

SARA ZAGO



Born in Gorizia (Italy) on May 30th, 1988

Summary

Hard-working, passionate and trustworthy manager with 9 years of experience in advising and supporting companies and institutions on their international business and commercial development. Even more appropriately than a manager, I see myself as a determined and growing "intrapreneur".

Desired Employment

- Export Management
- Global Sourcing
- Key Account Management
- Event Management

Contact Information

- E-mail: zago.sara@yahoo.it
- LinkedIn: <https://www.linkedin.com/in/sarazago/>

Interests & Hobbies

- Sports, sports, sports
- Travelling; Nature and mountains
- Everyday life sustainability
- Podcasts, books, social networks and events for information and inspiration
- Currently learning about crypto, blockchain, NFT, metaverse etc.

Language Skills

- Italian – native
- English – advanced, professional use
- Chinese – advanced, professional use
- German – beginner

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

Work Experience

Bi Lian Yi Ju Trading Co., Ltd. (Kunming, China)
Founder & General Manager (from 01/2018)

- Cooperation with some Italian craftsmen, one of the cornerstones of "made in Italy", who continue to give birth to very high quality and extremely beautiful products and to keep the traditions alive.
- Responsible for: Import; Promotion and sales; Special project strategies; Follow-up with agents, distributors and retailers; Contacts with media (national TV appearance, WeChat posts on third parties accounts, etc.).

Chinamultiservice Consulting Co., Ltd. (CMS) (Kunming, China)
Manager (08/2014 – 12/2021)
Intern (02/2014 – 07/2014)

- Assisted foreign companies to start a business in China (including the set-up of a local company, the registration of their trademarks, etc.).
- Collaborated with foreign companies intending to develop their presence in the Chinese market (Suppliers/partners/clients research; Support for the promotion and negotiations of imported products, as well as of patents and technologies; Participation to seminars as speaker, and to B2B meetings with company leaders, managers and government representatives).
- Consulted Chinese companies and individuals on investment and business cooperation projects (including the set-up and follow-up of supply channels).

Yunnan Italy-Sino Meeting Exhibition Service Co., Ltd. (YISMES)
(Kunming, China)
Asia Manager (08/2014 – 12/2021)

- Selected strategic areas; Negotiated cooperation relationships; Shared ideas with the management and worked on our offer development; Organized pavilions at trade fairs, B2B meetings, and business and institutional delegations (China, Italy, Indonesia, Iran, Brazil, Vietnam).
- Promoted business events to selected companies and institutions.
- Operations matters: Kept regular connections with the organizing committee to provide feedbacks on sales, negotiate modifications on the floorplan, discuss promotional activities and more; Liaised with the construction company for defining the personalized design of the booths and following the construction on-site, including dealing with the order of electricity etc.; Liaised with the logistic company for the shipment of the products and on-site delivery; Managed the catering service to the exhibitors, including the supply of the products; Took care of hotel bookings and flights; Recruited interpreters and hostesses; Supplied gadgets for the exhibitors; Followed-up with the exhibitors for feedbacks and with visitors on behalf of our clients, and much more.

Recent Significant Experiences

- Co-founder of [中意你|Kunming-Italia] community in Kunming, China.
- Promoter in Yunnan of the China-Italy Chamber of Commerce (2021-2022).
- Founding member of YFBC - Yunnan Foreign Business Club (2015); Vice-President and Chair of the Events Committee in the year 2016-2017.

Education

Bachelor's Degree and Master's Degree: **Languages and Economic and Legal Institutions of Asia and North Africa (specialization: China)**
Ca' Foscari University of Venice, Italy; 09/2007–02/2013; Full marks and honours.

Chinese courses: Kunming (02-07/2014); Beijing (06-08/2012 and 02-06/2010).
English courses: Cambridge, England (Summer 2007); Kilkenny, Ireland (Summer 2003); British School of Gorizia, Italy (2000-2007).

Cultural and linguistic experiences living with local families in Indiana – USA. (Summer 2006), in Switzerland (Summer 2005) and in Germany (Summer 2004).