

THE GURUS

MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 1:

Navigating Geopolitical Risks and Trade Uncertainties: Ensuring Business Resilience in Asia

Datuk William Ng

Datuk William Ng has been a champion of SMEs for over 20 years in various roles as publisher, editor, committee chair, council member, and simply as a voice for the SMEs when there were none. A serial entrepreneur, Datuk William Ng founded his first business at the age of 22. He is the founder of AIC Exhibitions and Business Media International and listed the companies on the Singapore Exchange (SGX) as Audience Analytics Limited (1AZ.SI) during the pandemic.

He obtained a diploma in accounting from LCCI and a diploma in business from Systematic at the age of 16, a higher diploma in hotel management at the age of 20 where he was valedictorian, and an executive diploma in entrepreneurship and an executive diploma in sustainability from HELP University.

Through his business evangelism, he also co-owns a number of business start-ups, including early investments into companies that are now listed on ASX, LEAP and the OTC markets. His latest ventures include ASWPC, which has been delegated as the global registry operator of .spa by ICANN.

He is the founder and immediate past president of Enterprise Asia, the national president of SAMENTA, Malaysia's oldest and largest association for SMEs, and the president of the Global Wellness Council.

Datuk Ng is the Chairman of the Retail and F&B Productivity Nexus, a council member of the Machinery and Engineering Industries Federation and a board member of the Malaysian Alliance of Corporate Directors, a founding member of the Global Network of Directors' Institutes.



A handwritten signature in black ink that reads "Datuk William Ng". The signature is fluid and cursive, with the first letters of "Datuk" and "Ng" being capitalized and prominent.

Chairman & Managing Director
Audience Analytics Limited (SGX:1AZ)
(www.audience.asia)



National President
SAMENTA Small and Medium Enterprises
Association of Malaysia
(www.samenta.org.my)