

ASIAN IR EXPO

亞洲綜合度假休閒產業博覽會

JUNE 4-6, 2024 | 2024年6月4-6日

THE VENETIAN MACAO | 澳門威尼斯人

CO-LOCATED WITH
同期舉辦

G2E ASIA
亞洲國際娛樂展

 CELEBRATING
FIFTEEN
YEARS OF
EXCELLENCE

Asian IR Expo 2024 Conference Guide

研討會手冊

PRESENTED BY
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Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute



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2020

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ArchDaily
2019

One of the

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TIME magazine
2018

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ABOUT ASIAN IR EXPO AND SUMMIT

關於亞洲綜合度假休閒產業博覽會及峰會

Co-located with G2E Asia, the Asian IR Expo stands as a pioneering event set to redefine the landscape of non-gaming related industries and integrated resorts (IR) in the region. This prestigious conference gathers top leaders and decision-makers to share their invaluable insights and experiences. Attendees will delve into the latest trends, strategic thinking, and the development of cutting-edge software and hardware. The expo aims to connect service providers with their target audiences, fostering cross-industry integration and collaboration, and redefining the future landscape of non-gaming industries within IR.

At the heart of the Asian IR Expo lies its summit program. This year we will delve into the future of integrated resorts and lifestyle hospitality with exclusive insights into cutting-edge advancements and strategic innovations. Learn from industry experts on how to enhance competitiveness and drive growth through technology and diversification. Engage in high-level discussions and explore case studies that showcase successful implementations. Network with visionaries and decision-makers and discover new opportunities to elevate your business.

亞洲綜合度假休閒產業博覽會與亞洲國際娛樂展同期舉辦，旨在重新定義區域內的非博彩相關產業和綜合度假村的新格局。這個備受矚目的活動匯聚了業界頂尖專家和決策者，為與會者分享寶貴的經驗和深入洞察。賓客將探討產業最新趨勢，戰略思維以及前沿軟硬件的發展。博覽會聯繫服務提供者與其目標受眾，促進跨界融合發展，為綜合度假村中的非博彩行業創造新機遇。

亞洲綜合度假休閒產業博覽會的核心在其峰會議程，本年我們將深入探索未來度假勝地與生活風格酒店的創新趨勢，向行業專家學習如何通過科技和多元化提升自身競爭力，並與業界人士就前沿技術、戰略方案以及成功案例進行深入討論，發掘酒店業的變革潛力，抓住這個創新與融合時代中的新興機會。

CONFERENCE AT A GLANCE

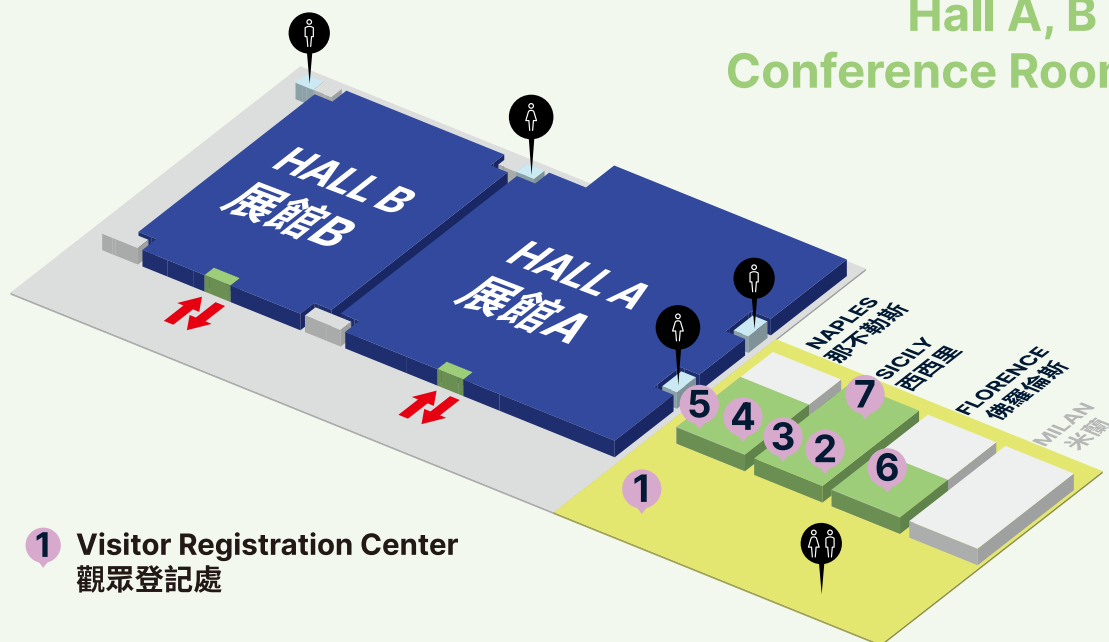
研討會一覽

會議地點	CONFERENCE LOCATION
那不勒斯會議廳 2601 - 2603	Naples 2601 – 2603
第一天：6 月 4 日（週二）	DAY 1: 4 JUNE (TUE)
會議時間：10:00 – 16:30	Conference hours: 10:00 – 16:30
會議交流午宴： 12:30 – 14:00, 西西里會議廳 2505	Conference Networking Luncheon: 12:30 – 14:00, Sicily 2505
第二天：6 月 5 日（週三）	DAY 2: 5 JUNE (WED)
會議時間：10:00 – 16:30	Conference hours: 10:00 – 16:30
會議交流午宴： 12:30 – 14:00, 西西里會議廳 2505	Conference Networking Luncheon: 12:30 – 14:00, Sicily 2505
第三天：6 月 6 日（週四）	DAY 3: 6 JUNE (THU)
會議時間：10:00 – 16:00	Conference hours: 10:00 – 16:00
會議交流午宴： 12:30 – 14:00, 西西里會議廳 2505	Conference Networking Luncheon: 12:30 – 14:00, Sicily 2505

L1

G2E Asia 2024 + Asian IR Expo

Hall A, B &
Conference Room



1 Visitor Registration Center
觀眾登記處

2 Privileges Concierge
SICILY 2401, L1,
The Venetian Macao
特邀貴賓接待處
澳門威尼斯人酒店1樓
西西里會議廳2401

3 G2E Asia Conference
SICILY 2501-2503, L1,
The Venetian Macao
亞洲國際娛樂展研討會
澳門威尼斯人酒店1樓
西西里會議廳2501-2503

4 Asian IR Summit
NAPLES 2601-2603, L1,
The Venetian Macao
亞洲綜合度假休閒產業峰會
澳門威尼斯人酒店1樓
那不勒斯會議廳2601-2603

5 Media Center
NAPLES 2701, L1,
The Venetian Macao
媒體中心
澳門威尼斯人酒店1樓
那不勒斯會議廳2701

6 G2E Asia 15th Anniversary Reception
FLORENCE 2201-2303, L1,
The Venetian Macao
亞洲國際娛樂展15周年酒會
澳門威尼斯人酒店1樓
佛羅倫斯會議廳2201-2303

7 Conference Luncheon
SICILY 2505, L1,
The Venetian Macao
研討會交流午宴
澳門威尼斯人酒店1樓
西西里會議廳2505

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ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會

10:00 – 10:40 **Keynote Address**

專題演講

- Bill Miller
President and CEO, American Gaming Association
美國博彩業協會總裁及首席執行官

Sicily 2501-2503, L1, The Venetian Macao

澳門威尼斯人酒店 1 樓西西里會議廳 2501-2503

11:00 - 11:45 **Opening Ceremony**

開幕典禮

Tech Talk Stage, Hall B, The Venetian Macao

澳門威尼斯人金光會展中心, 展館 B, Tech Talk 舞台

12:30 - 14:00 **Networking Luncheon**

交流午宴

Sicily 2505, The Venetian Macao

澳門威尼斯人酒店 1 樓西西里會議廳 2505

TUESDAY, JUNE 4
週二, 6月4日

THEME: IR FOCUS

主題: 聚焦綜合度假休閒產業

Uncover regional market insights, latest trends, and strategies to navigate the disruptive business environment and elevate tourism. Envision a future where tourism stands as a vibrant destination, while exploring the transformative potential of AI in Integrated Resorts.

揭示區域市場洞察、最新趨勢和應對動盪商業環境的策略以提升旅遊業。在探索人工智能在綜合度假休閒產業中的轉型潛力，並展望一個以旅遊業作為活力目的地的未來。

Naples 2601-2603, The Venetian Macao
澳門威尼斯人酒店 1 樓那不勒斯會議廳 2601-2603

14:00 - 14:15 **Keynote: Driving Macao's Tourism Industry Forward with Strategies for Sustainable Growth**
主題演講: 驅動澳門旅遊業可持續增長的策略

- Maria Helena de Senna Fernandes 文綺華
Director, Macao Government Tourism Office
澳門特別行政區政府旅遊局局長

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會

14:15 – 14:50 **Riding the Wave: Adapting to Changing Trends in Asia's Tourism Industry**

乘風破浪：探適亞洲旅遊業的變化趨勢

Moderator 主持人：

- Prof Glenn McCartney 默希濂教授
Associate Dean (Curriculum and Teaching) of FBA,
Associate Professor of Integrated Resort and Tourism Management
University of Macau
澳門大學工商管理學院副院長（課程及教學）兼
綜合度假村與旅遊管理學系副教授

Speakers 演講嘉賓：

- Maria Helena de Senna Fernandes 文綺華
Director, Macao Government Tourism Office
澳門特別行政區政府旅遊局局長
- Albert Yip 葉家麟
Director General, Sanya Tourism Board
三亞市旅遊發展局局長
- Fred Sheu 許遵發
National Technology Officer, Microsoft Hong Kong
Microsoft 香港區域科技長
- Fian Leung 梁嘉欣
Head of Accommodation Business, HK & Macau, Trip.com Group
攜程集團大中華酒店業務部港澳地區總經理

14:50 – 15:00 **Tea Break 茶歇**

15:00 – 15:40 Sustainable Tourism and ESG Practices in Hospitality
可持續旅遊及酒店業的 ESG 實踐

Moderator 主持人：

- Prof Davis Fong 馮家超教授
Director of Institute for the Study of Commercial Gaming, Professor of
Integrated Resort and Tourism Management, University of Macau
澳門大學博彩研究所所長兼綜合度假村及旅遊管理學系教授

Speakers 演講嘉賓：

- Cindy Ngan 顏貴欣
Partner in the Climate & Sustainability Practice, PwC Hong Kong
普華永道香港地區氣候與可持續發展合伙人
-

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亞洲綜合度假休閒產業峰會

15:50 – 16:30 Industry Report Briefing:

行業報告簡報：

- Charles Kuai 蒯文瑞
Founder & President, K2 Intelligence Ventures

Smart IR: Embracing AI for the New Era of IR Operation

智慧 IR：擁抱 AI 迎接 IR 營運新時代

Moderator 主持人：

- Charles Kuai 蒯文瑞
Founder & President, K2 Intelligence Ventures

Speakers 演講嘉賓：

- Alvin Zou 鄒春慧
Vice President, Asia Pacific Business Group, SenseTime
商湯科技亞太業務事業群副總裁
 - Ying Haiping 應海平
General Manager of Tuya Smart Commercial, Hangzhou Tuya Information Technology Co Ltd
杭州塗鴉信息技術有限公司智慧商業總經理
 - Derek Watterud
Vice President, Resort Technology, MGM
美高梅酒店科技副總裁
-

THEME: ART INTEGRATION

主題: 藝術融合

In collaboration with ArtBiz Asia | 與 ArtBiz Asia 攜手呈獻

Collaborated with ArtBiz Asia, We will delve into the profound impact of art on integrated resorts and other related industries, providing a platform for forward-thinking artists and industry leaders to exchange ideas. Together, we will explore the implementation and integration of art & lifestyle, art & tech, art & hospitality experiences, art education as well as local art & cultural ecosystem.

