold Coast to visit the Chengdu delegation. I was responsible for the field reception when the Australian Trade Minister headed the education sector, the agricultural sector and the tourism industry delegation visiting Chengdu.

My team and I hope to continue to contribute to the Austcham West China and serve the members of the chamber of commerce, especially to promote Australian architectural design work. I have a lot of enthusiasm, and I am confident in promoting the cultural exchange of architecture design in China and Australia.

Thank you for your support.

**STEVEN GUO - Managing Director - Chengdu Apex Economic & Cultural Development Co.
Ltd**



BIOGRAPHY

Steven, with CDAPEX, has been working in the international education and migration industry for over 20 years, mainly advocating bilateral communication and cooperation between Australia and China. The 1+2 bachelor program set up in Chengdu (with the help of Latrobe University and Sichuan University) has successfully run for more than 15 years, sending hundreds of students to study in Australia annually. Steven is also deeply involved in economic development in Australia with his business migration clients.

Owing to his achievement, he has been awarded by industry associations, such as Outstanding Contribution Award (Personal), Enterprises that get on the Leaderboard (Company), etc. Currently, Steven also holds the position of Deputy Director of Sichuan Provincial Industry Association for Public Exit & Entry Service and Chairman of China Overseas Capital Investment Service Group Company.

OBJECTIVES

Steven and CDAPEX wish to continuously serve as an AustCham committee member to promote Australian values in China, especially in the section of Australian education and communication among Australian and Chinese youth generation. We believe that the youth are the future of both countries. The recognition among young generations in both countries will lead to increasing close and fruitful cooperation.

Thanks for your support, and please vote for me if you recognise our suggestion.

HENRY HE - China Representative - Gold Coast City Council



BIOGRAPHY

Having worked in the Australian government and private enterprises for many years, I have accumulated a lot of experience and business contacts in trade and investment between Australia and China.

I am now the China Representative of Gold Coast City Council after my role as Senior Investment Director of Chengdu Di'ao Group which is one of the largest pharmaceutical and coal mining enterprises in West China from 2012 to 2016.

Before moving to Chengdu, I have worked with Australian government agencies for almost 12 years. I was Business Development Manager of Austrade Guangzhou in 2001-2003, Manager of Austrade Wuhan in 2003-2005, Manager of Austrade Shenzhen in 2005-2006, Senior Investment Manager of Invest Australia/Austrade Guangzhou in 2007-2012.

OBJECTIVES

As the current Vice Chairman of AustCham West China, I seek your nomination to the AustCham West China board for 2017/18. Since the establishment of AustCham West China in 2013, I have been committed to helping our Chamber to become a business platform between China and Australia, such as introducing business opportunities to member companies and helping attract more new members. I hope that in the future I will have the opportunity to do more for the chamber and contribute to the economic and trade contacts between Australia and West China.

RICHARD MURPHY - General Manager - Oakwood Residence Funder Chengdu



BIOGRAPHY

Not your typical Australian hotelier, Richard Murphy, from Scarborough, Western Australia, has lived and worked in Asia since moving to Phnom Penh, Cambodia to teach English as a foreign language in 2002. In that same year, Richard relocated to China where later his hotel career started by opening doors and welcoming guests at a Chinese government owned and operated hotel in the coastal city of Xiamen.

Subsequent roles with major international hotel groups saw Richard spend more time in Xiamen, then Malaysia and Thailand, before this most recent posting as General Manager for Oakwood Residence Funder Chengdu.

Richard has served on the Thailand Advisory Board for the Hospitality Sales and Marketing Association International and was elected President, HSMAI Thailand in January 2017. With his relocation to Chengdu, Richard is now a member of the HSMAI Greater China Advisory Board (HSMAI.org).

With a passion for travel and discovering amazing local experiences, Richard's lives with his wife who is from mainland China and two children. Richard has an Associate Diploma in Business (Accounting) from North Sydney TAFE (1992) and more recently, the Chinese proficiency test for foreigners, HSK 4 (2016).

OBJECTIVES

As an Australian hotelier now based in Chengdu, I am seeking your nomination to the AustCham West China board for 2017/18. My objectives are to support the work of AustCham in realising the goals of trade development, increased commerce and greater investment between Australia and the People's Republic of China.

By joining the AustCham board, I am looking for opportunities to further enhance AustCham's work in facilitating greater business cooperation between Australia and China by working with organisations in China, Australia and elsewhere on matters of mutual interest.

