



## Biography of Speakers, Panelists and Moderator

### Mr. Dane Cheng – Executive Director of Hong Kong Tourism Board



Mr Dane Cheng has been Executive Director of the Hong Kong Tourism Board (HKTB) since 2019, leading the organisation as it maintains Hong Kong as a world-class destination for business and leisure travellers.

He also serves on a number of key tourism-related bodies. He is currently a member of the Advisory Committee on Cruise Industry, the Advisory Committee on Travel Agents, the Lantau Development Advisory Committee, and the Tourism Strategy Group.

With more than 30 years in the tourism industry, Mr Cheng brings a wealth of marketing and management expertise and experience to his role at the HKTB. Before joining HKTB, he worked with Hong Kong's flagship carrier Cathay Pacific Airways, and had overseen the airline's worldwide passenger business. Mr Cheng was also an executive director of Hang Lung Properties, taking charge of the company's property services, customer experiences and digital transformation.

### Mr. George Leung – CEO of The Hong Kong General Chamber of Commerce



Before joining The Hong Kong General Chamber of Commerce (HKGCC) as CEO in 2020, George S K Leung was Advisor to the Deputy Chairman and Chief Executive of The Hongkong and Shanghai Banking Corporation Limited. He was also a member of the bank's Hong Kong Executive Committee and other senior management committees. Prior to this appointment, he was Chief Economist, Greater China Region.

Mr Leung held various public office including former Acting Chairman of the Hong Kong Association of Banks, member of Hong Kong Financial Services Development Council, Pacific Economic Cooperation Council, Greater Pearl River Delta Business Council, and non-executive director at the Board of The Hong Kong Mortgage Corporation Ltd, etc. He is currently a member of TDC Council, TDC B&R / GBA Committee, ICAC Hong Kong Business Ethics Development Advisory Committee, and Business Facilitation Advisory Committee, as well as a board member of GS1 HK.

### **Mr. Napoleon Biggs - Chief Consultant of Dentsu International**



With 25+ years in digital marketing and technology innovation across Asia, Napoleon advises a wide range of leaders how to grow their business in a digitally-dominated world. He built his first virtual world, a massively multiplayer online football game, for Adidas back in 2006 and bought his first crypto token in 2014.

As a member of the senior management team at Dentsu International (Hong Kong), Napoleon designs and delivers integrated marketing and commerce solutions, with a team of 250 experts working across creative, media, data and customer experience.

Napoleon is also well-known as the founder and hard-hitting host of “Web Wednesday”, a thriving community of 7,000+ digital entrepreneurs with monthly networking events in six Asian cities.

### **Mr. Chris Brown - Founder & Director of ReThink Hong Kong**



Chris has 19 years of experience working on large-scale business events. Originally from the UK, Chris has lived and worked in Hong Kong since 2015.

Chris moved to Hong Kong to establish a North Asia office for a London-based trade expo organiser and launch a series of digital transformation events. The challenges of living sustainably and a developing concern around the exponential threats of the global climate emergency compelled Chris to “rethink” his own personal contribution to Hong Kong and how he could best make a positive impact on a city he now proudly calls home.

ReThink HK was conceived during the social unrest of 2019 and launched during the early stages of the pandemic in 2020.

Working alongside the Business Environment Council, Chambers of Commerce, specialist industry associations, NGOs and action groups the collective ambition for ReThink HK is to accelerate sustainable development in Hong Kong – the event returns for its third edition this October at the HKCEC and aims to be at least carbon neutral. The event supports local NGOs, with all delegates fees contributing to social impact projects.

Chris received a Bachelor’s degree in International Business and Italian from the University of Plymouth (UK). Chris is a member of the British Chamber of Commerce’s Social Sustainability Committee and the Sustainability sub-committee of the Hong Kong Exhibition & Convention Industry Association.



**Ms. Monica Lee-Müller, Managing Director of Hong Kong Convention & Exhibition Centre (Management) Ltd**

Monica Lee-Müller has been the Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited since 2012, the professional private company responsible for the management and operation of the Hong Kong Convention and Exhibition Centre. Ms Lee-Müller is a proven veteran in the hospitality industry for over 30 years. She has been a board member of UFI – The Global Association of the Exhibition Industry since 2014, and is currently the UFI President for 2021/2022. She is also an Executive Committee member of the Hong Kong Exhibition & Convention Industry Association. Ms Lee-Müller holds a Master Degree in Management from Macquarie University, Sydney.



**Ms. Amy So – Program Director, Asia Sustainability of Informa Markets Asia Ltd**

Amy is the Program Director, Asia Sustainability of Informa Markets Asia Ltd (IM), reporting to CEO & President of IM Asia. In her role, she oversees and support the implementation of IM Group sustainability strategies across all Asia events. In partnership with the Group Sustainability Team and working with the Asia leadership across the organization, she helps to ensure that sustainability practices are embedded into the business plans and decision making.

Before this new position, she spent over 20 years in exhibitions operations and held a leadership role for 10 years. She have solid experience in organizing trade shows and have strong connection with the venues and suppliers.



**Mr. Cramond Wong – Managing Director of AMC (Exhibits) Limited**

Cramond is the Managing Director of AMC (Exhibits) Limited, a company specializing in setting up basic booth for organizers and manufacturing exhibition booths for corporation. Their service scope includes design, fabrication, installation and project management. Their client base is broad including major design house such as Imagination, organsiers such as Informa Markets, Art Basel and Bailey Communications in Hong Kong.

AMC has 100% owned production facilities in Shanghai and Dongguan with services offices in Beijing, Shanghai, Guangzhou, Shenzhen, Hong Kong, Macau, Singapore, Malaysia and Tokyo.

Before his current job, Cramond has experience in managing business ranging from cement production plant in Beijing, perishable logistics in Australia and Industrial Estate in Shanghai.