



Mr. Nelson Chow
Partner, Performance Improvement Advisory
Ernst & Young Advisory Services Limited

Nelson is the finance and procurement leader of EY Greater China Advisory practice, who has been assisting CEOs, CFOs and CPOs in transformational initiatives to drive growth, operation excellence and margin improvement for many years. With his strategic leadership spanning innovative, industry-leading direction and customer success models under this macro environment, Nelson has advised his clients in visioning and strategy formulation over a broad range of industries, including Consumer Products & Retail, Power & Utilities, Manufacturing, Automotive, Food and Beverage, Telecom, FMCG, Financial Services and Industrial Products.

As the digital era is evolving, Nelson has extended his edge as a digital enabler to bring in emerging technologies such as Robotic Process Automation (RPA), machine learning, and blockchain to enable automation and intelligence for business opportunities identification, optimization and transformation.

Apart from the above, Nelson has given numerous speeches in public events, providing insights and new ways of thinking. Recently, he has been invited as moderator or speaker in many occasions such as The 7th CFO Innovation Hong Kong Forum, The EY ISMHK Procurement Forum, Digital Manufacturing Seminar, Asia Retail Arena, SAP Chief Executive Roundtable, etc.

Nelson completed his MBA at The Chinese University of Hong Kong and holds a Bachelor Degree in Business Administration in The Hong Kong University of Science and Technology. He has also done the executive program in Stanford University. He serves as the Council Member of Institute for Supply Management - Hong Kong (ISM-HK) and currently acts as the lecturer of “Strategic Procurement” course in The Hong Kong Polytechnic University and a Council Member.



Ms. Mandy Queen
Founder of Cred Communications

Mandy Queen is an international PR professional with over 20 years’ in-depth experience gained from senior communications roles within UK commercial and non-departmental organisations, global exhibition organisations including Messe Frankfurt and Global Sources and running her own independent agency in Hong Kong. She handled regular crises for the fishing industry in the UK for nearly six years along with consumer and corporate communications and worked with the sales team in Heineken on off-trade promotions and faulty product issues. Bringing both in-house and agency experience to her clients her team delivers both creative and strategic campaigns that are focused on outcomes while never taking her eye off her clients' reputation. Since starting Cred in 2010 her events, festivals and exhibition clients have included British Council, Comexposium, Corenet, Economist Events, global cybersecurity association FIRST.Org, Global Sources, HIMSS, Informa and Asia's premier LGBT+ festival - Pink Season.



Mr. Pete Morgan
Leadership, Communication and Crisis Management Consultant, Speaker and Trainer

Pete Morgan is a regular international keynote speaker, conference Chair, trainer, executive coach and author who now specialises in helping professionals and organisations accelerate their leadership credibility, authority, influence, confidence, engagement, rapport and trust with advanced communication and influencing skills used by hostage negotiators, particularly during time-critical, high-stress, high-stakes situations.

Pete has over 38 years of senior leadership experience in both law enforcement and the security industry. He was a hostage negotiator for 24 years and Commander of the Hong Kong Crisis Negotiation Unit for 12 years, responsible for responding to a wide range of critical incidents including would-be suicides, barricaded subjects, serious hostage and CT incidents. He is also the author of “Critical Issues in Crisis Negotiations” (available on Amazon).

Pete has received numerous awards and commendations for his leadership and communication skills, including for his role in helping to resolve a hostage incident, with all the hostages, including a seven year old boy, safely released. He was also awarded the Police Distinguished Service Medal (P.D.S.M.) in 2015 for his significant contributions to Hong Kong throughout his policing career.



Mr. Peter Cheung
Director
Comasia Limited

Peter Cheung is one of the founding directors of Comasia Limited which is a renowned Hong Kong-based trade show organiser and event management company. Mr. Cheung is overseeing the implementation, overall strategic planning and development of Comasia’s business portfolio and all its exhibition projects. He has been specially focused on creating and developing new show projects in new overseas markets. Being a vice chairman of HKECIA, Mr. Cheung is committed to making a strong presence and contribution to the development of Hong Kong exhibition industry.



Ms. Wendy Lai
Vice President
Global Sources Exhibitions

Wendy Lai is the Vice President of Global Sources Exhibitions, a division of Global Sources and one of Asia’s top-tier exhibition organizers, specializing in business-to-business (B2B) trade shows. Global Sources has been hosting trade shows in Hong Kong since 2006, bringing two million buyers and exhibitors to Hong Kong over the past decade.

Ms. Lai is a highly regarded industry expert with over 20 years’ experience in managing B2B trade shows and event portfolios, business development, strategic planning and event management. Her trade-show footprint has covered Greater China, Singapore, India, Indonesia, Dubai, South Africa, Brazil, and the USA.

Ms. Lai is the Executive Vice Chairman of the Hong Kong Convention & Exhibition Industry Association (HKECIA) and the Secretary General and a board member of the Asian Federation of Exhibition & Convention Associations (AFECA).



Mr. Michael Duck
Executive Vice President – Asia
Informa Markets

Michael Duck is a Director of Informa Markets – Asia companies. He is also directly responsible for Informa Markets Fashion, Food & Hospitality and Maritime verticals in Asia and also all trade fair activities in India and many in China. He is the Informa PLC representative to China with an office in Beijing.

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. He also founded the UFI Sustainability Committee which is very active today. Michael is currently Treasurer and a Director of UFI.

Michael has also been an Executive Committee member of the Hong Kong Exhibition and Convention Industry Association (HKECIA) for over twenty years and was Chairman from 1998-2000. A committed Rotarian for the past twenty years serving the Rotary Club of Hong Kong, Michael has been involved in CSR for a long time.



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 over 20 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.