與 ArtBiz Asia 攜手合作, 我們將深入探討藝術對綜合度假村及其他相關產業的深遠影響, 為具前瞻性的藝術家和行業領袖提供一個交流思想的平台, 共同探索藝術與生活方式、科技、綜合度假村體驗、藝術教育及在地藝文生態等範疇的實施與融合。

Naples 2601-2603, The Venetian Macao
澳門威尼斯人酒店 1 樓那不勒斯會議廳 2601-2603

9:45 – 10:00 Opening Ceremony 開幕典禮

10:00 – 10:15 Opening Keynote: Building Macao into a City of Performing Arts and Promoting the Development for Appropriate Economic Diversification
主題演講: 打造演藝之都, 促進澳門經濟適度多元發展

- Leong Wai Man 梁惠敏
President, Cultural Affairs Bureau of the Macao SAR Government
澳門特別行政區政府文化局局長
-

10:15 – 10:50 Fireside Chat 爐邊對話

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10:50 – 11:30 **Art as a Lifestyle** **當藝術成為時尚風潮**

Moderator 主持人：

- Sylvia Wang 王英菡
Consultant, ArtBiz Asia
ArtBiz Asia 顧問

Speakers 演講嘉賓：

- Miriam Sun 孫文倩
Executive Director, MoCA Shanghai
上海當代藝術館有限公司執行館長
- Shen Qing 沈清
Senior Consultant, Phillips Auctioneer Hong Kong Limited
富藝斯香港資深顧問
- Anais Barclay 祈諾意
Chief Influencer Officer, Global Entertainment Media Group Ltd

11:30 - 11:50 **Tea Break 茶歇**

11:50 - 12:30 **Beyond Art Spaces**
超越藝術空間

Moderator 主持人:

- Emilia Tang 鄧裕澄
Managing Director, Blanc Art Co. Ltd.
一白藝術有限公司行政總監

Speakers 演講嘉賓:

- Henry Chan 陳慶生
Senior Curator and Brand Designer
資深策展人及品牌設計師
- Florence Lam 林敏珊
Art Management Professional
藝術管理專員
- Pamela Chan 陳詠璇
Managing Director, Taipa Village Destination Limited
氹仔城區有限公司常務董事

12:30 - 14:00 **Networking Luncheon 交流午宴**

14:00 - 14:20 **Conversation in Art Tech**
數字藝術對話

Moderator 主持人:

- Sylvia Wang 王英茵
Consultant, ArtBiz Asia
ArtBiz Asia 顧問

Speakers 演講嘉賓:

- Kate Gu 辜雪婷
Associate Curator, Digital Special Projects, M+
M+ 數碼特別項目副策展人

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亞洲綜合度假休閒產業峰會

14:20 – 14:40 Innovation in "Art+": Driving a Sustainable Cultural Business Ecosystem

創新「藝術 +」：推動藝文商業生態圈可持續發展

- Linwood Lin 連均嫻
Chief Innovation Officer, Forward Fashion (International)
Holdings Co. Ltd.
尚晉（國際）控股有限公司首席創新官

14:40 – 15:00 Tea Break 茶歇

15:00 – 15:40 Adding Arts Elements into Hospitality Experiences

將藝術元素融入待客體驗

Moderator 主持人：

- Liu Weiyan 劉瑋妍
Art Consultant, W Magazine China
《W 中文版》藝術顧問

Speakers 演講嘉賓：

- Christine Hong Barbosa 項成
Vice President, Retail & Event Development, Lisboeta Macau
澳門葡京人零售活動發展副總裁
 - Victoria Tang 鄧愛嘉
Founder & Creative Director, Victoria Tang Studio
Victoria Tang Studio 創始人兼創意總監
 - Vincent Wu 吳振宇
Founder & CEO, Curator Group
Curator 集團創始人兼 CEO
-

15:50 – 16:30 Art Education for a Robust Ecosystem
以教育構建堅實的藝術生態

Moderator 主持人：

- Prof Lampo Leong 梁藍波教授
Distinguished Professor, Doctoral Advisor,
Director of Centre for Arts and Design, University of Macau
澳門大學特聘教授、博士生導師、藝術設計中心主任

Speakers 演講嘉賓：

- Prof Jingru Ma 馬菁汝教授
Professor, Central Academy of Fine Arts
中央美術學院教授
 - Hua Yuzhou 華雨舟
Founder and Art Director, Humarish Club
哈帝文化集團有限公司創始人及首席藝術總監
-

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會

THEME: SPORTS

主題:體育

Unlock sports tourism's full potential and strategies, athlete IP value, and study the secrets of transforming cities into well-known sports hubs.

挖掘體育旅遊的無限潛力與策略，以及運動員的品牌價值，揭秘城市成為知名體育樞紐的法則。

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澳門威尼斯人酒店 1 樓那不勒斯會議廳 2601-2603

10:00 – 10:15 **Game Changers: A Deep Dive into Sports-Entertainment Data Analysis**

改變遊戲規則：深入探索體育娛樂數據分析

10:15 – 10:55 **From Athlete to Icon: Unleashing the Power of Sports Entertainment and Creating a Unique Sporting IP**

從運動員到偶像：釋放體育娛樂力量，創造獨特的體育 IP 品牌

Moderator 主持人：

- Matt Beyer 馬特
Managing Partner, Team Chemistry Sports

Speakers 演講嘉賓：

- Jonah Greenberg
CEO, Salty Picture LTD
- Robbie McRobbie 麥偉彬
CEO, Hong Kong China Rugby
中國香港欖球總會行政總裁
- Jacob Burke
Global CEO, The Look Company

10:55 – 11:35 Creating a Memorable User Experience: Engaging Visitors Through Sports Tourism

創造令人難忘的使用者體驗：透過運動旅遊吸引遊客

Moderator 主持人：

- Ryan Ho 何雄威
Lecturer, Centre for Gaming and Tourism Studies,
Macao Polytechnic University
澳門理工大學博彩旅遊教學及研究中心講師

Speakers 演講嘉賓：

- Kevin Ho 何敬麟
Macau Representative of National People's Congress,
Chairman of the Executive Committee of Federation of Macau-China
Sports General Associations
澳區全國人大代表及中國澳門體育總會聯合會理事長
- Xia Sijun 夏斯均
Executive Chairman, Beijing Association for the Promotion of Olympics
Related Culture
北京奧林匹克文化促進會執行主席
- Chen Bin 陳彬
Deputy Party Secretary and General Manager, Hunan Sports Industry
Group Co., LTD.
湖南體育產業集團有限公司集團黨委副書記、總經理
- Winsen Qian 錢永勝
Chairman, WCGC China
WCGC 世界企業高爾夫挑戰賽中國區主席

11:35 - 11:50 Tea Break 茶歇

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11:50 -12:30 **Beyond Sports: Designing a Thriving Sport-Entertainment Destination**

跨越體育：打造繁榮的體育娛樂目的地

Moderator 主持人：

- Prof Glenn McCartney 默希濂教授
Associate Dean (Curriculum and Teaching) of FBA,
Associate Professor of Integrated Resort and Tourism Management
University of Macau
澳門大學工商管理學院副院長（課程及教學）兼
綜合度假村與旅遊管理學系副教授

Speakers 演講嘉賓：

- Rob James
Vice President, Operations (Asia Pacific Events), IMG
- Anton Del Rosario
CEO, 7x7 Development Corporation

12:30 – 14:00 **Networking Luncheon 交流午宴**

THEME: ENTERTAINMENT 主題: 娛樂盛事

Uncover the artistry behind successful performing arts & entertainment programs in Macao and their tactical execution. Immerse yourself in the ever-changing landscape of amusement and anticipating what's next. An enthralling journey through the world of performing arts & entertainment!

揭開澳門成功演藝項目背後的匠心獨運及其精妙實踐策略。沉浸於娛樂不斷變幻的風景中，洞悉未來趨勢。一場穿越演藝娛樂世界的迷人之旅！

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澳門威尼斯人酒店 1 樓那不勒斯會議廳 2601-2603

14:00 – 14:35 **Blueprint for Success: Strategic Implementation and Management of Performing Arts Initiatives in Macao** **成功藍圖：澳門演藝項目的策略實施和管理**

Moderator 主持人：

- Samantha Chiang 蔣瀟玲
Vice Dean, Faculty of Humanities and Arts
Macao University of Science and Technology
澳門科技大學人文藝術學院副院長

Speakers 演講嘉賓：

- Christy Cheong 張燕林
Vice President, Events and Promotions,
Melco Resorts & Entertainment
新濠博亞娛樂盛事策劃及推廣部副總裁
- Jones Chong 鍾楚霖
Founder, Chessman
棋人娛樂創辦人
- Xu Weidong 許偉東
Vice President, Ehang
億航智能副總裁

ASIAN IR SUMMIT

亞洲綜合度假休閒產業峰會

14:35 – 14:45 Tea Break 茶歇

14:45 – 15:20 The Evolvement of Entertainment: Exploring Consumer Preferences and Future Trends
娛樂的演變：探索消費者喜好和未來趨勢

Moderator 主持人：

- Samantha Chiang 蔣瀟玲
Vice Dean, Faculty of Humanities and Arts,
Macau University of Science and Technology
澳門科技大學人文藝術學院副院長

Speakers 演講嘉賓：

- David Baxley
Regional Vice President, Entertainment, Sands China Ltd.
 - Anna Robb
Executive Producer, Our Legacy Creations
 - Bonnie Chan Woo 胡陳德姿
CEO, SV Vision Limited
華美樂樂有限公司行政總裁
-

15:20 – 16:00 Closing Session 壓軸呈獻：

**Macao's Image Makeover: A Discourse on Cultivating Tourism
and Establishing an International Identity**

澳門形象改造：培育旅遊業與建立國際形象的對話

Moderator 主持人：

- Akiko Takahashi 高橋明子
Executive Vice President and Chief of Staff to Chairman and CEO,
Melco Resorts & Entertainment
新濠博亞娛樂執行副總裁兼首席事務長

Speakers 演講嘉賓：

- Cheng Wai Tong 程衛東
Deputy Director, Macao Government Tourism Office
澳門特別行政區政府旅遊局副局長
 - DeVonne lao 尤穎
Senior Vice President and Chief Marketing Officer, Sands China Ltd
金沙中國有限公司高級副總裁兼首席度假村營銷總裁
 - Siu Sai Wo 蕭世和
General Manager (Business Operations), TVB Broadcasts Limited
香港電視廣播有限公司總經理 (商務營運)
-

CONFERENCE ORGANIZER

會議主辦方

ABOUT RX (REED EXHIBITIONS)

關於勵展博覽集團 (RX)



RX (Reed Exhibitions) is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

For more information, visit www.rxglobal.com

RX 致力於為個人、社區和組織建立業務。該公司通過結合數據和數字產品來提升活動的影響力，幫助客戶在 25 個國家或地區多達 42 個行業領域的 350 多場活動中了解市場、採購產品並完成交易。

RX 熱衷於對社會產生積極影響，並完全致力於為所有員工創造一個包容性的工作環境。RX 是 RELX 的一部分，RELX 是一家為專業和商業客戶提供基於信息的分析和決策工具的全球提供商。

欲了解更多信息，請訪問 www.rxglobal.com。

CONFERENCE ORGANIZER

會議主辦方

ABOUT THE AMERICAN GAMING ASSOCIATION (AGA) 關於美國博彩業協會 (AGA)



AMERICAN
GAMING
ASSOCIATION®

As the national trade group representing the U.S. casino industry, the American Gaming Association (AGA) fosters a policy and business environment where legal, regulated gaming thrives. The AGA's diverse membership of commercial and tribal casino operators, sports betting and iGaming companies, gaming suppliers, and more lead the \$329 billion industry and support 1.8 million jobs across the country.

