



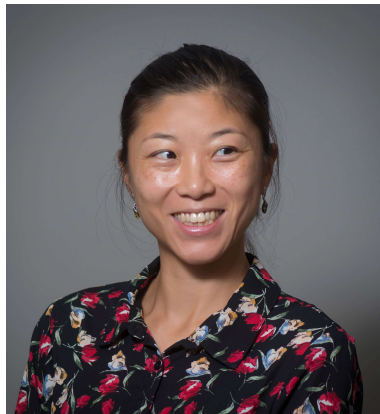
AmCham Women of Influence Awards 2021

Distinguished Judge

Alicia Lui

Women in Sports Empowered Hong Kong (WISE HK)

Founder



Alicia Lui is the founder of Women In Sports Empowered Hong Kong Limited (WISE HK), a charitable institution registered in Hong Kong. WISE HK champions sports for women and girls by using sports as a tool for empowerment. Currently she is the Project Director of TrailWatch, an initiative of the WYNG Foundation that promotes physical activity through hiking and protection of Hong Kong's natural environment.

Outside of her professional career, she is the AmCham Sports Committee Vice-Chair, as well as Chair of the Women in Sport Committee of the Asia Oceania Flying Disc Federation. In January 2021 through her TEDxEdUHK talk she shared about promoting diversity and inclusion in sports in Hong Kong. She is also author of Sporty Girl Journals, a children's book to encourage young girls to engage in sports.

She also has experience working in banking and management consulting in Hong Kong, London and Beijing, and holds a Masters in Public Administration from NYU-UCL and a Masters in Business Administration from INSEAD.
