

Dear AIA SH/BJ Members,

I am writing to earn your support for my candidacy for the Vice President 2024| President 2025 position of AIA Shanghai | Beijing.

My name is Ken Hua, Director of Architecture Division 10 at Shanghai TIANHUA Architecture Planning & Engineering Ltd. I am a native of Shanghai and have worked in both the United States (KPF) and China (Tianhua) for many years. Currently, I hold a management position at a large LDI (local design institute) (Tianhua). I was involved in AIA SH/BJ's work during Anderson's presidency in 2023. I intend to leverage my multidimensional experience to serve the value of AIA SH/BJ.

The real estate industry in China is undergoing historic changes and faces unprecedented challenges. If elected, I will support Mark in achieving his goals for the chapter during his presidency. During my tenure, I will leverage my background to strengthen AIA SH/BJ's connections with local government parties, business resources, and educational institutions. I will focus on three key initiatives to achieve this goal.

Business Empowerment:

- Strengthen chapter's connection with local entities. Besides events held by AIA, we should also attend local forums or events, partner with local professional affiliations and government parties to give members more publicity and channels for government connections. Encourage our member companies to have a win-win partnership with local design institutes (LDIs) to increase market reach. LDIs have massive client bases and numerous branches in different cities.
- Provide legal advisory and asset management resources to help companies deal with challenging payment issues. In this volatile market, payment issues have troubled almost all design firms. These resources are otherwise only available to large corporations.

Career Development:

- Engage Chinese universities to provide students and our members mentorship for their career development. We should organize more Master Lecture and Project Tour events for senior members to share experience and career-relevant topics with our members.
- Provide more networking events enabling young professionals to seek employment opportunities. Recommend outstanding candidate members to companies in need.

Sponsors Publicity:

- Help our sponsors meet their marketing goals. Organize "Lunch and Learn" events at various companies to introduce innovative products and integrate them at an early stage.
- Collaborate with material/curtain wall industry associations such as DAF for networking events, allowing them to gain insights into project information and trends.

During my tenure, I will advocate for AIA SH/BJ as a member service organization, which will voice our concerns and offer practical assistance to us all in this volatile market.

Yours faithfully,



Ken Hua
AIA, LEED AP