For more information, visit www.americangaming.org

美國博彩業協會是美國最大的全國性貿易組織，代表著價值 3,290 億美元的美國博彩業，支持了全美 180 萬個博彩業工作崗位。美國博彩業協會 (AGA) 會員包括商業性和區域性賭場運營商、博彩供應商和其他與博彩行業相關的公司企業。美國博彩業協會 (AGA) 的使命即建立符合當代賭場博彩行業發展需求和挖掘巨大經濟價值目標的健全政策和法規。

欲了解更多信息，請訪問 www.americangaming.org

CO-ORGANIZER

會議協辦方

MACAO INTERNATIONAL CULTURE AND SPORTS INDUSTRIES ASSOCIATION 澳門國際文化及體育產業協會

Macao International Culture and Sports Industries Association (MICSIA), established in 2018, is dedicated to providing a dynamic platform for culture and sports-related institutions across the Greater Bay Area (GBA). Our mission extends beyond regional boundaries as we aim to attract international projects to settle in Macau and its surrounding areas.

Aligned with the policies of the Macao SAR government, MICSIA endeavors to harmonize its initiatives with the strategic vision outlines by the authorities. By fostering collaboration and innovation, MICSIA aims to catalyze economic development and facilitate progress across a broad spectrum of cultural, sports, and tourism sectors.

澳門國際文化及體育產業協會成立於 2018 年，藉著粵港澳大灣區的發展機遇，引進國際項目落戶澳門及周邊區域，同時積極創立澳門品牌的文化和體育盛事，為相關持份者和團體打造一個交流互動的平台。協會積極配合澳門特區政府的經濟多元發展方針，致力透過促進融合創新，推進文化、體育、與旅遊相關產業的協同發展，推而提升消費及經濟潛力。

OFFICIAL EVENT & PR PARTNER

大會官方活動及公關夥伴

MM MARKETING COMMUNICATION CONSULTING LTD. 美亞市場傳達顧問有限公司

MM Marketing Communication Consulting Ltd. is a Macau-based firm offering comprehensive business consultancy and a full range of professional marketing and event services. Drawing on extensive local market knowledge and a global network, the company provides strategic, creative solutions with proven track records working with international brands across various industries.

Specializing in the gaming, tourism, lifestyle, sports, entertainment, and cultural sectors, we leverage our deep industry expertise to develop key insights and impactful strategies for clients throughout mainland China and Southeast Asia.

美亞市場傳達顧問有限公司植根澳門，服務輻射至內地及東南亞，為顧客提供商業諮詢以及全方位專業營銷和活動服務。我們憑藉專業知識、本地洞察力和全球網路，為國際品牌在各行業提供具有策略意義的創新解決方案，並擁有卓越的業績記錄。

我們專注於博彩、旅遊、生活方式、體育、娛樂和文化領域，這使我們能夠為客戶提供業務發展的關鍵洞察和策略。運用其專業知識、全球化網絡的本地人才、豐富經驗及嶄新創意為客戶提供商業顧問、全方位的專業市場營銷及活動策劃服務。服務得到不同行業的多個國際品牌客戶認同。

ArtBiz Asia Founder Message

ArtBiz 藝術論壇創辦人致辭



Patricia Cheong
張茜

Founder, ArtBiz Asia

ArtBiz Asia 創辦人

Dear Friends,

A warm welcome from ArtBiz Asia!

At ArtBiz, our mission is to create a B2B platform that bridges art and commerce, catering to decision-makers in cultural tourism, integrated resorts, and the art industry. Our goal is to enrich creative thinking and diversity within the art business community. ArtBiz Asia explores the concepts, trends, and allure of the art business. Our forum fosters dialogue between resort decision-makers and industry professionals to share insights and experiences. From "Expanding Art Scene Along Diverse Spaces" in the 1st edition to "Art-Tainment" in the 2nd edition, we cover various areas including art in commercial spaces, public art, collections, investment, finance, policy, tourism, technology, and pop art.

As we enter our 3rd edition, we will continue to explore the profound impact of art on integrated resorts and related industries, focusing on the integration of art with lifestyle, technology, hospitality, education, and local art ecosystems.

ArtBiz Asia aims to be a pivotal platform linking the art and cultural sectors with commerce, promoting development and prosperity in the art and cultural business. We look forward to collaborating with all stakeholders to create a brighter, more innovative future together.

Hope you enjoy the forum as much as we do!

親愛的朋友們，

歡迎來到 ArtBiz Asia !

在 ArtBiz，我們的使命是創造一個連結藝術與商業的 B2B 平台，服務文化旅遊、綜合度假休閒產業以及藝術產業的決策者。我們的目標是豐富藝術商業社區的創意思維和多樣性。

ArtBiz Asia 探索了藝術商業的概念、趨勢和魅力。我們的論壇促進了綜合度假休閒產業決策者和行業專業人士之間的對話，以分享見解和經驗。從第一屆的“在多元空間中擴展藝術場景”到第二屆的“藝術 - 娛樂”，我們涵蓋了包括商業空間中的藝術、公共藝術、收藏、投資、金融、政策、旅遊、科技以及潮藝術等各領域。

進入我們的第三屆，我們將繼續探索藝術對綜合度假休閒產業及文旅相關產業的深遠影響，重點關注藝術與生活方式、技術、酒店業、教育以及當地藝術生態系統的融合。

ArtBiz Asia 旨在成為將藝術和文化與商業連結的關鍵平台，促進藝術和文化業務的發展與繁榮。我們期待與相關持份者合作，共同創造一個更光明、更具創新性的未來。

誠摯的問候。

SPEAKERS PROFILE

講者簡介



Maria Helena de Senna Fernandes 文綺華

Director
Macao Government Tourism Office

局長
澳門特別行政區政府旅遊局

Ms. Maria Helena de Senna Fernandes came on board the Marketing Department of the Macao Government Tourism Office (MGTO) in 1988, and throughout the years organized and participated in various local, Mainland and overseas tourism exhibitions, conferences, seminars and promotional activities. In September 1998, she became Deputy Director, carrying on her dedication to destination marketing, and was appointed as MGTO Director in December 2012, before receiving the Medal of Merit for Tourism from the Macao Special Administrative Region Government in 2016.

She is a current member of the following committees of the Macao SAR Government: Tourism Development Committee, Economic Development Committee, Cultural Development Consultative Committee, Urban Planning Committee and Investment Committee. She also acts as Macao SAR (China) Focal Point to the UNESCO Creative Cities Network, a life member of the Pacific Asia Travel Association (PATA), as well as a current member of the Supervisory Board - Finance and Elections of the Pacific Asia Travel Association (PATA).

1988 年加入澳門旅遊司（現澳門特別行政區政府旅遊局），當時主要負責有關旅遊局的海外市場工作，多年來曾協調舉辦及組織參與多個本地及海內外重要的旅遊展覽、會議、研討會及推廣活動等。1998 年 9 月獲委任為副局長、2012 年 12 月就任局長，並於 2016 年獲澳門特別行政區政府頒發旅遊功績勳章。

現時擔任下列澳門特區政府屬下委員會之委員：旅遊發展委員會、經濟發展委員會、文化發展諮詢委員會、城市規劃委員會及投資委員會等。另，為聯合國教科文組織創意城市網絡項目主要聯絡人、亞太旅遊協會終身會員以及現任亞太旅遊協會財務及投票監事會成員。



Prof Glenn McCartney **默希濂教授**

Associate Dean (Curriculum and Teaching) of FBA,
Associate Professor of Integrated Resort and Tourism
Management, University of Macau

澳門大學工商管理學院副院長（課程及教學）兼綜合度假村與
旅遊管理學系副教授

Professor McCartney has worked in different operational, strategic and consultancy roles within the tourism, hospitality, and gaming industry in Macao and other Asian regional countries. An acknowledged global expert on integrated resorts, destination marketing and management as well as casino and event tourism, he is the author of numerous academic journal articles and professional journal and media commentaries on these subjects and is the author of two best-selling texts on tourism and events management in Asia published by McGraw-Hill. He was awarded an MBE (Member of the Most Excellent Order of the British Empire) in 2016.

SPEAKERS PROFILE

講者簡介



Albert Yip
葉家麟

Director General
Sanya Tourism Board

局長
三亞市旅遊發展局

Mr. Yip was born and raised in a business family and graduated from the UK with degrees in biochemistry and English law. During his time in the family business, he came across the fields of business aviation, property development, F&B, and investment. Mr. Yip has comprehensive insights and comes up with innovative ideas concerning the development of tourism and related industries.

In October 2021, Mr. Yip joined the Sanya Municipal Government and became the Director General of the Sanya Tourism Board with the mission to promote Sanya. Mr. Yip is the first non-local mainland Chinese to become a legal representative of a statutory body in mainland China, and this is one of the significant innovation steps under the framework of the Hainan FTP. Mr. Yip's aviation field background facilitates the opening of new direct flights to Sanya from all over the world. Under Mr. Yip's leadership, the Sanya Tourism Board expanded the scope of its responsibilities, focusing on the organization of large-scale international events and the introduction of world-famous brands to Sanya, thus attracting high-end tourists to the city.

葉家麟出身商業世家，2011年在英國獲得生物化學及法律雙學位後回港躋身家族企業，涉足航空、酒店、地產、投資等多領域，對旅遊業發展有著敏銳洞察力及創新想法。

2021年10月，葉家麟擔任三亞市旅遊發展局局長，成為第一位境外人員擔任海南自貿港內法定機構的法定代表人。在他的領導下，三亞市旅遊發展局職責範圍不斷擴充，不僅建立著三亞城市品牌形象，也承擔著組織大型國際活動、拓寬境內外行銷通路等職能，旨在吸引高端客源來到三亞。



Fred Sheu 許遵發

National Technology Officer
Microsoft Hong Kong

科技長
Microsoft 香港區域

As National Technology Officer at Microsoft Hong Kong, Fred Sheu supports policy decision and delivers technologically relevant and scalable solutions into Hong Kong market. His main objectives are to align IT value propositions to public policies in such areas as healthcare, education, the environment, and local social and economic development; and to promote a digital agenda in top policy areas, including innovation, security and privacy, technology neutrality, accessibility, and interoperability.

Fred is an active veteran in Hong Kong ICT industry, he serves in councils of Hong Kong Computer Society (HKCS), itSMF Hong Kong Chapter and the Hong Kong Information Technology Federation (HKITF).

Fred graduated from the University of Manitoba with a Bachelor of Computer Science (Hon) degree.

許遵發為 Microsoft 香港有限公司之區域科技長，負責制定政策及將科技相關和可擴展的方案帶進香港市場，並銳意將資訊科技的價值積極配合如醫療保健、教育、環境及本地社會和經濟發展等方面的公共政策，以促進重點政策範疇的數碼進程，包括創意、保安和隱私、技術中立性、可達性及交互操作性等。

許氏在香港 ICT 行業資歷甚廣，為香港電腦學會、itSMF Hong Kong Chapter 及香港訊息科技協進會的理事會會員。

許氏畢業於加拿大曼尼托巴大學，為電腦科學榮譽學士。

SPEAKERS PROFILE

講者簡介



Fian Leung 梁嘉欣

Head of Accommodation Business, Hong Kong & Macau,
Trip.com Group

大中華酒店業務部港澳地區總經理
攜程集團

Fian Leung serves as Head of Accommodation Business, Hong Kong & Macau. In this role, she oversees the accommodation business and strategizes for inbound travel in these two destinations.

