



Social Intelligence
The Backbone of Modern
Corporate Public Affairs in Asia



The Centre Asia
FOR CORPORATE PUBLIC AFFAIRS

Corporate Affairs Executive Camp

March 16-18, 2026

**Hong Kong University of Science &
Technology (HKUST)**



Corporate Affairs Executive Camp 2026

March 16–18, 2026 | HKUST, Hong Kong

Centre Asia is proud to announce that registration is now open for the **Corporate Affairs Executive Camp 2026**, hosted at the Hong Kong University of Science and Technology (**HKUST**). This flagship program is designed for rising and seasoned professionals in corporate affairs, public policy, corporate communications, business leaders and stakeholder engagement across Asia.

“The Strategic Imperative: Social Intelligence as the Backbone of Modern Corporate Public Affairs in Asia”

Why Attend: A Strategic Wake-Up Call

The velocity of change unleashed by AI has permanently redefined the Corporate Public Affairs (CPA) function. Social Intelligence—real-time listening, psychographic segmentation, and AI-powered stakeholder mapping—is now the cornerstone of reputational stewardship and strategic influence.

This Executive Camp empowers executives to master real-time social listening, psychographic segmentation, and AI-enabled stakeholder analysis—essential tools for anticipating reputational risks and shaping perception with scientific precision. Embrace a data-driven approach to decode stakeholder expectations and lead your organization with clarity and influence in Asia’s dynamic public affairs landscape.

In an era defined by rapid AI-driven change and hyper-connected stakeholder ecosystems, Social Intelligence is no longer optional—it is fundamental to corporate resilience and leadership.



Hong Kong University of Science & Technology (HKUST)

Who Should Attend: Leaders Ready to Embrace the Future

This program is designed for:

- Heads of Corporate Affairs, Public Affairs, and Communications
- C-suite executives responsible for reputation, risk, and stakeholder engagement
- Business heads in regulated industries, with extended supply chain in Asia
- Senior leaders in government relations, ESG, and corporate strategy
- Alumni and members of The Centre Asia seeking to future-proof their leadership

If you are responsible for protecting and advancing your corporation's license to operate in Asia, this camp is your strategic upgrade.

Program Agenda: From Insight to Impact

Over three intensive days, participants will engage in interactive masterclasses, real-world case studies, and peer conversations. The 2026 agenda is built around mastering Social Intelligence as a strategic capability:

- **AI & Gen AI for CPA:** Understanding the tools reshaping stakeholder engagement and reputational risk
- **Social Listening & Monitoring Masterclass:** Real-time sentiment decoding across Asian languages and platforms
- **Psychographic Stakeholder Mapping:** Moving beyond demographics to values, attitudes, and affinities
- **Reputation Risk Simulation:** Live case studies and crisis foresight exercises
- **ESG Strategy and Sustainability Leadership:** Risk mitigation planning, reporting and social intelligence
- **Strategic Counsel Labs:** Translating intelligence into boardroom-ready insights
- **Peer Exchange Forums:** Learn from top-tier leaders across industries and geographies

This agenda prepares leaders to embed Social Intelligence deeply within their corporate public affairs functions.

Centre's Faculty

The Centre's Faculty: Strategic Architects of Modern CPA

Our faculty combines thought leaders and industry experts at the forefront of Social Intelligence, AI applications, ESG, and corporate reputation stewardship in Asia.

- Regional experts in geopolitical dynamics and stakeholder psychology
- Practitioners from leading MNCs with real-world experience in AI-enabled public affairs
- Academic partners from HKUST and other top institutions driving curriculum innovation
- This distinguished faculty equips participants with practical knowledge and strategic foresight to transform their organizations.

Our faculty doesn't just teach—they equip you to lead.

Corporate Public
Affairs, Reputation
Stewardship and
Stakeholder
Engagement



JOSEPH FONG
CENTRE FACULTY

Mr. Joseph Fong is a seasoned executive with 30+ years being Country Head, APJ Regional Head and Global Business Head for F500 corporations. He advises top firms and institutions across Asia, mentors leaders, and has earned multiple awards for excellence in marketing, governance, and innovation.

Business strategy,
Corporate
Reputation and
Digital Media



CASSIAN CHEUNG
CENTRE FACULTY

Prof. Cassian Cheung is a strategic advisor and business leader with deep expertise in Asian market growth. He has held top executive roles at Wal-Mart China, Nestlé, and Quaker Oats Asia, and teaches at HKUST. He guides companies through expansion, leveraging global experience and academic insight to shape business success.

Sustainability,
ESG, Supply Chain
and Business
Strategy in Asia



EDENA LOW
CENTRE FACULTY

Ms Edena Low is a global advisor and ESG leader with nearly 30 years' experience in legal, sustainability, and public affairs. As Co-Founder of The AdviXory and Chief ESG Officer at Grobest, she drives ethical business strategies, fosters inclusive leadership, and strengthens risk cultures across industries, nonprofits, and global supply chains.

Centre's Faculty

Innovation,
Customer focused
and Insights



TED CHIU
GUEST FACULTY

Mr. Ted Chiu brings 25+ years in toy design, leading iconic brands and teams across Asia. A design thinking advocate, he enhances innovation, efficiency, and learning, driven by creativity and a commitment to meaningful impact.

Corporate Brand and
Corporate Reputation



RENE CO
GUEST FACULTY

Mr. Rene Co is a corporate communications expert with 40+ years with P&G corporate brand and marketing in China and across Asia, known for strategic leadership, sustainability-driven branding, cultural fluency, and influential presence on Weibo, delivering transformative business impact.

