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**Bio & Policy Statement from
A Nominee for Associate Member Governor
Board of Governors 2024-2025**



Alexandra YUNG

Affiliation: Creasians Company Ltd

STATEMENT

I am honoured to have the opportunity to be considered for the position of Associate Governor within the FCC. With my diverse background and experience serving on various boards, I am confident that I can make a meaningful contribution to the association.

As a designer, photographer, and artist, I possess a unique perspective that can add tremendous value to the organization. I believe in harnessing the power of creative thinking and leveraging visual aesthetics to enhance the FCC's mission.

Moreover, with my experience as a keen advocate of digital art, Web3, and AI, I am eager to bring speakers and organize events that will attract younger members to the club. In today's era of abundant information, it has become increasingly important to keep abreast of the latest technology. Additionally, it is crucial to address the ethical considerations surrounding AI, as its misuse or manipulation can perpetuate the spread of misinformation.

In addition to my artistic pursuits, I have a strong interest in gastronomy and have organized numerous private F&B events. If elected, I am dedicated to elevating the standards of food quality within the FCC and introducing healthy food options to the already impressive menu.

Diversity and inclusivity are causes that are close to my heart, and I have actively participated in various women's organizations. I am committed to advocating for the inclusion of minorities, LGBTQ communities, and individuals with learning disabilities. By fostering an environment that embraces diversity, we can create a stronger and more vibrant association.

Furthermore, as a guitar student, I am delighted to see that my guitar teacher, Kevin Duffy, regularly performs at Bert's. Leveraging my connections in the music scene in Hong Kong, I would be thrilled to organize other talented musicians and bands to enhance different occasions within the FCC.

I am truly excited about the prospect of serving on the board of the FCC and contributing my unique skills and experiences. Together, we can further the mission of the association and create an environment that celebrates expression, culinary excellence, diversity, and inclusivity.

BIO

Alexandra, a global citizen born in Scotland and educated in Hong Kong, Europe, and the United States, is a pioneering force in branding and the art world. As the founder of Creasians, she integrated branding with emotional connection, successfully elevating individuals, products, companies, and even a city in China. With a keen palate for fine food and spirits, Alexandra completed Sake WSET L1, is a Gin ambassador and a Whisky consultant.

With a degree in art, Alexandra's experience in galleries auction houses gave her valuable insights into the collectible art world from Chinese ink to contemporary oils, from mixed media to digital NFTs.

For over a decade, Alexandra was the chairman of The Entrepreneurs Club in Hong Kong, a past board member of The Women's Building in the US, a past board member for HKABPW – Hong Kong Association for Business and Professional Women, past Chairman of an Art collecting alumni group and currently plays a leadership role in United Success Global, an exclusive association that inspires and supports female entrepreneurs around the world.

Currently, Alexandra is creating her own collection of artwork combining healing energies, natural minerals with essential oils on canvas and leads the Global Art Lovers Association (GALA), connecting artists, collectors, and enthusiasts worldwide in the physical and virtual worlds.