Prior to joining Trip.com Group, Fian formerly served as an Area Manager at Hotelbeds. In this previous role, she primarily focused on the Hong Kong, Taiwan, and South Korea markets.

Possessing outstanding sales and marketing experience in the hospitality industry across several international brands, Fian believes the success of a travel platform requires the optimal combination of technology and human expertise.

梁嘉欣擔任攜程集團大中華酒店業務部港澳地區總經理，她負責管理酒店住宿業務並制定港澳入境遊策略。

在加入攜程集團之前，梁嘉欣曾在 Hotelbeds 擔任區域經理，負責香港、台灣和韓國市場。

梁嘉欣擁有豐富酒店住行業銷售和行銷經驗，她深信科技和行業專業知識的結合是旅遊平台的成功之道。



Prof Davis Fong 馮家超教授

Director of Institute for the Study of Commercial Gaming,
Professor of Integrated Resort and Tourism Management,
University of Macau

博彩研究所所長兼綜合度假村及旅遊管理學系教授
澳門大學

Dr. Davis Fong is the Director of Institute for the Study of Commercial Gaming as well as Professor of Integrated Resort and Tourism Management, at the Faculty of Business Administration, University of Macau. Pursuit of academic interest has led him to study in different aspects of gambling and related issues, such as social and economic impacts of gambling, Chinese gambler behavior, gambling disorder, responsible gambling, visitor profile studies, casino operations, tourism management, etc. Prof. Fong has been responsible for more than 50 gambling and tourism related research projects for Macao SAR Government.

Prof. Fong has been appointed by the Government as member of Tourism Development Committee as well as Consultative Committee of Statistics, MSAR (UM Representative). Prof. Fong was appointed by the Chief Executive as a former Deputy of the Sixth Legislative Assembly of Macao (2017~2021).

馮家超教授現任澳門大學博彩研究所所長、澳門大學工商管理學院綜合度假村及旅遊管理學系教授。他的研究興趣包括：博彩對社會及經濟影響、華人博彩行為、賭博失調、負責任博彩、旅客消費及行為、娛樂場營運、旅遊管理等。馮教授曾為澳門特區政府不同部門完成超過五十項研究計劃。

馮教授現時為澳門特區政府旅遊發展委員會委員、統計諮詢委員會委員（澳門大學代表）。於2017年10月，馮教授獲得澳門特區行政長官委任為澳門立法會第六屆（2017~2021年）立法議員。

SPEAKERS PROFILE

講者簡介



Cindy Ngan
顏貴欣

Partner in the Climate & Sustainability Practice
PwC Hong Kong

氣候與可持續發展合伙人
普華永道香港地區

Cindy is a Partner in the Climate and Sustainability Practice of PwC Hong Kong. She is also a member of PwC APAC ESG Champion team. She has 25+ years of audit and consulting experience primarily focusing on banking and capital market clients in the US and Hong Kong. In the past few years, Cindy has been focusing on supporting corporates and financial institutions in Hong Kong and China to develop and implement ESG and climate change strategy, evaluate opportunities around circular economy and waste management and explore green and sustainable financing opportunities.



Charles Kuai 蒯文瑞

Founder, K2 Ntelligence Ventures
Advisor, Kellogg School of Management on AI
Co-Founder, Cenance Inc.

Mr. Kuai is an accomplished global corporate entrepreneurial executive. Mr. Kuai recently founded K2 Ntelligence Ventures that focuses on advising and advancing companies in commercializing and scaling their applied Generative AI strategy, businesses & operations. Mr. Kuai currently also serves as a member of the distinguished advisory board on AI for Kellogg School of Management.

Prior to K2 Ntelligence Ventures, Mr. Kuai Co-Founded and was the former Corporate EVP and Chief Strategy Officer – 2nd in command of Cerence, Inc., which spun out of Nuance Communications (a Microsoft Company) on October 1, 2019, is the global leader in Mobility AI. Its expertise includes advance AI developments in Generative AI, LLM, Machine & Deep Learning, large & natural language processing & understanding, voice biometrics, as well as computer vision technology with augmented reality. In 2020, inaugural IPO year, Cerence was one of the top 30 of the Best Performing Companies in the US equity market and was ranked as number 2 in Auto Tech globally.

Mr. Kuai is recognized as a thought, business and technology leader in advance digital technology especially applied AI – including Generative AI, LLM, Machine & Deep Learning, as well as AI semiconductor technologies.

Mr. Kuai previously served as Corporate SVP & President Mobility IoT division at Cerence. Prior to Cerence - Mr. Kuai was the President – Greater China Region at Nuance Communications (a Microsoft Company) where he led Nuance's Greater China Region to impressive growth almost doubling every year and becoming one of the fastest growing AI companies in China.

Before Nuance, Mr. Kuai had an impressive professional experience in ICT industry globally. Mr. Kuai held many senior executive positions including CEO & President of Ubee-AirWalk, a fast- growing global Wireless Networking company, SVP & GM Asia of ADB Holdings, a global media solutions company, General Manager Wireless at Ericsson (Formerly Nortel) Greater China, a global telecom networking company and Executive Director of Technology at AT&T, a global telecom operator.

Mr. Kuai completed his MBA and graduated with distinction from Northwestern University, Kellogg School of Management. He also holds a dual Bachelor degree in Electrical Engineering and Computer Science from Southern Methodist University with distinction. Mr. Kuai has lived & operated in multiple countries in Americas, Europe, and Asia and is fluent in English, Chinese, and Arabic languages.

SPEAKERS PROFILE

講者簡介



Alvin Zou
鄒春慧

VP – Asia Pacific Business Group
SenseTime

副總裁 - 亞太業務事業群
商湯科技

Alvin Zou is the VP of SenseTime Asia Pacific Business Group (ABG). In ABG, he is in charge of strategy execution, operation excellence, and coordinates the business operation in Hong Kong, Macau and Southeast Asia region. He also plays business group representative role to participate in company ESG and AI Ethic committee. Alvin has over 29 years of working experience at multinational companies include GE, IBM, Danaher, Johnson Controls and Schneider Electrics. Before SenseTime, he had been the different Asia Pacific management roles include global supply chain, ethic & compliance, sustainability etc. Alvin holds a Bachelor of Science from Beijing University of Chemical Technology.

Alvin Zou 是商湯科技亞太業務集團 (ABG) 副總裁。在 ABG，他負責戰略執行、卓越運營，並協調香港、澳門和東南亞地區的業務運營。他還作為業務集團代表參與公司 ESG 和人工智能道德委員會。Alvin 在 GE, IBM, Danaher, Johnson Controls 和 Schneider Electrics 等跨國公司擁有超過 29 年的工作經驗。在加入商湯科技之前，他曾擔任亞太區不同的管理職務，包括全球供應鏈、道德與合規、可持續發展等。Alvin 擁有北京化工大學理學學士學位。



Derek Watterud

Vice President of Resort Technology
MGM

酒店科技副總裁
美高梅

Derek is the Vice President of Resort Technology for MGM China which owns and operates MGM MACAU and MGM COTAI. Derek began his career with MGM in Las Vegas over 25 years ago and has held responsibilities in Hotel Management, Revenue Management, and Information Technology. During this time, he has opened several properties including both MGM properties in Macau and has been a key member in major digital transformation projects in the US. Most notably, the technology and systems introduced at MGM COTAI represent years of development in hotel and entertainment systems which are focused on providing both a quality guest experience and creating a sustainable backend for maintenance and support. Derek holds a bachelor's degree in Hotel Administration from the University of Las Vegas – Nevada and a postgraduate certificate in Emergency Management - Cybersecurity.

SPEAKERS PROFILE

講者簡介



Ying Haiping 應海平

General Manager of Tuya Smart Commercial
Hangzhou Tuya Information Technology Co Ltd

智慧商業總經理
杭州塗鴉信息技術有限公司

Mr. Ying Haiping, general Manager of Tuya Smart Commercial and holds a concurrent position as a member of the Hotel Information Technology Committee of the China Hotel Association. He was a core member of the hotel business development team at Ctrip and is now responsible for the construction and implementation of the smart commercial ecosystem at Tuya Smart.

With extensive experience in digital development across industries such as hospitality, residential, smart home, communities, parks, buildings, and commercial licensing, Mr. Ying is committed to promoting standardization, systematization, and scalability within these sectors. He has a keen insight into the trillion-dollar smart home market and has been an active practitioner dedicated to the development of the smart commercial for a long time.

應海平先生目前擔任塗鴉智慧商業總經理，併兼任中國飯店協會酒店信息化工作委員會委員。他曾是攜程酒店業務發展的核心團隊成員，現在負責塗鴉智能旗下智慧商業事業羣體系的建設與實施。

憑藉在酒店、租住、社區、園區、樓宇和商照等行業的數字化開拓經驗，應先生致力於推動行業的標準化、系統化和規模化。他對萬億級智能家居市場具有深刻的洞察力，並作為行業的積極推動者，長期致力於智慧商業產業的發展。



Leong Wai Man 梁惠敏

President

Cultural Affairs Bureau of the Macao SAR Government

局長

澳門特別行政區政府文化局

Leong Wai Man, the current President of the Cultural Affairs Bureau of the Macao SAR Government, is also an architect. She studied architecture at Tunghai University in Taiwan and University College London in the United Kingdom. After her return to Macao, she worked at the Cultural Affairs Bureau and has been engaged in the field of cultural heritage protection. She served as the Head of Department of Cultural Heritage and Vice President of the Cultural Affairs Bureau.

梁惠敏，現任澳門特別行政區政府文化局局長，亦是一名建築師，曾分別於中國台灣東海大學及英國倫敦大學學院學習建築，回澳門後進入文化局工作，一直從事文化遺產保護相關工作，曾擔任過文化局文化遺產廳廳長及文化局副局長。

SPEAKERS PROFILE

講者簡介



Sylvia Wang
王英菡

Consultant, ArtBiz Asia

ArtBiz Asia 顧問

ArtBiz consultant, young art collector.

Holding Master's Degree of Master of International Studies (MIPA) of HKU, honoree of Tatler Gen.T in the Arts, founding patron of M+.

ArtBiz Asia 顧問，青年藏家。

持有香港大學國際及公共事務關係碩士學位，Tatler Gen.T 藝術領域上榜者，M+ 視覺文化博物館創始贊助人。



Miriam Sun
孫文倩

Executive Director
MoCA Shanghai

執行館長
上海當代藝術館有限公司

Miriam Sun, Executive Director of MoCA Shanghai, Chairman of "Arts Momentum", and Director of the Global Private Museum Network in the Asia-Pacific Region. She spares no effort to promote the pan-aesthetic concept of "Crossover+" and bring Chinese contemporary art and culture to the global stage.

孫文倩，上海當代藝術館執行館長，藝術行動力主席，國際民營美術館協會亞太區理事。積極推動「跨界+」的大美學理念，始終不遺餘力地推動中國當代藝術與文化走向世界舞台。

SPEAKERS PROFILE

講者簡介



Shen Qing
沈清

Senior Consultant
Phillips Auctioneer Hong Kong Limited

資深顧問
富藝斯香港

Ms. Shen is the head of Phillips Auctioneer China, responsible for China market development and collectors' relationship. Ms. Shen worked in, prior to joining Phillips, media industry for nearly 20 year. She was a lawyer and worked in investment banking after obtain Law degree and MBA.



Anais Barclay
祈諾意

Chief Influencer Officer
Global Entertainment Media Group Ltd
Founder & CEO
BubblyStarzs

Anais Barclay has had over 22 years of experience in operational marketing, public relations, luxury retail point of sales, premium digital lifestyle, and exclusive connoisseurs' events.

