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Mark Cochrane is the UFI Regional Director, Asia Pacific and 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 25 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.