



DIGIMEF - CHINA Business Development Ltd
21 Bedford Square – UK London WC1B 3HH

Andrea Benazzo BIO

Specific skills :

PUBLIC AFFAIRS AND INTERNATIONAL NETWORKING
CORPORATE INSTITUTIONAL COMMUNICATION - GOVERNMENTAL RELATIONS
INDUSTRIAL ASSOCIATIONS STRATEGIST/LOBBYIST

Professional experience

March 2007 – present

- Launch of a business development activity in China in the area of Energy Efficient Buildings products, technologies and services.
- Conceiving and implementing the China development strategy for the Swiss Company QPBase www.qpbase.ch.
- Conceiving and promoting the Euro-China Energy-Efficient Buildings Forum 2007 in Shanghai, September 27 and 28 www.eceb07.org together with the Swiss Chinese Chamber of Commerce and other important Swiss interests.
- Formal partnership with a group of Chinese Companies for the launch, in China and in Europe, of a whole series of business activities in several segments of the above mentioned business area.

December 2005 – March 2007

- Establishment, together with some other international partners, of the EEIG (European Economic Interests Grouping) [DMSD](#) – Digital Media Sustainable Development.
- DMSD Managing Director
- Ongoing collaboration and partnering activity with some major Chinese players of the Digital Media Value Chain, like [AVS](#), [AVS Industry Alliance](#), [CVIA](#), [Peking University](#) and others.
- Business strategy development and organization of two distinct events in Shanghai, in October 2006, [IPDM06](#) and [CWDE06](#).
- Public Affairs full time mission in China on behalf of Sisvel SpA (www.sisvel.com) one of the three world giants of electronic standards licensing. Co-signature, in February 2007, of a Memorandum of Understanding between Sisvel and the Chinese Ministry of Information Industry, for a business partnership in view of the release of Chinese national standards and of their international licensing.

November 2002 – November 2005

- Various missions in Business Development areas, for Swiss and Italian clients, private and institutional.
- Domestic and European Public Affairs, networking and lobbying in various areas and in different forms, related to the Digital Media Value Chain with and on behalf of the Italian Ministry of Technology and the Italian Federation of Radio-Television, Telecommunication and Computer Industries.
- From 2004, creation, with some private investors, of [Digimef](#) – Digital Media Economy and Finance Ltd. Board Member of Digimef Several missions in China, on behalf of companies, financial institutions and non profit entities. Establishment of a local operational office in Shanghai, in partnership with a Chinese consultant.

March 2000 – October 2002

- Full time mission for international development of ISOPOL, Italian prefabricated modular shooting range for Armed Forces and Security Forces. Conceived general strategy, conceived and framed its implementing tools, supervised or directly implemented its various segments, in USA and other countries.



1997- 2000

- Director International Relations, Communication and Marketing of CISM (International Military Sports Council - International Organization of 122 Countries, established in 1948, headquartered in Brussels).
- Co-founder, 1998, of International Sports Properties Llc, in the USA. Grantee of exclusive worldwide CISM marketing and promotional rights. Promoting award to the USA of the 3rd Military World Games in 2003 as gateway to marketing.

1993-1997

- Independent consultant - conceived, presented and implemented innovative agro-industrial projects to the European Commission, on behalf of selected European national Public Bodies.

1991-1993

- Independent economic/government affairs/lobbyist consultant :
 - in Italy on behalf of French groups (catering and retail)
 - in Brussels on behalf of a major Italian cement group.

1985-1991

- Consultant for the French Ministry of Industry for industrial SME development.
 - Created European networks of innovative SME, missions in Africa with the World Bank and the UNDP.
 - "Chargé de Mission" of the French Minister of Trade, for the economic development of Normandy.

1975-1985

- Created, financed and managed three companies in the South Pacific region (Aluminum, detergents, printing). Negotiated and implemented license agreements with UNILEVER and DIVERSEY.
- Created and Chaired professional Associations.
- Conceived and implemented, with French authorities, "ad hoc" legislation to boost local investments in two French Overseas Territories in the South Pacific region.
- Honorary Consul of Italy for the French Overseas Territories of New Caledonia, Wallis and Futuna, from 1978 to 1983.