My role as a hotelier naturally facilitates the need to maintain strong relations and with your nomination to the AustCham West China board, I will be honoured to be in a position whereby I can help to build stronger ties with various Chambers of Commerce, commercial organisations and other people who share our common interests.

I recognise the commitment required for this role and thank you for your support.

BRENT WERRY - Director of Business Development - Elite Education



BIOGRAPHY

Brent has a rich 20 years of management experience across a variety of industries from construction to media, education, marketing and more. Leaving Sydney in 2011 to come to Chengdu, Brent set his sights on building a successful career in China beginning as the International Director for Soong Ching Ling International Kindergarten and then moving into Beanstalk International Bilingual School as the Marketing Director. Following these roles, Brent is now involved in his own company building programs for early childhood education and supporting businesses to grow and develop in China through marketing and business consultancy.

Brent is joined in Chengdu by his wife & 6 year old son. Brent is currently studying his Masters in Educational Management & enjoys running marathons in his spare time.

OBJECTIVES

I am passionate about business development and seeing Australian businesses have the opportunity to be part of the great Chinese market. With 6 years of experience in growing businesses in Chengdu I am excited about the prospect of working with other businesses and organisations in West China to help business people achieve their goals.

I have successfully grown 3 startup businesses in China beyond their break-even point within the first 12 months. With this knowledge and experience I seek your nomination for the opportunity to be part of the Australian Chamber of Commerce in this beautiful part of the world. I, along with my family, have no plans to leave Chengdu and I hope I can be part of AustCham for many years to come.

JOKER WONG - Managing Director - Ozdragon International



BIOGRAPHY

Joker Wong is based in Chongqing city with multiple business interests and a strong business network of associates poised to take advantage of the opportunities that China Australia Free Trade Agreement presents. He is also very good at the planning and organisation of international cultural exchange activities and has a good network of connections in China.

He has good social resources and government relations in Southwest China. He is a party member of the Chinese Kuomintang Party Revolutionary Committee (China's largest democratic party), and he is active in the Chinese People's Political Consultative Conference of Chongqing Jiulongpo District. In business, he is also a member of the Chongqing Youth Chamber of Commerce and the AustCham West China.

OBJECTIVES

From my point of view, AustCham West China is a membership organisation for Aussie business focused on boosting Australia-China trade and investment. We operate as an independent, not-for-profit organisation with a strong and diverse membership. With over four years worth of business experience in China, our chamber provides intelligence, advice, and networking opportunities for our members, helping their business grow in one of the world's fastest growing markets.

I'm very glad to have the chance to run for member of Board of China-Australia Chamber of Commerce West China. I think I'm qualified to take the position of the chamber leadership team member.

First, I have the abilities that the board member should have. For example, I have strong ability to organise entrepreneurs and activities. I've got to use my good social resources and government relations (especially in Chongqing city) to help AustCham West China to establish greater influence in the region.

Second, I have good personality. I'm serious when faced work, at the same time, I have a sense of humour. Last but not least, I have abundant working experience. I plan to have a series of activities to provide our members with more opportunities to find good business resources. I will offer help to members who need our help.

During communication with AustCham West China members, I strongly feel that the cohesion of a Chamber lies in a developing and advancing collective, while the strength for it comes from sincerity, understanding and contributions. If I were elected the member of board, I will cooperate with other board members and try my best to serve the members.

Many thanks for your support.

FERONIA XIANG - Principal - IC Kids English



BIOGRAPHY

Feronia Hong Xiang was born in Chengdu, graduated from Adelaide University with Bachelor and Master Degree of Mathematical and Computer Sciences, Master Degree of Secondary Education. Now she is taking PhD of STEM Education in Augustana University. Feronia Hong Xiang had lived, studied and worked in Adelaide, South Australia since 2005, and relocated to Shanghai China in 2014.

Feronia moved to Chengdu at the beginning of 2017 and started her first English Training school—IC Education, based on Australian curriculum. Her family also owns 7 Australian restaurants – Barossa and 6 fresh Vegetable and Fruit Juice shops –Australian V.F in Chongqing, Kunming and Qujing (10 Chinese Restaurants as well).

OBJECTIVES

AustCham West China members & friends:

As an entrepreneur based in Chengdu, I have helped countless students with math and languages. I would appreciate your nomination to the AustCham West China board for 2017/18. My objectives are to support the work of AustCham in developing the understanding of cultures between Australia and the People's Republic of China, increase commerce and investment opportunities between those two countries.

I will look for more business connections in between Australia and China to better enhance AustCham's work.

I fully understand the commitment designed for this role and thank you for your voting.