

## **Position: Senior business developer** **International Development Zone near Suzhou**

### **Introduction:**

EUsino's mission is to promote investments and assist European companies to settle down in the northern part of Suzhou: Xiangcheng district. It is a prosperous and dynamic ecosystem with famous companies such as JD.COM. Enterprises from sectors like biomedical, industry 4.0, medical intelligence, big data, clean technology or vertical farming are already in the area.

Besides a complete marketing program (promotion, research, targeting, road trips, media, etc.), we define the strategy to make us stand out from the crowd. Through a close cooperation with the local government, we also make sure the infrastructure meets the needs of our clients.

With a western style management and a board of directors consisting of high influential seniors from various industries and regions, EUsino aims at developing every talent and bridging cultural gap. The team itself is made of a healthy mix of seniority and young talents as well as Chinese and foreigners. In this way, we understand and can answer to Chinese government requirements but also reassure foreign companies' fears.

### **Position:**

For the position of Business developer, we are now looking for the following **profile and skills:**

- Proficient in English and knowledge of Chinese preferred
- Must have at least 3 years-experience as a business developer or sales manager, ideally for an Economic Development zone implemented in China or in one of the industries of the parks.
- Able to build a business from scratch and come up with a sales strategy according to company's budget, targets and vision
- In-depth knowledge of working and business cultures in Europe and in China.
- Business travels to be expected.

### Main job **tasks and responsibilities:**

- Sales and business development:
  - o Create awareness about EUsino, our project and our zone
  - o Researching organizations and individuals online and offline to identify new leads and potential new markets
  - o Follow-up and close deals with leads
  - o Maintain good relationships with existing customers and satisfy their additional requests the best you can
- Strategy:
  - o Building and communicating a sales pitch, valuable to foreign companies, on our company as well as on the potential of the zones
  - o Develop negotiation strategies according to customers' needs and goals, risks and potentials, etc.
- Marketing support:
  - o Provide knowledge/advices and coordinate with marketing manager on best practices for Economic Development zones (CRM system, promotional supports, etc.)
  - o Planning and overseeing new marketing initiatives

**We offer:** nice remuneration, European management and working environment, good perspectives.

Please send to a short paragraph about why you are interested, as well as your CV (English and Chinese) to: [hr@eusinobc.com](mailto:hr@eusinobc.com)