



JAKARTA  
HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS

## BIOGRAPHICAL NOTE

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### **Rudie Campagne**

Rudie Campagne is President of Vittoria Industries, Italy.

In 1988 the Italian company Vittoria was acquired and a drastic restructuring program was initiated under the name Vittoria Industries. Today Vittoria Industries is one of the largest premium tires producers in the world with a state of the art factory in Thailand and its own distribution companies in three continents. Besides its own brand Vittoria, the company develops and produces tires for several major tire brands in the world.

In 1988 Rudie Campagne resigned from Thomson and invested in a small bicycle tire factory in Singapore.

In 1984 he was appointed Managing Director of the Product Division Audio which he restructured completely by transferring its corporate HQ from Paris to Singapore and its manufacturing operations from Europe to Malaysia and Asia.

In 1979 he joined the French Thomson Consumer Electronics as Managing Director Asia. In 1980 he was called to the HQ in Paris to join the team as Product Director TV in order to reorganize and restructure the newly acquired German subsidiaries Telefunken, SABA and Nordmende.

In 1975 he was appointed in Philips Singapore as regional commercial manager. As many multinational clients operated throughout Asia he had a firsthand view of the speeding globalization of the consumer products industries.

In 1967, he enrolled in the Free University of Amsterdam's faculty of Law and graduated in 1970. That same year he joined as trainee the electronic component division of Royal Philips Electronics in its corporate HQ in Eindhoven, the Netherlands.

Born in 1943 in the Netherlands, Rudie Campagne was admitted to the Royal Netherlands Naval Institute where he received the officers' training for the Royal Netherlands Marine Corps. in 1963.