

PROFILE

Ms. Bonnie Shek
Director, Australia/New Zealand
Hong Kong Trade Development Council



Ms Bonnie Shek is the Director, Australia/New Zealand, of the Hong Kong Trade Development Council.

Bonnie has extensive marketing, business development and management experience in Asia/Pacific. Before joining the HKTDC, she spent over ten years in the telecommunications industry, being responsible for developing marketing strategy and leading the Asia/Pacific consumer team.

Having grown up in Hong Kong, then living in Australia and travelling back & forth to New Zealand for the last 25 years, Bonnie understands the business dynamics among the three economies. She leads the team to assist small and medium-sized enterprises (SMEs) in doing business in Hong Kong/China and further enhance the good trading relationship between Hong Kong and the Australasian region.

From time to time, Bonnie speaks at seminars and workshops educating businesses on how they can use Hong Kong as a gateway to China and the rest of Asia.

Bonnie holds a MBA (Executive) degree from the Australian Graduate School of Management and a Bachelor of Business degree from the University of Technology, Sydney. She is a Fellow of the Australian Institute of Company Directors and the National Treasurer/Secretary of the Hong Kong Australia Business Association.