

HKECIA Annual Seminar
6th December 2017
Hong Kong Disneyland Hotel Conference Centre

BIOGRAPHY OF SPEAKERS, PANELISTS & MODERATOR



Mr. Samuel Lau, Executive Vice President and Managing Director, Hong Kong Disneyland Resort

Samuel Lau was appointed as Managing Director for Hong Kong Disneyland Resort (HKDL) in March 2016, responsible for managing the daily operations of HKDL to deliver magical memories that last a lifetime to guests from different parts of the world, while driving business development.

Sam brings with him vast experience in master planning and integrated solutions for business growth within and outside of Disney. Prior to this, Sam was Vice President, Operations of HKDL. His Disney career started in 2010, when he joined Walt Disney Resort in Florida as Vice President, Transportation. In 2014, Sam became Vice President, Epcot, he then took the position of Vice President, New Program Development Asia (Disneyland International) before joining HKDL. Previous to joining Disney, Sam had over 20 years of experience in public service in the U.S. in the areas of planning, engineering, and the operations and maintenance of public transportation systems in cities and metropolitan areas.

Sam is a graduate of the Massachusetts Institute of Technology (MIT), where he holds an M.S. in civil engineering. Additionally, he has an M.A. in urban/city planning jointly done at the University of California, Los Angeles and the University of California, Berkeley.



Mr. Duncan Pescod, GBS, JP, Chief Executive Officer of West Kowloon Cultural District Authority

Mr. Pescod joined the West Kowloon Cultural District Authority in October 2014. He was appointed Chief Executive Officer in August 2015. He has over 32 years of service with the Hong Kong Government during which he served in various bureaux and departments, including the former Home Affairs Branch, the former Security Branch, the Lands Department, the former Urban Services Department, the former City and New Territories Administration, the former Civil Service Branch, the Tourism Commission, and the Efficiency Unit. He was Special Representative for Hong Kong Economic and Trade Affairs to the European Communities from 2006 to 2008, Permanent Secretary for Commerce and Economic Development (Communications and Technology) from 2008 to 2010, and Permanent Secretary for Transport and Housing (Housing) and Director of Housing from 2010 to 2014.



Mr. Rocky Tung, Senior Economist of Hong Kong General Chamber of Commerce

Rocky Tung took up the position of HKGCC's Senior Economist in September 2015. Tung is responsible for macroeconomic research related functions at the Chamber, and is the secretary for the Chamber's Economic Policy Committee, Manpower Committee, and HKCSI-Executive Committee.

Prior to joining the Chamber, Tung worked at COFACE as the Asia-Pacific Economist covering macroeconomic and sectoral development in the region, before which he managed the Global Supply Chain research project at Asia Global Institute (formerly Fung Global Institute). He also worked as a macroeconomic and metals and mining equity research analyst at China Construction Bank International and as an investment strategist at Fubon Bank.



Mr. Sankar S. Villupuram, Head of Business Development & IoT, JOS

Sankar S. Villupuram is Head of Business Development & IoT of JOS. He is responsible for the company's Internet of Things (IoT) business practice and development.

Mr. Villupuram has over 17 years of experience in design and implementation of operational technology leveraging Smart Cards, Biometrics, Cryptography, RFID, Video Analytics, Pattern Recognition and various kinds of sensors. He has managed several landmark projects in Hong Kong in the past 16 years and gained extensive multidisciplinary experience in Project Direction & Management, Bid Management, Technical Witness, System Architecture & Integration. He also undertakes volunteer works for Project Management Institute Hong Kong Chapter (PMIHK), serving as the Vice President, Corporate Relationships.

Mr. Villupuram is a Certified Professional in IT (Project Director) (CPIT)(PD), Project Management Professional (PMP), Certified Information Security Auditor (CISA) and Certified Information Security Manager (CISM). Mr. Villupuram holds an MBA degree in Marketing & Management from The Hong Kong University of Science and Technology, and a Bachelor degree in Electrical & Electronics Engineering from India.



Mr. Sum Wong, Co-Founder & Chief Executive, EventXtra

Sum Wong, co-founder and chief executive of Eventxtra, a B2B technology company that enables hundreds of corporates and event organizers, including Alibaba, Cyberport, The Economist, Web Summit, HKTDC, TAITRA, to organize events efficiently and effectively. He founded his first start-up while at university, and hasn't looked back since. As an information technology graduate, he believes in data-driven event marketing empowered by technology.



Mr. Alan Wong, Regional Director (North Asia), Ungerboeck Software International

Alan Wong is currently the Regional Director for Ungerboeck Software and has been with Ungerboeck for over 12 years. He was one of the founding members of the Ungerboeck Asia when he took on the role to open the regional office in 2005. During this period, he has grown the client base by over 1000%. His strong leadership and technical knowledge means clients are always buying solutions that are practical and useful. His strong commercial sense and solid relationships with people are well known by industry peers.

Alan started in the MICE industry in Melbourne 18 years ago when he started working for a PCO. Since then he has worked with many world-known venues and exhibition companies where he shared his unique knowledge and experience. In 2015, Alan joined the executive committee of HKECIA to hoping to bring more practical technology knowledge to the Industry in Hong Kong.



Mr. Mark Eddy, Chief Commercial Officer, EMEA, GES

Mark Eddy is a key member of the senior leadership team and an in-depth knowledge of GES's organiser, agency and corporate clients acquired over ten years at the company. He was appointed Chief Commercial Officer for EMEA in October 2015 and is responsible for building and managing all of GES's market sectors and sales functions which cover Design & Build, Exhibitions, Congress & Summits, Corporate Events, Registration and Data Intelligence throughout the network of the GES's international offices. This affords Mark the ability to build the ideal team from across the Global office network for each and every project

Prior to this Mark has worked in a variety of roles within GES helping to develop the Design & Build Division into a united global team that delivers projects across 45+ countries a year. He has been in the events business for over 20 years and his objective is to be a change agent and innovator of choice in our industry and to help partner brands, organisers, associations, venues and agencies to achieve their individual goals.



Mr. Mark Cochrane, UFI Regional Manager, Asia Pacific

Mark Cochrane is the UFI Regional Manager, Asia Pacific. He is also the Managing Director of Business Strategies Group (BSG), a business intelligence and strategy consulting firm focused on the B2B media industry in Asia – with a particular emphasis on exhibitions and events in Asia.

Through its consulting practice and its relationship with UFI, BSG works with major exhibition organisers, venues and governments across Asia.

Mark has been based in Hong Kong for 18 years and joined BSG in 2006. Prior to BSG, Mark worked in a variety of roles primarily focused on B2B media and market research including three years at Global Sources in marketing roles and three years at The Gartner Group as a senior research analyst. Mark earned an MBA from Thunderbird, the American Graduate School of International Management, in 1997. Mark is on the board of the Business Information Industry Association and presents regularly on the exhibition industry at various conferences and events in Asia.