

HKECIA Annual Seminar 2018
7th December 2018 (Friday)
Hong Kong Design Institute

BIOGRAPHY OF SPEAKERS



Mr. Darren Chuckry – Chair, The Marketing Society Hong Kong

Darren currently serves as Chair of the Marketing Society and most recently was Managing Director of Brand Experience agency Uniplan. Darren successfully led Uniplan to build a loyal client-base of world-class brands including Google, Mercedes, Audi, UBS, Citibank and Moët & Chandon. He oversaw the Asia debut of the world's premier modern and contemporary art show Art Basel, Lumieres Hong Kong as well as the 5-star equestrian horse jumping show Longines Masters.

Darren is a recognized thought leader and expert in the industry, regularly appearing in and contributing to key publications such as CEI, Marketing Magazine and TTMG Magazine and currently serves on multiple Boards of industry associations.



Ms. Sianne Ryder – Head of Events, Asia, GSMA

Starting off her career in events, Sianne came from a Retail Banking and Payments event series at the Lafferty Group/VRL Publishing to the GSMA in 2005. Working initially on MWC Barcelona in the sales team and progressing to business development and new product launches such as App Planet, and the Media and Entertainment programme. In 2008, she became the Sales Director on what was then Mobile Asia Expo in Macau and Hong Kong. In 2012 launched the first MWC, Shanghai event. Building on the success of launching new events/products, Sianne then took on the role working along-side the GM of events as Business Director across the global event portfolio in 2014. From October 2016 she has taken the leadership of the MWC Shanghai event as Head of Events, Asia and relentlessly strives for excellence and innovation across the show.



Ms. Lily Ng – CEO, Foodie Group Limited

Lily Ng is no stranger to building fast growing businesses and charting new frontiers with a vision. At her current role, she has transformed Foodie's traditional print-based business into an award-winning digital platform that leads market trends in food and dining and audience-engagement solutions for the business community.

Lily's career prior to Foodie included the position of President of Caesars Global Living Asia at Caesars Entertainment Corporation, and Executive Vice President at Jones Lang LaSalle Hotels, China.

Fluent in Cantonese, Mandarin and English, Lily holds a Masters of Science degree from Massachusetts Institute of Technology and an undergraduate degree from University of Houston. A frequent speaker at conferences and author on hospitality and food trends, Lily receives the impressive recognition as China's Top 10 Female Leaders by World Hotel Association.



Mr. Jan Blomme – Managing Director of ShowTex Hong Kong & China

Jan Blomme is an all-round event and theatre industry professional with a technical commercial background. He specializes in business development, manufacturing and project management.

Jan moved from Dubai to Hong Kong in 2013 and during that time he worked on theatre shows for international and local theme parks, theatre refurbishments and large-scale exhibition projects. Some recent work includes installations in Disneyland Shanghai, the Han for Productions du Dragone, Art Basel Hong Kong, and auto show events.

Jan earned a Master in Communication Science from Antwerp University and an MBA from HKUST.