

What Makes a Great Hong Kong Brand?



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Speakers:

Bryan Fish, Executive Director, Water World, Ocean Park Corporation

Eric Leong, Global Head of Brand, HKEX

Robbie McRobbie MBE, CEO, Hong Kong Rugby Union

Moderator:

Klara Chan, Executive Strategy Director, Landor & Fitch

What Makes a Great Hong Kong Brand?

Hong Kong is home to many globally successful brands that showcase attributes capturing the very essence of this unique city. In this session, hear directly from the leaders of three leading organisations about how their brands bring the very best of Hong Kong to the fore in order to become successful at home and across the world.

About the speakers



Bryan joined Ocean Park Corporation in 2019 to play a key role in the opening of Water World, Asia's first all-

weather, year-round seaside water park. Prior to joining Ocean Park, Bryan spent nearly three decades working for some of the world's leading leisure entertainment companies. He began his aquatics career in 1994 as a waterpark lifeguard in Ocala, FL, USA. His career spans theme parks, waterparks, and FECs both large and small as well as corporate and privately owned. In 2012 Bryan made the international leap to join the pre-opening team for Yas Waterworld, Abu Dhabi. In 2018, he joined Dana Bay Tourism Co. to help with the development and launch of Loopagoon Waterpark, the Eastern Province's first major waterpark.



HKEX is home to Asia's most dynamic and vibrant capital markets with a vision to build the marketplace of the future. Key to the success of Hong Kong and a global financial centre, HKEX also plays a broader role across the world. Prior to joining HKEX, **Eric** was Global Head of Brand at another Hong Kong brand powerhouse GP and prior to that helped create Hong Kong based luxury cruise brand, Dream Cruises.



Having joined the Hong Kong Rugby Union 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 Director of local charity Operation Breakthrough and was instrumental in setting up the HKRU Community Foundation, 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.

About the moderator



Klara leads the brand strategy team in Hong Kong for Landor & Fitch, the world's leading brand transformation consultancy. The team have won multiple agency of the year accolades, a testament to the strength of the brands they have helped shape. Landor & Fitch's clients in Hong Kong include K11, Swire, Hong Kong Jockey Club, HSBC amongst many more and they were famously the creators of the Asia's World City brand for Hong Kong itself. Prior to joining Landor & Fitch Klara was Executive Director of Brand for MGM Resorts Macau and held senior positions at Accenture and FutureBrand.

This event is hosted by David Graham.

Ticket includes a full hot English breakfast buffet.

Please note that Business Attire is required by the Hong Kong Club - collared shirts must be worn by men, and jeans, sandals and sports shoes are not permitted. To see the full list of club rules on dresscode, please [click here](#).

Pricing

- Start-up Member: HK\$440
- Member: HK\$550
- Non-Member: HK\$680

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.

- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.