



## Cindy CHENG

CEO

Dickson Cyber Concepts Ltd

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Cindy Cheng joined Dickson Cyber Concepts, a subsidiary of publicly listed Dickson Concepts, as Chief Executive Officer in January 2000 responsible for the identification, acquisition, development, execution and supervision of the company's business. Cindy Cheng and her team launched Dickson Cyber Concepts' theme retail project "clicks and bricks" which consists of a hi-tech physical mall (Dickson CyberExpress) complemented by one of Hong Kong's largest cyber mall (DicksonCyber.com) in September 2000.

A well known and pioneer member of Hong Kong's internet and technology sector, Cindy Cheng has been a leading figure in the IT industry for 22 years. She is recognized for her expertise in the field as well as her evangelical promotion of e-commerce in the Asian Region. Prior to joining Dickson Cyber Concepts, Cindy Cheng was General Manager of e-business & Multi Industry Solutions at IBM Greater China for 4 years.

As General Manager of e-business and multi-industry solutions, Cindy Cheng was responsible for implementing IBM's business objectives in China, Taiwan and Hong Kong (Greater China Group). This included development of IBM's marketing strategy, promoting awareness and adoption of e-business, helping customers to build up information infrastructure and assisting them to grow their businesses with e-solutions.

Cindy Cheng began her career at IBM in 1977 as an application programmer in the United States and served in various positions in IBM Greater China until the end of 1999.

Cindy Cheng is very active in various industry and government advisory committees. She is the Chair of the e-Committee of Hong Kong General Chamber of Commerce, the Vice President of the Hong Kong Information Technology Federation and Council Member of the Media & Communications Service Advisory of the Hong Kong Trade Development Council. She was previously a member of the Facilitation and Promotion Workgroup of IIAC led by ITBB, Technology Advisory Panel Members Committee of the Hong Kong Industrial Technology Center Corporation, Hong Kong Coalition of Service Industries Information Services and the Vice Chair of the China Committee of the Hong Kong General Chamber of Commerce.

Mrs. Cheng holds a Bachelor of Science degree in Applied Mathematics and Statistics from the State University of New York at Stony Brook. She is married with two daughters.