



Chuan Tran
Guangzhou Yingmanyi Trading Company

Candidates Objectives

As a previous Executive Officer for a period of approximately two and a half years, I appreciate first-hand the opportunities and obstacles in which AustCham South China faces as a non-profit organisation.

As a Director, my objectives would be to:

1. **Improve chamber financial bottom-line** by taking ownership of at least one chamber initiative. Assume a leadership role in potential chamber initiatives such as chamber outreach with local Chinese associations & membership recruitment, events organisation & sponsorship, identifying & securing sustainable long-term projects and grants opportunities;
2. **Generate greater chamber revenue by organising larger events.** Secure sponsorship and ticket sales, while also supporting the current successful information and training events model;
3. **Serve the interest of members** by developing a sustainable, streamlined and manageable membership benefits model for a specific industry segment;
4. **Represent the chamber** by maximising attendance of chamber related events;
5. **Be proactive and promote efficiency** of monthly board and committee meetings.

Candidates Biography

Chuan has developed strong government and industry relationships having spent the past six years in China. He is currently the General Manager of Guangzhou Yingmanyi, a Guangzhou based trading company assisting Australian food & beverage companies enter the China market. He works extensively with Chinese government bodies such as Chinese customs, inspection and quarantine, food regulatory bodies, and banking institutions.

He recently co-founded a Guangzhou company to develop and implement commercialisation pathways for foreign technology firms through offering China market entry and growth strategies, access to industry leaders and strategic institutional investors, and coordination of distribution/licensee contracts, and government funding.

Chuan was also Executive Officer of AustCham South China from 2014-2016 where he was tasked with the overall management the chamber operations in its South China branch. His major responsibilities include but is not limited to events organisation, media liaison, member services, marketing and direct liaison and monthly reporting to directors.

Chuan has professional working proficiency in Mandarin and Cantonese. He enjoys playing cricket in Guangzhou during his spare time.