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Write Up on James Chua

James is a Senior Manager, Partnerships and Sponsorships at IEG Asia Pte Ltd, where he supports the development of strategic collaborations and industry initiatives across international exhibitions and trade platforms. In this role, he works closely with partners and stakeholders to create meaningful partnerships that strengthen event value, market positioning, and long-term engagement.

With over two years of experience in the MICE industry, James has been involved in partnership development, government liaison, sustainability-related initiatives, and international hosted buyer programmes. He contributes to key organisational discussions and supports decision-making processes that shape new initiatives and collaborative opportunities for the business.

In addition to his corporate role, James brings an entrepreneurial perspective as the founder of a catering company, which he has led for over four years. This experience provides him with practical insights into SME operations, supplier ecosystems, and the challenges faced by service providers within the events and exhibitions value chain.

James values industry collaboration and believes in contributing constructively to initiatives that support the growth, professionalism, and sustainability of Singapore's MICE ecosystem.