



JAKARTA  
HIGH LEVEL DIALOGUE  
ON ASEAN ITALY  
ECONOMIC RELATIONS

## BIOGRAPHICAL NOTE

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### **Caroline Cheong**

Caroline Cheong has been the Senior Director, Conferences and Strategic Programmes, in ASLI (Asian Strategy & Leadership Institute) since February 2017.

She is also the Acting Senior Director of the Centre for Public Policy Studies (CPPS).

She is an innovative professional with more than 30 years of progressive experience in diverse business environments.

She has done extensive work in Administration, Communications, Events & Projects Management and Information Technology.

She garnered varied experience in new business programmes and execution, cost containment, budgeting/finance, customer service, corporate communications/media relations and staff training, supervision and mentoring.

She has considerable experience in strategic events having been the project director for several major international events held locally and overseas.

She has also served as: Research Analyst in the Institute of Strategic Analysis and Policy Research (INSAP); Head of Research in the Malaysia Chinese Association (MCA) HQ; Senior Manager, Special Projects & Team Leader/Project Coordinator in the Global Knowledge Partners (GKP) Secretariat, an international civil organization promoting the use of ICT for Development.

She spent more than 6 years in UM Holdings, the commercial and investment arm, which is wholly-owned by the University of Malaya, where she coordinated and provided oversight for several development projects for the company on behalf of the University of Malaya.

Caroline Cheong holds a Masters' degree in Economics from the University of Malaya.