



# GLOBAL PROSPERITY SUMMIT 2024

## 全球繁榮峰會2024

Organiser:



Co-organisers:



上海國際經濟研究院  
SHANGHAI INSTITUTE FOR INTERNATIONAL STUDIES

## SPEAKER



**Mr. Iñaki Amate**

Chairman of the European Chamber of Commerce in Hong Kong

Iñaki Amate is an esteemed leader in innovation and design, currently serving as the APAC head of Innovation and Experience at EY. With over six years in this role, he oversees the EY Wavespace studios across Asia Pacific, spearheading initiatives that propel acquisitions and nurture a community of over 500 practitioners. His strategic insights are underpinned by an extensive skill set that includes Business Strategy, Innovation Management, Digital Strategy, and Leadership.

In addition to his commitments at EY, Iñaki actively contributes to the international business community as the Chairman of the European Chamber of Commerce in Hong Kong. Since 2022, he has been instrumental in fostering trade and relationships between European and Hong Kong organizations. His leadership is further exemplified in his role as the founder of seeders & seekers, a platform dedicated to angel investing and nurturing startups, where he leverages his expertise in Venture Capital and Start-up ecosystems.

Iñaki also holds significant roles within various other chambers and business councils, including the Spanish Chamber of Commerce in Hong Kong, demonstrating his adeptness in managing international relations and business transformation. His previous experiences include leading Fjord, part of Accenture Interactive, in Asia and driving business growth and international expansion for various companies.

A recognized thought leader, Iñaki has been a prominent speaker at numerous global forums, contributing insights on innovation, digital transformation, and business strategy. His commentary is frequently featured in major publications such as Bloomberg, Wall Street Journal, and the South China Morning Post.

Educated at prestigious institutions, Iñaki holds an MBA in General Management from Aalto University Executive Education, a Master of Science in Economics from Hanken School of Economics, where he was part of the first cohort of the Marketing in Cyberspace Masters program. He also earned a Bachelor of Arts with Honors in Business Administration from the University of Wolverhampton and a BBA in International Business from Metropolia University of Applied Sciences.

With a career that spans several high-impact roles, Iñaki continues to influence the global business landscape, driving innovation and fostering connections across continents.