She has exhibited strong expertise in customer service orientation and delivery focus with a commitment to continuous improvement and quality standards. Anais has managed key private UHNWIS and has led metaverse projects for the India Film Academy Awards and L'Oreal UAE. From LVMH House of Dior and Louis Vuitton, Anais has provided high end services which have included advising Elite consumers. While working with Hong Kong Land and K11 Concepts Limited - K11Musea, she managed and engaged powerful, influential luxury brands. Anais has curated all that the world of luxury has to offer for international companies and global UHNWIS in creative and unique ways, and seeks to continue providing high-end value to clients and organizations like HKJC., Billboard & WWD Korea moving forward.

SPEAKERS PROFILE

講者簡介



Emilia Tang 鄧裕澄

Managing Director
BLANC ART CO. LTD.

行政總監
一白藝術有限公司

Dr Emilia Tang is an art investment specialist focused on portfolio management and art dealerships management internationally. Dr Tang is an expert in the field of art collection with extensive experience on art collecting from Chinese antiquities to emerging Asian contemporary art. She is actively involved and participating in the art markets of artists from various art periods globally, especially the modern and contemporary era of Asia.

鄧裕澄博士是一位專注於國際投資組合管理和藝術經銷管理的藝術投資專家。鄧博士是藝術收藏領域的專家，對從中國古代藝術到新興亞洲當代藝術都擁有非常豐富的收藏經驗。她多年來直接參與多國的全球藝術市場貿易，並積極參與並推動各藝術時期藝術家的藝術市場發展，對亞洲現當代藝術市場尤其熟悉。



Henry Chan 陳慶生

Senior Curator and Brand Designer
資深策展人及品牌設計師

1967 年澳門出生

澳娛綜合文化及藝術經理、前澳門文化產業委員會委員；畢業於東京設計師學院 - 主修視覺傳達系、企業形象學部；從事藝術及展覽策劃歷廿多年，參與澳博舉辦多個藝術展覽包括「澳門回歸祖國大型展覽」，回歸花車設計製作，旅遊塔開幕藝術展，以及「迷幻勝景」等展覽，上葡京特邀藝術家作品展，何鴻燊博士珍藏展示。

因日本留學，對於日本藝術界有密切聯繫。

- 甘肅省 10/11 屆政協委員
- 中華總商會聯絡部委員
- 國際青年商會中國澳門總會 2006 年會長
- 共賞文化藝術協會理事長
- 澳門漫話從業員協會監事長
- 澳門影視傳播協會創會會員

SPEAKERS PROFILE

講者簡介



Florence Lam
林敏珊

Art Management Professional

藝術管理專員

Florence is an art management professional with 12+ years experience of managing both commercial and nonprofit venues, as well as planning and executing art exhibitions in a dynamic corporate environment. As an entrepreneur, Florence set up one of the earliest independent, commercial and most vibrant galleries in Macau, whilst in her current role as art mediator, Florence is adept at combining artistic vision and creative content with broad and strategic thinking to create engaging and enriching art and cultural creative experiences. Florence also has a background in International Strategic Management and has been an adjunct lecturer at Macau University of Tourism since 2015 and Macau Polytechnic University, Faculty of Arts and Design, since 2023. In the past, Florence contributed opinion pieces on art and culture-related topics to established magazine and assisted in consultancy projects for art malls and spaces in Hong Kong and Macau. She has studied and worked in the Netherlands, Scotland, England and Portugal before returning to Macau to join the House of Dancing Water show as Head of Operation Services.

Florence 在管理商業和非營利藝術場所以及在動態的企業環境中策劃和執行藝術展覽方面擁有 12 年以上的經驗。Florence 曾建立澳門最早和最活躍的獨立商業畫廊之一。作為一位藝術管理專員，Florence 擅長將藝術視野和創意內容與廣泛的戰略思維相結合，創造出吸引和豐富的藝術文化創意體驗。Florence 同時擁有國際策略管理背景，分別自 2015 年和 2023 年起擔任澳門旅遊大學和澳門理工大學藝術設計學院兼任講師。她曾於公認的雜誌撰寫藝術文化相關的評論文章，並曾協助香港和澳門藝術商場和空間的諮詢項目。她曾在荷蘭、蘇格蘭、英格蘭和葡萄牙學習和工作，之後返回澳門加入水舞間演出，擔任營運服務主管。



Pamela Chan 陳詠璇

Managing Director
Taipa Village Destination Limited

常務董事
氹仔城區有限公司

As the Managing Director at Taipa Village Destination Limited and the Vice President of Taipa Village Cultural Association, Pamela's expertise lies in destination creation, marketing and communications, art and cultural projects, as well as SME relationship establishment in Taipa Village – Macau's leading cultural and lifestyle hotspot. She has been instrumental in organizing numerous art exhibitions and community programs to promote Macau's cultural and creative industries, as well as the sustainable development of non-gaming tourism. Being an active social and community contributor, Pamela regularly participates as a judge, mentor, and guest speaker for notable educational institutions and industry events, collaborating with organizations such as The Macao University of Tourism, The University of Saint Joseph, Startup Weekend Macau and SKAL International Macau.

As a cultural ambassador for the city, Pamela actively participates in Macau's art scene with her personal endeavours. She is engaged in various exhibition and art workshop creations, as well as related promotions and marketing initiatives, contributing to the vibrant art and cultural landscape of the territory.

Pamela's experience extends beyond the cultural realm. In the past, she has excelled in marketing and communications, public relations, and event production and management districts in a number of integrated hotel resorts. Since 2023,

she has taken on the role of Vice President of the International Advertising Association Macao China (IAA Macao), collaborating with industry experts to promote marketing, advertising, and media innovation trends.

Furthermore, Pamela also acts as a local honorary member of Les Clefs d'Or Macau and holds the position of Vice President of SKAL International Macau. In these roles, she actively fosters the exchange of tourism knowledge and professional networking activities within the industry.

Pamela 現擔任氹仔城區有限公司常務董事及氹仔城區文化協會副理事長，致力推動氹仔舊城區藝術、歷史文化及社區經濟，把該區塑造成澳門首屈一指的生活文化旅遊區，公司至今已舉辦了多個藝術展覽、社區及節慶活動，致力推動澳門文化創意產業及非博彩旅遊業的可持續發展。她亦定期為本澳教育機構及業界活動擔任客席講師作界分享及交流，合作機構及團體包括澳門旅遊大學、澳門聖若瑟大學、Startup Weekend Macau 及澳門國際順風會。

作為澳門文化傳播大使，Pamela 近年積極與本澳藝術、文創及社區團體合作，參與多項藝術文化盛事工作。過往曾於澳門多間大型綜合娛樂渡假酒店從事市場推廣、公關傳訊及盛事策劃超過十年。於 2023 年擔任國際廣告協會中國澳門分會副主席，與一眾專業人士攜手推動行業動態的最新資訊及策略，培育業界人才。

此外，Pamela 現為澳門國際金鑰匙協會榮譽會員、澳門國際順風會副理事長，致力促進業界交流及本澳旅遊業之可持續發展。

SPEAKERS PROFILE

講者簡介



Kate Gu
辜雪婷

Associate Curator, Digital Special Projects, M+

M+ 數碼特別項目副策展人

Kate Gu is a researcher and curator in digital art. She had six years of experience in leading financial and technology companies. At M+, she spearheads M+ Facade and web-based digital commissions, online exhibitions, and the development of platforms for regional art and technology communities.



Linwood Lin 連均嫻

Chief Innovation Officer
Forward Fashion (International) Holdings Co. Ltd.

首席創新官
尚晉（國際）控股有限公司

Ms. Linwood Lin, Chief Innovation Officer of Forward Fashion Group, has over 20 years of international work experience and has held senior management roles in several listed companies. She is dedicated to promoting a unique business model that combines art and culture with commerce. She has successfully expanded high-end brands, IPs, and artists through innovative cross-border collaborations, introducing exclusive and first-of-its-kind joint projects. Under her leadership, the group has transformed Artelli into a pioneering multi-dimensional art label that leads market trends. Within six months, she has expanded Artelli into four cities, collaborating with corporations and governments to bring diverse and rich cultural art experiences to the market, creating city landmarks.

連均嫻女士是尚晉集團的首席創新官，擁有逾 20 年跨國工作經驗，曾任職多間上市公司高級管理層，致力推動藝術文化與商業結合的獨特經營模式，為高端品牌、IP 和藝術家拓展嶄新跨界合作，引進獨家、首發聯乘項目。她成功地將集團旗下 Artelli 打造為引領市場趨勢的多維體驗藝術品牌，並於六個月內將其引進四個地標城市，並與企業及政府進行合作，為市場帶來多元、豐富的文化藝術體驗，攜手打造城市藝文新地標。

SPEAKERS PROFILE

講者簡介



Liu Weiyan
劉瑋妍

Art Consultant
W Magazine China

藝術顧問
《W 中文版》

Liu Weiyan, art consultant for W magazine China, founder of EYECANDIES GALLERY.

Before joining art industry, she has worked as a senior PR manager at P&G for many years. She has a master degree from Central Saint Martins in London, majoring in Culture, Criticism and Curation. During the same period, she studied art history, art market and art law at Sotheby's Institute of Art. Since 2018, she has served as an art consultant for a family office based in Singapore. In 2019, she established EYECANDIES in Shanghai, representing emerging artists and bridging artists and businesses to forge collaborations. In 2023, she serves as the art consultant of W magazine China, leading art related contents and support artistic event planning.

劉瑋妍,《W 中文版》藝術顧問,藝術機構 EYECANDIES 眼糖創始人。

她曾在 P&G 擔任品牌傳播與公關高級經理多年,研究生畢業於英國中央聖馬丁時裝與設計學院文化評論與策展專業;同期在蘇富比藝術學院進修藝術史、藝術市場與藝術法律。2018 年起為家族辦公室擔任藝術顧問。2019 年回到上海,成立 EYECANDIES 眼糖畫廊,專注進行以文化與藝術為中心的展覽與活動策劃。2023 年擔任 W 中文版雜誌藝術顧問,為其進行藝術內容策劃及活動策劃。



Christine Hong Barbosa 項成

Vice President, Retail & Event Development
Lisboeta Macau

零售活動發展副總裁
澳門葡京人

Christine Hong Barbosa has a diverse range of experiences in both business and the arts. Currently serving as the Vice President of Retail & Event Development at Lisboeta Macau, a popular themed resort property offering a variety of retailtainment experiences, Christine has a key role in bringing in many first-in-Macau attractions to the development, making it a popular tourist destination.

After graduated in piano studies from both the Manhattan School of Music and New York University, in 2010, Christine founded YunYI Arts & Communications, a non-profit collaborative arts organization aimed at promoting art and culture in and around Macau. Through YunYI, Christine has organized festivals and exhibitions for a wide range of art forms, including music, visual art, photography, and multimedia art. She has provided local artists with opportunities to expand their careers and share their work with the public on a large scale.

In addition to promoting local talent, Christine has worked to bring together artists from Macau and around the world, fostering the sharing of ideas and promoting cultural exchange.

With experiences in both commercial and art scenes, Christine is passionate to bridge both worlds together by exploring business creativity and innovation.

