



## **CHRIS HUMPHREY**

**Executive Director, EU-ASEAN Business Council**

Chris Humphrey is a Business Development and Government Relations professional with more than a decade of experience running business units throughout Asia, and over 20 years of experience of either working for or dealing with Governments and regulatory authorities.

Chris began his varied professional career as a UK Civil Servant where, amongst other things, he was a Private Secretary to a Minister and an Air Services Trade Negotiator covering the Asia Pacific Region.

After leaving Government, Chris moved to the private sector working initially in the Government and external relations teams at two British airlines, before moving to Shanghai, China with Virgin Atlantic where he headed up the airline's China operation and oversaw the rapid expansion of their business in China. Whilst in Shanghai, Chris also sat on the Executive Committee of the British Chamber of Commerce. After a short spell in Hong Kong with Virgin, Chris then joined a UK based security and defence group where he led their Asia Pacific team for over five years and was instrumental in them getting contracts with the Japanese and Singapore Governments and also with SOEs in China.

Chris has now been in Singapore for over a decade and has been running the EU-ASEAN Business Council since its formal inception in 2014, where he has overseen a 325% increase in its membership and helped make the Business Council the foremost business body for European industry in ASEAN.