



Ms Cindy Cheung

Head of Group Public Affairs
John Swire & Sons (HK) Limited

Biography

Cindy Cheung is Head of Group Public Affairs of John Swire & Sons (HK) Limited, the parent company of Swire Group in Hong Kong, responsible for group communication, issue management, media relations and stakeholder engagements for Swire Group in Hong Kong and in the region. Cindy joined Swire in 2007. She has rich experience in corporate branding, corporate communication and public relations in various industries, including retail, telecommunications and aviation. Cindy holds a Bachelor Degree in Social Science from the Chinese University of Hong Kong, and an MBA with the Hong Kong University of Science & Technology. She is a co-opted member of Standing Committee on Public Engagement and Partnership of the Hong Kong Council of Social Service.

Swire is a multi-national, multi-disciplined commercial group, with its principal areas of operations in the Asia Pacific region. As part of its overall commitment to good corporate governance, the group is committed to engaging its staff and its communities in programmes and initiatives that align its social responsibilities with long-term business objectives. This principle has guided its business operations for nearly 200 years.