項成，為現任澳門葡京人的零售活動發展副總裁。她為澳門葡京人引進多個首次在澳門亮相的景點和娛樂項目，使其成為熱門旅遊目的地；同時，項成於2010年創立了雲霓文化藝術傳播協會，致力於促進澳門與國內外的藝術交流活動，為本地藝術家提供了展示作品和拓展事業的平台。

憑藉卓越的創新能力，項成將藝術和零售業巧妙地拼湊在一起，為澳門的藝術發展作出了貢獻，也給澳門的零售業發展注入了新活力。

SPEAKERS PROFILE

講者簡介



Victoria Tang

鄧愛嘉

Founder & Creative Director

創始人兼創意總監

Victoria Tang Studio

Victoria Tang-Owen is a London-born, Hong Kong and Tokyo-raised creative director, designer, and brand consultant. During her career, she has occupied roles across the fashion industry and worked with brands including Dior, Shanghai Tang, Rosewood and Tod's Group. Victoria has also collaborated on capsule collections with other notable brands, such as Saloni, Self-Portrait and Kipling.

The Central Saint Martins graduate is the founder of the multi-disciplinary creative agency, Thirty30 Creative, and the eponymous collaborative platform, Victoria Tang Studio. Thirty30 Creative is a full service creative agency specialising in branding, packaging design and art direction, while Victoria Tang Studio is a collaborative platform celebrating Victoria's respect for craftsmanship and her take contemporary Chinese aesthetics.

FORTY-FIVE, Hong Kong's most exciting entertainment destination in a generation includes a range of experiential concepts blending art, lifestyle, and dining at Landmark in Central. Victoria led the branding for the restaurants including the Cristal Room by

Anne-Sophie Pic, a collaboration between the Michelin-starred chef and renowned French brand Baccarat; Gloucester Arts Club, a private members club fostering culture and creativity; The Merchants, where intricate hand-painted and embroidered wallpaper developed by artisans in Wuxi, convey the powerful narrative and origin story of the historical trading arrangements preferred under the Canton System. Victoria also oversaw the branding and visual identity design of Cardinal Point, FORTY-FIVE's popular rooftop bar just awarded Best Alfresco Bar but Timeout Hong Kong 2024 Bar Awards.

For Phillips' 20th Century & Contemporary Art & Design Day Sale, Victoria designed the inaugural Pantone Room, a custom-designed space displaying a curated selection of fine art, furniture, and conceptual works. The Pantone Room titled 'Autumn Walk', the colour of autumn nectar, Pantone 130 C, was selected to complement the artworks and the pieces on display, where art and contemporary design come together in an intimate and immersive setting.



Vincent Wu 吳振宇

Founder & CEO
Curator Group

創始人兼 CEO
Curator 集團

Vincent Wu, founder of CURATOR Group in Hong Kong, has transformed the art scene by integrating art with lifestyle through CURATOR Style and various art café restaurants. His establishments include CURATOR Creative Café at M+, CVIEW at M+, XIA at Hong Kong Palace Museum, and the former CURATOR Art & Café at K11 MUSEA. Wu holds a Bachelor's in Archaeology & Museum Studies from Nanjing Normal University, a Master's in Anthropology from the Chinese University of Hong Kong, and he is a soon-to-be graduate of the Kellogg-HKUST Executive MBA program. Previously, he managed significant auctions at Bonhams, contributing to sales over 600 million HKD.

Wu launched Curator Style in 2018, gaining prominence at Art Central Hong Kong. His group has collaborated with institutions like M+ Museum, Hong Kong Palace Museum, and auction houses including Christie's and Sotheby's. Noteworthy IP and event collaborations include Le Petit Prince, Perrier, Longchamp, and luxury brands like Hermès and Louis Vuitton. These partnerships underscore CURATOR Group's innovative approach to

blending contemporary art with global lifestyle brands, enriching the cultural landscape and engaging diverse audiences.

吳振宇，香港 CURATOR 集團的創始人，在藝術與生活方式交融的領域里，以藝術品牌及一系列獨具匠心的藝術咖啡館餐廳為載體，開創性地重構了藝術界的面貌。他所創辦的機構煥發著獨特的魅力，包括位於香港 M+ 博物館的 CURATOR 創意咖啡廳、M+ CVIEW 華餐廳、香港故宮博物院的下江南餐廳，曾在 K11 MUSEA 備受矚目的 CURATOR Art & Café，以及在 Art Central 香港藝術博覽會上大放異彩的藝術品牌 CURATOR Style。他擁有考古與博物館學學士及人類學碩士學位，並將從凱洛格 - 香港科技大學 EMBA 畢業。

SPEAKERS PROFILE

講者簡介



Prof Lampo Leong

梁藍波教授

Distinguished Professor, Doctoral Advisor,
Director of Centre for Arts and Design
University of Macau

特聘教授、博士生導師、藝術設計中心主任
澳門大學

Lampo Leong is a Distinguished Professor, Doctoral Advisor, Director of Centre for Arts & Design at the University of Macau, Tenured Professor at the University of Missouri-Columbia, and Visiting Professor at the Guangzhou Academy of Fine Arts. PhD from Central Academy of Fine Arts and MFA from California College of the Arts, Leong has served as judge or curator for over 70 art competitions and exhibitions and presented over 270 lectures internationally. His artwork has been featured in Christie's, and in museums and galleries worldwide through more than 70 solo and over 420 juried or curated national or international group exhibitions, receiving over 100 awards, including Gold Medal at American Good Design, MUSE Award, and A' Design Award in Italy. His works can be found in more than 10 museum and hundreds of corporate collections, including the Minneapolis Institute of Arts, the Cantor Center for Visual Arts, as well as public art commissions for Columbia City Hall and a granite calligraphic medallion for a San Francisco park. Leong's achievements have been documented in over 1000 reviews and publications, including the front cover of New Art International in New York, Creative Genius: 100 Contemporary Artists in London, and Art Frontier in the USA.

梁藍波，澳門大學特聘教授、博士生導師、藝術設計中心主任、曹光彪書院副院長，美國哥倫比亞密蘇里大學終身教授，廣州美院客座教授，中央美院博士。70 多次任策展或義大利 A' 設計獎等藝術設計比賽評委。曾舉辦個展 70 多次，獲選國際性或全國性重要聯展 420 多個。獲美國好設計金獎等獎 100 多項。其作品常見於佳士得，被斯坦福大學坎託藝術博物館等十多個博物館所收藏，並被紐約《國際新美術》、倫敦《創意天才》和加州《藝術前沿》等書刊選為封面。



Prof Jingru Ma 馬菁汝教授

Professor

Central Academy of Fine Arts

教授

中央美術學院

Jingru Ma, the deputy director of Art Education Research Center of Central Academy of Fine Arts, Professor and Ph.D. supervisor of School of Arts Administration and Education. Member of the First National Primary and Secondary School Aesthetic Education Teaching Guidance Committee of the Ministry of Education. Director of the China Practical Learning Research Association and Chairman of the Social Aesthetic Education Professional Committee. Deputy Director of the Art Education and Art Committee of the Beijing Artists Association. Director and Deputy Secretary General of the Jin Shangyi Art Foundation. Prof. Ma has presided over key projects of the Ministry of Education and of the Ministry of Culture. She has published more than ten volumes of monographs and translations, including Lowenfeld, Eisner's Thoughts and Chinese Art Education, The Philosophy of Art Education, together with over 50 academic articles in key journals such as Art Research, Art, Art Study, Art Observation, Decoration, etc.

馬菁汝，中央美術學院美術教育研究中心執行主任，藝術管理與教育學院教授、博士生導師，教育部首屆全國中小學美育教學指導專業委員會委員，中國實學研究會理事、社會美育專業委員會會長，北京美術家協會美術教育藝術委員會副主任，靳尚誼藝術基金會理事、副秘書長。曾主持教育部、文化部多項重大國家課題，出版專著、譯著《羅恩菲德和艾斯納的告誡》《藝術教育哲學》十余冊，並在《文藝研究》《美術》《藝術研究》《美術觀察》《裝飾》CSSCI 核心期刊與權威媒體發表學術文章 60 余篇。

SPEAKERS PROFILE

講者簡介



Hua Yuzhou
華雨舟

Founder & Art Director
Humarish Club

創始人及首席藝術總監
哈帝文化集團有限公司

Senior art expert.

Senior contemporary art expert for Japanese postwar era.

Studied abroad in Japan from 1987 to 1997 and majored in art history with an in-depth study on the postwar and contemporary art of Japan. Devoted to the art circles for more than 30 years, he has remarkable insight into the art market, a good knowledge of the artwork collection history as well as upcoming investment trend. As the pioneer introducing Japanese artworks into Chinese contemporary art scene, he is always working actively at the forefront of art.

資深藝術品專家。1987 年至 1997 年留學日本，專攻美術史，對日本戰後及當代藝術有深入研究。曾擔任北京國際音樂節藝術基金會“二十世紀中國藝術品收藏專案”藝術顧問；上海美術館 20 世紀油畫大展策展人。投身於藝術界 30 餘載，具有極其敏銳的藝術洞察力和解析能力。掌握藝術品收藏與投資的歷史長河和未來走向。作為日本藝術品在中國當代藝術中的引入人，始終活躍在藝術潮流的最前端。



Matt Beyer
馬特

Managing Partner
Team Chemistry Sports

Matt Beyer is managing partner of Team Chemistry Sports, a sports agency / consultancy focused on the China market, with a track record and capabilities to meet client needs across the East Asia region.

He is the co-founder and served for eight years as the CEO of the East Asia Super League (www.easl.basketball).

Matt is also the first and only sports agent certified by the General Administration of Sport of China and the China Basketball Association (CBA), and he has done over 100 player deals in the CBA, and has held as much as 40% market share in the foreign player market at times throughout his career.

He worked for world-leading marketing communications firms Edelman and Weber Shandwick and was a founding member of North Head, and prior to that was the personal interpreter for Chinese NBA player Yi Jianlian during his rookie season with the Milwaukee Bucks.

Matt has lived for over 20 years in China and speaks Mandarin Chinese fluently.

He is a graduate of the University of Wisconsin-Madison with honors degrees in Chinese Literature, East Asian Studies and Journalism.

SPEAKERS PROFILE

講者簡介



Jonah Greenberg

CEO

Salty Pictures LTD

Having helped to start the Beijing office of Creative Artists Agency, Jonah Greenberg has been at the forefront of Chinese entertainment for more than 20 years. As Managing Director of CAA China, Greenberg represented many of China's top filmmakers and packaged many of its top films until 2018 when he branched out to start Salty Pictures, a pan-Asian film and TV production company.

Greenberg's producing credits include ONE LAST DANCE, which competed in the 2005 Sundance Film Festival, and SHADOW, from world renowned filmmaker Zhang Yimou. Salty's first picture was CAVE RESCUE (2021), which portrays the thrilling 2018 rescue of the "Wild Boars" soccer team in Thailand and was distributed by Lionsgate in August 2022. Salty's first TV production is a three episode docu-series for about the only time that American and Chinese counternarcotics agencies worked together, which is financed by ABC News Studios and is currently in production.



Robbie McRobbie
麥偉彬

CEO
Hong Kong China Rugby
行政總裁
中國香港欖球總會

Having joined the Hong Kong, China Rugby in 2003 as the Community Rugby Manager, Robbie assumed the role of CEO in May 2017. Prior to the Union, he spent 11 years in the Hong Kong Police Force, where he served in a number of roles including presenter of the "Police Report" TV show. He has a MA (Oxon) and completed a PGC in Sports & Recreation Management at HKU Space in 2001. He is a Director of the local charity Operation Breakthrough and was instrumental in setting up the HKCR Community Foundation – Rugby For Good, both of which use sport as a medium to tackle social issues. He was awarded a MBE in 2019 for services to philanthropy and UK-Hong Kong relations.

