



SPEAKER PROFILE

Victor Visot

**Chief Executive Officer, Greater China, South East Asia & Australia
Lagardère Active**

Graduated from IRPCS and ISM in Paris, Victor Visot started his career in 1976 at Polaroid Corp then joined Matra Horlogerie Group in 1980 in charge of Products Management. In 1988, he joined American Standard Group as Marketing Manager and in 1992 was appointed CEO of Wisa Group French subsidiary (Royal Dutch Sphinx).

Victor Visot joined the Lagardère Active Group (ex HFM) in 1999 as CEO of Film Office Distribution in Paris. In October 2001 he was appointed CEO for Greater China and South East Asia (Asia Pacific).

Victor Visot is Vice President of the French Chamber of Commerce and Industry in Hong Kong since 2003 and was nominated French Foreign Trade Advisor in 2005.

维可伟

**《法国桦榭菲力柏契集团》
大中华、东南亚及澳洲地区行政总裁**

毕业于「巴黎公共关系学院」及「巴黎高等营销学院」，维可伟先生于 1976 年开始踏上他的事业旅途；在「法国宝丽来公司」任职为宣传部副经理；接着于 1980 年在「Matra-Seiko 钟表集团品牌」任职为市场部经理。于 1988 年，加入「美标公司」任职为市场部经理；并于 1992 年被「荷兰 WISA BV 公司子公司」委任为执行总裁。维可伟先生于 1999 年加入「法国桦榭菲力柏契集团制片公司」任职为董事长，并于 2001 年 10 月起任职为大中华、东南亚及澳洲地区行政总裁。

于 2003 年，维可伟先生担任「法国驻香港商业协会一副总裁」，并于 2005 年提名为「对外贸易协会顾问」。