

HKECIA Conference
1st June 2018
Hong Kong Convention & Exhibition Centre

BIOGRAPHY OF SPEAKERS, PANELISTS & MODERATOR



Ms. Christine Loh, Chief Development Strategist, Institute for the Environment at the Hong Kong University of Science and Technology

Christine Loh is the Chief Development Strategist, Institute for the Environment at the Hong Kong University of Science and Technology. Prior to that she was the Under Secretary for the Environment in the HKSAR Government (2012-17). Loh has a long track record in politics and public policy, having been a legislator, as well as the Founder and CEO of the non-profit think tank Civic Exchange. Since stepping down from government work, Loh has taught a course on non-market risks at the business school at the University of California at Los Angeles. She is a board member of the Robert HN Ho Family Foundation; and CDP Worldwide headquartered in London, which focuses on environmental risk disclosure and reporting.



Mr. Bjoern Kempe, Founder & CEO of Expo Asia Pte Ltd

Born in Halle/Saale former German Democratic Republic - Bjoern left Germany towards Asia in 1999 where he started his career in Hong Kong working for Cologne Trade Fair. Within his career he worked for UBM, Messe Munich and until early 2016 as Managing Director for Comexposium in China. Bjoern started Expos Asia Pte Ltd with the passion to serve international exhibition organisers for their market entry in Asia. In addition Expos Asia also supports financial institutions and private equity firms to know the MICE industry better and ensuring the success of their investments. Expos Asia is also minority stakeholder and co-organisers of 10 exhibitions in South East Asia.



Ms. Amanda Galsworthy, President of Alto International

Both a British and French citizen, Amanda Galsworthy was born in Thailand and grew up partly in Mexico. She is the founder and CEO of Paris-based Alto International, France's first premium language service "one-stop shop" and Alto Asia, its subsidiary in Hong Kong. Amanda has also worked as a conference interpreter for 34 years – for 3 French Presidents and 4 British Prime Ministers, among many others – and is now coaching CEOs and their teams on public speaking, cross-cultural intelligence and intercultural communication.

She strongly advocates respect for cultural identity through language diversity and its importance as a hard as well as a soft skill.



Mr. Stanley Chu, Chairman, Adsale Exhibition Services Ltd.

Stanley Chu is the founder and Chairman of the Adsale Group. Established in 1978 in Hong Kong, Adsale has been internationally recognized as the leading China trade promotion specialist in the Asia-Pacific region, with business scope covering exhibition, conference, publishing and online media, offering integrated B2B promotion solutions to her global customers.

Mr Chu received a MBA degree at Chinese University of Hong Kong in 1984 after his bachelor degree in Science from the University of Hong Kong in 1973.

For years, Mr Chu has been dedicated to promoting the exhibition industry. He is the Honorary Life President of Hong Kong Exhibition and Convention Industry Association (HKECIA), and the Chair of the Global Association of the Exhibition Industry (UFI) Asia Pacific Chapter (2011-2017).



Mr. Daben Mao, Executive Deputy General Manager, Shenzhen Zhaohua Int'l Exhibition Operation Co., Ltd

Graduated from California State University with a MBA degree, Daben Mao is a veteran exhibition professional. He worked at many of the world's top exhibition organizations such as the China Council for the Promotion of International Trade, China International Exhibition Center Group, Jingmu International Exhibition Co, Ltd., Messe Muenchen (Shanghai) Co., Ltd. and VNU Exhibitions Asia Ltd., and managed many influential exhibition projects during his more than 20 years of working experience. He has unique insights and rich experience in project planning, operation and management. He initiated or introduced well-known exhibition training programs such as CEM and EMD into China and also serves as visiting professor at College of International Business, Shanghai International Studies University, and School of Tourism Management, Sun Yat-Sen University, contributing a lot to China's exhibition talent training and exhibition education. Mao joined China Merchants Shekou Industrial Zone Holdings Co., Ltd. in January 2017 to serve as Executive Deputy General Manager of Shenzhen Zhaohua Int'l Exhibition Operation Co., Ltd, responsible for the operation of the newly built venue Shenzhen World.



Mr. Michael Duck, Executive Vice President of UBM Asia Limited, UBM Group Chief Representative for China

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia with over 290 events.

Michael joined UBM Asia in 1994, and is responsible for UBM Asia's fashion, beauty and maritime verticals and also trade fair activities in India and many in China. He is also a Director of Shanghai UBM Sinoexpo International Exhibition Co Ltd, a member of the UBM Asia group of companies.

He was appointed as the first UFI (The Global Association of the Exhibition Industry) Chapter Chairman for Asia/Pacific in 2000 and in five years grew the Chapter to be the most active and fastest growing in UFI. Michael is today Treasurer and a Director of UFI.



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.