

JAMES BOEY

**Senior Vice President, Markets, B2B
Constellar Exhibitions**

James Boey is the Senior Vice President of Constellar Exhibitions - a pan-Asian MICE company headquartered in Singapore. James leads the B2B events business in Singapore covering FinTech, Advanced Manufacturing, Trade, Build Environment, Modern Services and Process Engineering sectors.

Apart from business operations management, James plays a key role in delivering new event launches, cloning, acquisitions and strategic alliances. In addition, James has vast experience in collaborating with industry associations and government agencies through JV partnership to launch inaugural edition of trade exhibitions in Singapore, China, India and Indonesia.

Prior to Constellar, James was the Country General Manager of Reed Exhibitions, Indonesia – a joint venture company between Reed Exhibitions and Indonesia’s leading tourism and hospitality group of companies, the Panorama Group. James was responsible for managing and growing the exhibition business in Indonesia by increasing the revenue, shows and profits for the JV company and successfully launched and managed a portfolio of business events specialising in Building & Construction, Maritime, Transport & Logistics, Franchise & License, Food & Beverage, Pop Culture, Beauty and Baby & Maternity industries.

He led, coached and developed teams of business and project directors to deliver high performance and results and built strong relationship with international / local partners and stakeholders gathered through the 13 years he spent as a regular in various leadership positions in the Singapore Armed Forces.

James holds a first-class honours degree in Mechanical Engineering and a Masters in Business Administration.

