



Mr. Chris Brown
Founder & CEO
EnviroEvents (Rethink) Limited

Chris has over 20 years of experience working on large-scale business events. Originally from the UK, Chris has lived and worked in Hong Kong since 2015. 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 the city he and his young family proudly calls home.

Working alongside the Business Environment Council, Consulates and trade promotion offices, Chambers of Commerce, specialist industry associations, NGOs and action groups the collective ambition of ReThink HK is to accelerate sustainable change in Hong Kong – the event returns for its sixth edition in September 2025 at the HKCEC, hosting over 10,000 attendees and aims to be the most sustainable expo-scale event in the city.

ReThink HK leads the way in sustainable events in Hong Kong, measuring and reporting the events impact; from detailed waste and recycling analysis, restricting non-recyclable display materials, limiting booth height and tracking attendee travel – while investing in more sustainable solutions so to reduce the event’s carbon intensity while achieving significant sqm and attendee growth year on year.

Through the Rethink Foundation, all proceeds from delegate fees go towards supporting registered local NGOs with build capacity programmes and education on how to operate more sustainably.

ReThink HK is a signatory of the Net Zero Carbon Event Initiative, one of only two businesses in Hong Kong to hold a UNESCAP Asia-Pacific Green Deal for Business Silver badge and one of 10 international organisers chosen to pilot the Better Stands initiative. Both Chris and ReThink HK have received numerous Awards and commendations from leading Hong Kong organisations recognising the impact that both he and the event have helped to facilitate including The Green Council, Hong Kong Management Association and WWF.

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 ESG Committee, the Business Environment Council’s Membership & Marketing Committee and sits on the Executive Committee, and the Sustainability sub-committee, of the Hong Kong Exhibition & Convention Industry Association.