SPEAKERS PROFILE

講者簡介



Jacob Burke

Global CEO
The Look Company

Jacob, the Global CEO of The Look Company, a world leading organization responsible for developing and communicating world class event brands through visual branding programs. With over 20 years of experience at The Look Company, Jacob has established strong partnerships with renowned international sports organizing bodies, including FIFA, IOC, FIBA, FIVB, IAAF, NBA, and NHL.

Under Jacob's guidance, The Look Company has successfully delivered a wide range of prestigious international events, showcasing their expertise in developing memorable branding and signage programs. Notable projects include the FIFA World Cup Qatar, FIFA Women's World Cup Canada, FIFA Arab Cup Qatar, Vancouver Winter Olympics, Asian Football Cup Qatar, SEA Game Philippines, ANOC World Beach Games, Asian Beach Games Oman, FINA World Diving Championships, and many more.

Jacob's unwavering passion for the sports and events industry fuels his drive to continuously excel and innovate. His strategic leadership and deep understanding of the industry have

propelled The Look Company to achieve remarkable global success.



Ryan Ho
何雄威

Lecturer

Centre for Gaming and Tourism Studies,
Macao Polytechnic University

講師

澳門理工大學博彩旅遊教學及研究中心

Ryan Hong-Wai Ho is a lecturer at the Centre for Gaming and Tourism Studies, Macao Polytechnic University. Prior to his academic career, He held various positions in gaming and finance. His research interests include gaming policy and regulation, casino operations, and human resources in tourism and hospitality.

何雄威是澳門理工大學博彩旅遊教學及研究中心講師。曾任職於博彩及金融業，其研究興趣包括博彩政策與監管、娛樂場營運，以及旅遊及款待業人力資源。

SPEAKERS PROFILE

講者簡介



Kevin Ho

何敬麟

Macau Representative of National People's Congress
Chairman of the Executive Committee of Federation of
Macau-China Sports General Associations

澳區全國人大代表
中國澳門體育總會聯合會理事長

何敬麟，男，漢族，1975 年 12 月出生；籍貫：廣東番禺；出生地：中國澳門。澳大利亞新南威爾斯大學商科碩士，澳門科技大學工商管理博士，現任廣州粵澳青創科技有限公司董事長、大豐銀行有限公司董事、KNJ(投資)有限公司董事。澳區全國人大代表、廣州市榮譽市民、澳門番禺同鄉會會長、澳門工商聯會會長、澳門中華總商會常務理事兼工商事務部部長、中國澳門體育總會聯合會理事長。



Xia Sijun
夏斯均

Executive Chairman

Beijing Association for the Promotion of Olympics Related Culture

執行主席

北京奧林匹克文化促進會

Xia sijun, Male, Han Chinese, from Wuxi, Jiangsu. He currently serves as the Vice Chairman of the China National Society for the Promotion of Arts and Culture, the Executive Chairman of the Beijing Association for the Promotion of Olympic Culture, the Secretary-General of the Olympic Expo Organizing Committee, and a member of the Academic Committee at the Tsinghua University Olympic Art Research Center. During the 2008 Beijing Olympics, he co-founded the "Olympic Fine Arts" as a representative of China in collaboration with the International Olympic Committee. As a partner of the United Nations Headquarters Chinese Language Program, he has led initiatives in global youth innovation and leadership research and practice and has overseen the implementation of the "Youth Olympic Education Development Program." He has long been dedicated to the study of arts management and has held roles in the research and management of international news, sports, and Olympic culture and arts.

夏斯均，男，漢族，江蘇無錫人。現任中國文化藝術發展促進會副主席，北京奧林匹克文化促進會執行主席，奧林匹克博覽會組委會祕書長，清華大學奧林匹克藝術研究中心學術委員。

2008 北京奧運會，作為中方代表與國際奧委會聯合創辦“奧林匹克美術大會”。作為聯合國總部赴華語言項目的合作伙伴，開展全球青年創新與領導力研究與實踐，以及主持實施《青少年奧林匹克教育發展計劃》，長期致力於藝術管理學研究，以及擔任國際新聞、體育與奧林匹克文化、藝術領域的研究與管理工作。

SPEAKERS PROFILE

講者簡介



Chen Bin
陳彬

Deputy Party Secretary and General Manager
Hunan Sports Industry Group Co., LTD.

集團黨委副書記、總經理
湖南體育產業集團有限公司

President of Hunan Staff Culture and Sports
Association

Chairman and legal person of Hunan Venue
Association

2004.05--2006.05

Deputy Secretary of the General Party Branch
of Hunan Tennis Sports Management Center,
Swimming and Diving Sports Management Center

2006.05--2007.04

Secretary of the General Party Branch of Hunan
Swimming and Diving Sports Management Center
(division level)

2007.04--2011.09

Director of Competitive Sports, Science and
Technology Department of Hunan Provincial
Sports Bureau

2011.09--2012.07

Party Committee Member, General Manager and
Director of Hunan Sports Industry Group Co., LTD.

2012.07--2019.03 Party Member, General
Manager (from Sept.2012) and Director of Hunan
Sports Industry Group Co., LTD.

2019.03--2019.11

Deputy Secretary of the Party Committee,
General Manager and Director of Hunan Sports
Industry Group Co., LTD.

2019.11-

Deputy Secretary of the Party Committee,
General Manager and Vice Chairman of Hunan
Sports Industry Group Co., LTD.

湖南省職工文化體育協會會長

湖南省場館協會主席、法人

2004.05--2006.05

湖南省網球運動管理中心、游泳跳水運動管理中心
黨總支副書記

2006.05--2007.04

湖南省游泳跳水運動管理中心黨總支部書記 (正處)

2007.04--2011.09

湖南省體育局競技體育與科技處處長

2011.09--2012.07

湖南體育產業集團有限公司黨委委員、總經理、董事

2012.07--2019.03

湖南體育產業集團有限公司黨委委員、總經理
(2012.09 任)、董事

2019.03--2019.11

湖南體育產業集團有限公司黨委副書記、總經理、
董事

2019.11-

湖南體育產業集團有限公司黨委副書記、總經理、
副董事長



Winsen Qian 錢永勝

Chairman
WCGC China

主席
WCGC 世界企業高爾夫挑戰賽中國區

Chairman of WCGC/World Corporate Golf Challenge China Events ; Chairman of Guangzhou DE Sports Development Co.,Ltd; CEO of Guangdong Wanji Industrial Park Investments Co., Ltd; CEO of Guangdong-Hong Kong-Marco Greater Bay Area (International) Sports Industrial Park; Director of Guangdong Yuesun Travel Co., Ltd; Founder of KidsGoal Youth Training Organisation.

Mr Qian transferred his expertise and knowledge of marketing and branding from previous career and accumulated solid sports marketing and strategic planning consulting experiences in the past two decades.

錢永勝是 WCGC 世界企業高爾夫挑戰賽中國區主席、廣州悅高體育董事長、廣東灣際產業園投資有限公司總經理、粵港澳大灣區（國際）體育產業園操盤者、廣東悅心旅行董事、啟仕高青訓品牌創始發起人，廣告與品牌策劃行業出身，20 餘年體育行銷策劃顧問行業操盤經驗。

SPEAKERS PROFILE

講者簡介



Rob James

Vice President

Operations (Asia Pacific Events)

IMG

國際管理集團

Rob has been in the sports and lifestyle business for over 25 years. He has been directly involved with running and collaborating on hundreds of events during his time with IMG and Manchester United. Central to this has been the introduction of IMG clients, owned or represented properties and more recently Endeavor properties to China and the region. Highlights include Tiger Woods first event in China, the Philippines and Korea; growing the LPGA Tour schedule, the 'Asian Swing' , since 2002, including Korea and China; introducing the Colour Runs to the Asian market; managing two Manchester United Asia tours and a third to the US; delivering the most recent editions of the Premier League Asia Trophy (Hong Kong 2017; Nanjing & Shanghai 2019); Taste of Hong Kong culinary event; UFC in Shanghai and the world's only ever adventure raft race down the Ganges.

Rob now has a central role as part of a group ensuring IMG's global events are delivered safely, securely and introduce a sustainable event management strategy. He has lived in Hong Kong for 28 years and is a passionate trail runner, having run on five continents including in the Gobi, Atacama and Sahara deserts.



Anton Del Rosario

CEO

7X7 Development Corporation

Philippines Mens National Football Team Captain

Professional Football Player

Sports Entrepreneur

SPEAKERS PROFILE

講者簡介



Samantha Chiang

蔣瀟玲

Vice Dean, Faculty of Humanities and Arts
Macau University of Science and Technology

人文藝術學院副院長
澳門科技大學

Vice Dean of the Faculty of Humanities and Arts, Director of the Culture and Sports Development Office, Director of the Art Troupe, and PhD supervisor. Also a mentor for the Guangzhou-based youth film and television creation talent base in the Greater Bay Area. She has previously received the title of Fellow in Dance Performance from the UK's International Dance Teachers' Association (IDTA) and was honored with the Asia Dance Contribution Award at the 2019 World Dance Council (WDC) Presidents Awards. Additionally, she is the member of the Cultural Development Advisory Committee of the Macao SAR Government, the expert member for the Cultural Development Fund of the Macao SAR Government, Vice-Director of the Esports Committee of Association of Fundamental Computing Education in Chinese Universities, Vice-President of the Producer Committee of China Musical Association, a member of the China Film Association, a part-time Vice-Chairman of the Guangdong Film Association, Vice-Chairman of Federation of Associations of Cultural Sectors of Macau, and Director of the Filmmakers Committee, member of the Musician Professional Committee of Federation of Associations of Cultural Sectors of Macau

現任澳門科技大學人文藝術學院副院長、文體發展辦公室主任、藝術團總監，博士生導師。粵港澳大灣區（廣州）青年影視創作人才基地特聘導師，曾獲得英國 IDTA 舞蹈表演院士，榮獲 2019 World Dance Council (WDC) Presidents Awards 亞洲區舞蹈貢獻獎。同時，還擔任澳門特別行政區政府文化發展諮詢委員會委員、澳門特別行政區政府文化發展基金專家評審、全國高等院校計算機基礎教育研究會電子競技專業委員會副主任、中國音樂劇協會製作人專業委員會副主席、中國電影家協會會員、廣東省電影家協會第九屆兼職副主席、澳門文化界聯合總會副理事長兼電影家專委會主任、澳門文化界聯合總會音樂家專委會委員



Christy Cheong
張燕林

Vice President, Events & Promotions
Melco Resorts & Entertainment

盛事策劃及推廣部副總裁
新濠博亞娛樂

Over 20 years' experience in the event industry, proven track record of organizing world-class events, exhibitions and entertainment programs. She and her team have garnered nearly 70 international awards in the marketing and event field.

