

Remigio Brunelli



- **Name:** Remigio Brunelli

- **Company / Employer:** Tecnica Group S.p.A.

- **Division:** Top Management

- **Current Position:** Asia-Pacific Managing Director

- **Connection to China Winter Sports, Tourism & Lifestyle:**

Mr. Remigio Brunelli, 19 years based in China (Beijing & Shanghai) as Managing Director of Tecnica Group China: a leading sportswear manufacturer in the market of footwear and winter sports equipment and owns some historical and well-known brands such as Nordica®, Tecnica®, Blizzard®, Lowa®, Rollerblade®, Moon Boot®.

Mr. Remigio Brunelli was appointed as Board of Director of China-Italy Chamber of Commerce, he assists the Italian business community in China and contributes to the enhancement of China / Italian affairs across the sporting field, including the lifestyle and tourism industries. Mr. Remigio Brunelli is a keynote speaker specializing in sport, tourism and lifestyle

Mr. Remigio Brunelli is Chairman of Sports Forum of European Union Chamber in China, he contributes with his experience supporting and promoting the sports system of European companies, sports clubs and sports organizations as a whole and implementing the correct strategies to consolidate relations between Chinese and European governments.

-**Summary:**

With more than 20 years of experience in Senior Leadership roles, Mr. Remigio Brunelli has demonstrated his ability to lead a culturally diverse team with a results-orientated approach. Mr. Remigio Brunelli has a proven track record in formulating a medium to long term strategies -national & international levels- and aligning key stakeholders to ensure its successful outcomes. Passionate about Brands and Consumer Insights in Lifestyle & Luxury goods industries, he has a rare talent in bridging Sales, Finance, Marketing and Operations to achieve the Company business objectives.

-**Work Experiences**

- Asia-Pacific Director (China Mainland and Territories – Japan – S. Korea) - Tecnica Group-
- Managing Director -Tecnica Group China-
- Board of Director's Member -Tecnica Group China-
- Board of Directors' Member -Tecnica Group Japan-
- Global International Marketing Manager -Rossignol Group-
- Global International Product Manager -Benetton Group-
- Board of Director's Member- China-Italy Chamber of Commerce-
- Chairman of Sport Forum of European Union Chamber of Commerce in China

-**Education/Certification**

- Master General Management
- Hold a Degree in Business Management School
- Remigio is certified as Italian Alpine ski Instructor and represented proudly his country at international level as Italian National Alpine Ski Team Member