



Organiser:



Co-organisers:



SPEAKER



Mr. Jesse Choi

Regional Director of Sunwah Group (ASEAN)

Mr. Jesse Choi is Regional Director of Sunwah Group in charge of Southeast Asia, including Vietnam and Cambodia. With his Bachelor's Degree in Computer Science from British Columbia, Canada, before taking the current roles, he was appointed in several positions, including Deputy Director of Sunwah Nanjing Technology Development Ltd. Co. and Deputy Director of Guangdong Sunwah Tech Consulting Group. Established in 1957, Sunwah Group is a Hong Kong-based diversified conglomerate with eight principal areas: Seafood & Foodstuff, Real Estate, Financial Services, Technology, Media, Infrastructure, Education & Training and Environmental & Healthcare. Activities extend deep into Mainland China as well as to the environs of Macau, Vietnam, Cambodia, Myanmar, Singapore, Japan and across the oceans to Canada, the United States and Australia.

Sunwah Group has operated in Vietnam for more than 50 years. Its business here covers Seafood, Real Estate, Financial Services, Coffee & Trading, Agricultural & Dried Food Products, and Innovation. The Group marked its milestone in the field of innovation in 2020 with the establishment of Sunwah Innovations and the opening of various Innovation Centers in Vietnam, Mainland China, and Cambodia, together with the launching of the Sunwah International Innovation Platform. Mr. Jesse Choi is also the Chief Executive Officer of Sunwah Innovations.

Sunwah has been doing business in Cambodia for almost 30 years, starting with Seafood and then expanding to Real Estate. The Group shows confidence in Cambodia's prospects when recently developing Sunwah Pearl Phnom Penh - a property project worth US\$1.3 billion investment. It also launched the Sunwah Innovation Center and the Jonathan KS Choi Cultural Center in February 2022 in partnership with the Cambodia National University of Management.

Mr. Choi has been supporting the promotion of trade exchanges between Vietnam, Cambodia and Hong Kong, China by organizing various business events and facilitating discussion between delegations in both geographies to develop more understanding of each other. He is now holding the position of the Executive Vice President of the Guangdong-Hong Kong-Macao Greater Bay Area Entrepreneurs Alliance, the Executive Chairman of the Canton Chamber of Commerce in Vietnam, the Honorary Chairman of the Cambodia Guangdong (China) Chamber of Commercial Association and the Advisory Board of the Hong Kong Business Association in Vietnam.

Mr. Choi is currently Member of the Zhongshan Municipal Committee of the Chinese People's Political Consultative Conference; Member of the Young Executives' Committee, under the Hong Kong Chinese General Chamber of Commerce; and Member of the Y.Elites Association, Hong Kong.