從業逾二十年，策劃各項國際大型盛事活動、文化藝術展覽及巨星演唱會。帶領團隊榮獲近 70 個國際市場營銷及盛事策劃獎項。

SPEAKERS PROFILE

講者簡介



Jones Chong
鍾楚霖

Founder
Chessman

創辦人
棋人娛樂製作

鍾楚霖，澳門人，Chessman 棋人娛樂製作的創辦人。2001 年於澳門與徐智勇（小肥）及謝復生創立棋人娛樂製作（澳門）有限公司，紮根澳門超過二十年作為澳門首家提供專業藝人管理服務的公司，主要專注於藝人管理、娛樂製作服務，同時承辦政府活動、私人活動，以及舉辦不同的演唱會、音樂劇和展覽。多年來持續推動一系列的澳門及國際舞台演出，為客戶提供活動策劃和執行等一站式解決方案；除此之外，近年亦全力發展各類型展演項目，包括主辦多位全球知名巨星演唱會，包括：張學友、黎明、郭富城、安室奈美惠、Boyzone、Mariah Carey 等等。

同時亦引進來自全球各地的優秀展覽項目及多場國際音樂劇，包括《亞遊亂打 - 澳門站》、《藍神秀澳門站》、《仙樂飄飄處處聞 - 澳門站》、《巴黎瘋馬秀澳門站》、《凱斯哈林迷宮之旅》，以及澳門首個國際流行音樂盛典《KoolTai MACAO MUSIC FES. 2023》，帶動澳門娛樂演出業界開發更多元化演藝元素。並於 2014 年 2 月，與徐智勇（小肥）發起創立澳門演藝人協會，多年來致力為澳門演藝事業努力的鍾楚霖擔任理事長一職，帶領團結本澳專業藝人及歌手，進行各類型公益及慈善活動，以及為澳門演藝界發展出謀獻策，服務貢獻。2014 年與香港藝人林盛斌合作成立棋人娛樂製作（香港）有限公司，積極推動娛樂及文化事業。



Xu Weidong
許偉東

Vice President

Ehang

副總裁

億航智能

全球第一批無人機表演活動創辦人，2016 年 6 月在廣州執行中國史上首次無人機表演，代表億航公司兩度打破無人機表演健力士紀錄等超過 600 場大型活動，帶領億航公司團隊執行了多年香港回歸祖國、天壇大佛跨年叩鐘儀式及助力多個國際品牌（LV、SunLife 等）在香港活動、澳門回歸 20 周年活動總執行及兩屆澳門無人機盛匯顧問團隊負責人。

SPEAKERS PROFILE

講者簡介



David Baxley

Regional Vice President – Entertainment
Sands China Ltd.

David Baxley joined Sands China in 2010. For the past 8 years he has been the regional head of Entertainment for Sands China and Marina Bay Sands in Singapore. Prior to joining Sands China, David owned and operated live music and nightlife venues in New York City. Before working in Entertainment, David was a practicing attorney in New York.



Anna Robb

Executive Producer
Our Legacy Creations

Anna is the Executive Producer for Our Legacy Creations, a Global Live Entertainment Company. Originally from Australia, Anna's 23 year career in live entertainment has taken her around the world. Anna has created shows in the Americas, Africa, the Middle East, Europe and in many countries across Asia. Always behind the scenes, Anna has been involved in the execution of some of the largest show creations in the world, including “The Beatles: LOVE” by Cirque du Soleil, and “The House of Dancing Water” in Macau. Anna holds a (BA) Honours degree in Design for Theatre and Television.

SPEAKERS PROFILE

講者簡介



Bonnie Chan Woo
胡陳德姿

CEO
SV Vision Limited

Shuttling between Hong Kong, Shanghai, LA and New York, Bonnie Chan Woo is at the helm of Complex China, an exclusive licensed partner of Complex Networks and a leading entertainment company with a foothold in major pop culture categories including streetwear and style, music, sneakers and sports, across Greater China. Complex China is a subsidiary of a publicly listed media and entertainment group, SV Vision, of which Bonnie is also the CEO.

Prior to that, Bonnie co-founded Studio SV with Grammy-winning hip-hop artist, Lupe Fiasco, to produce original content across TV, digital and films with a mission to foster cross-cultural dialogues. Recently, Bonnie and Lupe joined hands again to venture into Web 3.0 space with the launch of NFTs.

In 2018, Bonnie received the Veuve Clicquot Business Woman Award.

Outside of her businesses, Bonnie contributes to the creative community through her directorships in various non-profit organisations, including ParaSite, a contemporary art institution and Hong Kong Design Centre. Bonnie is also on the Board of Ocean Park, Hong Kong's premier

educational theme park with a commitment to conservation. Bonnie is a China fellow of Aspen Global Leadership Network.

Bonnie graduated from University of Oxford, reading Politics, Philosophy and Economics.

胡陳德姿女士現為 Complex China 行政總裁，該公司為領先娛樂企業，涉足大中華區的街頭服飾、時尚、音樂、運動鞋和運動等流行文化領域。胡女士經常穿梭於香港、上海、洛杉磯和紐約等地。

胡女士亦與格林美獎得主、嘻哈藝術家 Lupe Fiasco 共同創立 Studio SV，專門製作電視、數碼和電影原創內容，務求促進跨文化對話。她透過各類業務和社會項目，全力推廣男女平等和有意義的工作，積極締造多姿多彩的充實人生，並於 2018 年榮獲「凱哥女性企業家獎」。

除了個人事業，胡女士也擔任多個非牟利組織的董事，包括擔任當代藝術機構 ParaSite 董事及香港設計中心副主席，對創意社群作出貢獻。她也是香港寓教育和保育於娛樂的主題樂園海洋公園的董事會成員。

胡女士畢業於牛津大學，主修政治、哲學及經濟。



Akiko Takahashi 高橋明子

Executive Vice President and
Chief of Staff to Chairman and CEO
Melco Resorts & Entertainment

執行副總裁兼首席事務長
新濠博亞娛樂

Work experience in Asia, Japan and the US, in multiple industries, including merchandising, operations, HR for luxury fashion, SVP HR & service Quality for Bank of America, FSB, CHRO for luxury hospitality, consulting, entertainment and gaming.

Currently, she is EVP, Chief of Staff to Chairman, Melco Resorts & Entertainment, and since 2018 been a director of Studio City International Holding, Ltd., a subsidiary of the Company listed on the NYSE. Her portfolio comprises of Executive compensation for Board Directors, Key corporate officers, and senior executives working with Board's compensation committees, quality-customer insight and research, HR & learning, corporate & internal communications, corporate investigations, and CSR for which the company has received numerous industry & international awards. Melco is the owner, developer & operator of premium luxury integrated resorts, and awarded myriad of awards for excellence, including Forbes 5 stars for all of its hotels, and has the largest number of Michelin stars. It includes The House of Dancing Water show and the Zaha-Hadid designed Morpheus Hotel, voted 100 greatest places in the world by Times. Pre-covid revenues are over US\$5 billion, and employs about 20,000 employees. She has handled

the preopening of its multiple resorts in Macau, Manila, Cyprus involving up to 7,000 employees for each resort.

高橋明子女士擁有在亞洲、日本和美國不同行業的豐富工作經驗，包括高級時裝的採購、營運及人力資源工作、美國銀行（FSB）的人力資源及服務質素高級副總裁，以及在高端酒店、顧問、娛樂及博彩行業的首席人力資源總監。

高橋女士現為新濠博亞娛樂有限公司之執行副總裁兼首席事務長，並自二零一八年起擔任新濠博亞娛樂在紐約證券交易所上市的附屬公司 Studio City International Holdings Limited 之董事。高橋女士的工作包括制定董事會成員、公司主要管理層成員以及與董事會薪酬委員會工作的高級管理層的薪酬、了解和研究優質客戶的需求、人力資源與培訓、企業及內部傳訊、企業調查，以及屢獲業界及國際獎項的企業社會責任項目。新濠博亞娛樂為一家經營頂級高端綜合度假村業務的發展商及資產擁有者，榮獲無數卓越獎項，包括旗下所有酒店均獲《福布斯旅遊指南》頒發五星榮，以及勇奪最多米芝蓮星級榮譽。新濠博亞娛樂的業務亦包括《水舞間》以及由已故傳奇建築師札哈·哈蒂女爵士設計、榮登《時代雜誌》「世界最佳景點」之一的摩珀斯。新濠博亞娛樂於新冠疫情前的總收益超過 50 億美元，擁有約 20,000 名員工。高橋女士曾負責澳門、馬尼拉和塞浦路斯多家綜合度假村的開幕籌備工作，每家綜合度假村涉及多達 7,000 名員工。

SPEAKERS PROFILE

講者簡介



Cheng Wai Tong 程衛東

Deputy Director
Macao Government Tourism Office

副局長
澳門特別行政區政府旅遊局

Cheng Wai Tong has been Deputy Director at Macao Government Tourism Office (MGTO) since March 2014. He supervises Destination Marketing Department and Training and Quality Management Department at MGTO.

CHENG joined the Macao SAR Government in 2000 and served as Head of Organizational Planning and Development Department (former Research and Planning Department) of MGTO from 2006 to 2014.

Currently, He also acts as a member of Tourism Development Committee, Macao Grand Prix Organizing Committee and MGTO coordinator for Macao's civil protection system.

CHENG got a Master Degree of Engineering in Building and Planning from the National Taiwan University. He worked as a correspondent for a leading media (Oriental Press Group) in Hong Kong and an Urban Planner in Taipei before joining the Macao SAR Government.

程衛東，2014 年 3 月起擔任澳門特別行政區政府旅遊局副局長，管理下轄的旅遊推廣廳和培訓及質量管理廳。

程衛東於 2000 年加入澳門特區政府，從事研究和規劃工作。2006 至 2011 年擔任澳門特區政府旅遊局研究暨計劃廳廳長，2011 至 2014 年擔任組織計劃及發展廳廳長，管理研究計劃處和資訊處。

現時，亦在澳門特區政府內擔任旅遊發展委員會委員、民防架構旅遊局協調員、澳門格蘭披治大賽車組織委員會委員等。

程衛東擁有經濟學和城市規劃學背景，獲台灣大學工學碩士學位。加入政府工作前，曾在香港和台灣擔任記者、城市研究和規劃工作。



DeVonne lao
尤穎

Senior Vice President and Chief Marketing Officer
Sands China Ltd

高級副總裁兼首席度假村營銷總裁
金沙中國有限公司

With 30 years of experience in marketing, Dr. DeVonne W. is the Senior Vice President and Chief Marketing Officer of Sands China Ltd. A Macao native, DeVonne returned to the SAR in 2007 and has worked at Galaxy Entertainment Group and Melco Resorts & Entertainment prior to joining Sands China in 2010. Her key areas of responsibility include brand development & management, resort marketing, PR & media, destination marketing, advertising, content planning, visual media production, and events.

Dr. lao has a doctorate degree from the University of Southern California, is passionate about lifelong learning, knowledge sharing, and talent cultivation. She embraces Macao's objective of diversifying and rebranding itself to earn the position of World Centre of Tourism and Leisure, and is excited for the opportunity to contribute to this goal.

SPEAKERS PROFILE

講者簡介



Siu Sai Wo
蕭世和

General Manager (Business Operations)
TVB Broadcasts Limited

總經理 (商務營運)
香港電視廣播有限公司

Mr. Siu is the General Manager (Business Operations) of TVB since 2021. He is responsible for overseeing marketing and sales operations across TVB's various platforms including TV, Digital and social media.

Mr. Siu is a visionary business leader with over forty years of experience in the media industry. Over the past twenty years, he has focused on strategic development and business operations, not only in the local Hong Kong but aggressively spanning to Mainland China so to expand the group's revenue streams as well as new business development.

Prior to joining TVB, Mr. Siu held the position of Executive Director and Chief Executive Officer of Sing Tao News Corporation Limited. His portfolio boasts numerous successful ventures, including the highly successful launch of a leading free newspaper, which solidified his prominent position within the media industry.

蕭先生自 2021 年起擔任無線電視的總經理 (業務營運)。負責無線電視跨在電視、數碼媒體和社交媒體等跨平台市場上的商務營運和銷售業務。

蕭先生是一位具有四十多年媒體行業經驗的商業領袖。在過去的二十年中，除專注於香港本地市場之戰略發展和業務營運外，更大力拓展中國內地市場，以擴大集團的收入來源及開展新業務。

在加入無線電視之前，蕭先生曾擔任星島新聞集團有限公司的執行董事兼首席執行官。在星島任職期間功績無數，更曾經推出一份於香港報業界處於領導地位的免費報紙，從而鞏固了他在媒體行業中的顯赫地位。



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