



Ms Sophia Chong

Assistant Executive Director

Ms Sophia Chong is the Assistant Executive Director of the Hong Kong Trade Development Council (HKTDC) in charge of the Exhibitions Department.

Ms Chong started her career with the Council in 1993, organising international trade fairs for a variety of industry sectors including watches & clocks, fashion and optical goods. From 2001 to 2003, she was the Regional Director for Southern China based in Guangzhou, overseeing the Council's promotional programmes in Guangdong, Guangxi and Fujian. From 2004 to 2009, she was responsible for promoting Hong Kong's creative industries covering film & entertainment, design & licensing, and information technology.

In 2010, Ms Chong was appointed as Director, Exhibitions to oversee Visitors Promotion for HKTDC international fairs held in Hong Kong. She was Director, Publications & E-Commerce from 2011 to 2014, overseeing the Council's online marketplace and the publication of over 20 product magazines and industry supplements, including mobile applications.

In September 2014, Ms Chong was promoted to Assistant Executive Director of the HKTDC. She is responsible for overseeing some 30 annual exhibitions of the HKTDC, as well as promoting the Exhibition Online marketplace.

Ms Chong graduated from the University of Hong Kong with an honours degree in Arts. She attended the Stanford Executive Program of the Stanford University Graduate School of Business in 2016.