Issue Management
and Stakeholder
Mapping &
Stakeholder
Engagement



CHRIS CHAN
GUEST FACULTY

Mr. Chris Chan is an experienced leader with a career in global corporations like Dow Chemical and IBM, as well as public institutions like ICAC. He specializes in strategic issue management, stakeholder engagement, and organizational integrity.

Supply Chain
regulatory
compliance, social
license to operate
and best practices



CARMEL GIBLIN
GUEST FACULTY

Ms Carmel Giblin, President & CEO of ESCP, champions transparency and worker welfare in global supply chains. She previously led Sedex to global prominence and drives responsible sourcing and membership growth through impactful well-being programs.

Government Affairs,
Market Access and
Regulatory Affairs



ZHIQIANG HUANG
GUEST FACULTY

Mr. Zhiqiang Huang is a veteran government affairs expert with nearly 40 years' experience across tech giants and diplomacy. He served in senior executive roles at AMD, Sony Ericsson, Lenovo, HP, and the U.S. Embassy in Beijing, China.

Centre's Faculty

Business outcomes orientation, Articulate and communicate the value of Corporate Public Affairs function



GRACE LAU
GUEST FACULTY

Dr. Grace Lau is a biopharma leader with 20+ years' global experience across research, regulation, and management. She drives healthcare innovation, mentors academia, and serves on key government councils, holding a BPharm and PhD.

Social listening & Social Monitoring - its impact to the Corporate Public Affairs function and Business operating in Asia



DAVID LIU
GUEST FACULTY

David Liu, CEO of Dataxet, is a media and communications veteran who led major agencies and founded Asia's first regional media intelligence firm, driving growth and innovation across the industry for over 30 years.

Sustainability & Environmental strategy



EMMANUELLE PRONO
GUEST FACULTY

Ms Emmanuelle Prono is an ESG and legal expert with global supply chain experience, formerly VP at a Hong Kong-listed firm. As senior advisor at Advixory, she guides decarbonization and social rights strategies. She supports nonprofits, holds advanced degrees, and is trained in sustainability, B-Corporation leadership, and Climate Fresk facilitation.

AI, Gen AI and Its Potential Impact & Implications to the Corporate Public Affairs Function



MICHAEL YUNG
GUEST FACULTY

Mr. Michael Yung is a Strategic Advisor at Google Cloud, Google Hong Kong with over 30 years of IT experience, specializing in Internet, eCommerce, TravelTech, web usability, computer security, and blockchain. He has worked with organizations across the APAC region, including Asia Miles, Cathay Pacific, and SingTel.

The Corporate Affairs Executive Camp 2025 had enrolment that brought together a powerful network of corporate affairs professionals and business leaders from across Indonesia, Malaysia, Myanmar, Vietnam, Singapore, Shanghai, Beijing, Shenzhen, Japan, Saudi Arabia, the USA, and Hong Kong

Corporate Affairs Executive Camp



2025
25 - 27 August

**“Successfully Surf the Tidal
Wave of Uncertainty”**



Verbatim from Class of 2024, 2025

- Ø It was a precious opportunity for all of us to rethink and refresh our role, reposition how we create value for the business and to the community
- Ø Great platform to learn from various industries and from the faculty
- Ø Way beyond my expectations. The whole program was well-structured
- Ø The camp was really amazing, it gave me inspiration and proactive thinking on how to be more valuable to the company
- Ø Learnt a lot from the case studies. Gained relevant and helpful tips for my personal growth and for work
- Ø All the sharing were really helpful and valuable to my work
- Ø The executive camp serves as a good refresher for us – corporate affairs practitioners
- Ø The diverse faculty really adds real life insights to my work
- Ø An eye opener in understanding the dimensions of the corporate public affairs function

Enrol Now—Lead the Transformation

The future of Corporate Public Affairs is being written now. Those who embrace Social Intelligence will shape it. Those who don't risk becoming irrelevant—or worse, liabilities to their organizations.

The corporate public affairs function stands at a pivotal juncture. Embrace Social Intelligence to decode stakeholder voices, anticipate emerging risks, and lead the narrative shaping that will define the future of Asian business.

Secure your place at the 2026 Executive Camp.

Join the Centre Asia's Corporate Affairs Executive Camp and gain the tools, insights, and influential network critical for your corporation's success and your personal leadership journey. Enrol today and be at the forefront of this transformation.

Registration closes January 30, 2026.

Empower your corporation. Advance your career. Lead with clarity and influence.

Registration

Date and time

Start time: March 16, 2026 from 9.00 AM – Day 1

End time: March 18, 2026, 5.30 PM – Day 3

Venue

Executive Education Classroom

3/F Lee Shau Kee Business Building

HKUST, Clear Water Bay, Kowloon, Hong Kong

Program fee

March 16-18, 2026

US\$2,900

Fees include coffee breaks and luncheon for the three days.

Accommodation - (not part of program cost)

Program participants can choose to stay on campus at The Conference Lodge at HKUST. The Centre can assist with reservations.

<https://www.conferencelodge.hk/en/about/overview.html>

In today's ever-changing environment, business executives are being tested in unimaginable ways.

Preparing, charting, and building the core competencies for the Corporate Public Affairs team is part of the due responsibility of any serious functional leader.

This exciting journey of continuous learning will cultivate a different mindset that embraces uncertainty and rapid change. The Centre can be your partner in transforming you and your teams to greater success. If you wish to know more about the professional development program we offer, please let me know.

Kind regards,



Joseph Fong
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Centre Asia for Corporate Public
Affairs
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