

SABINA WONG

CO-FOUNDER &
CHIEF EXECUTIVE OFFICER



Sabina Wong is a distinguished leader and visionary entrepreneur, serving as the Co-Founder and Chief Executive Officer of Masyi Consultant and Services Hong Kong Limited, a certified women-led enterprise recognized by WeCommunity and a proud member of the United Nations Global Compact. With a commitment to excellence and innovation, Sabina has successfully positioned Masyi as a key player in the consulting industry, driving sustainable business practices and fostering international collaboration.

Under her dynamic leadership, Masyi Consultant and Services has forged strategic partnerships with a diverse array of esteemed organizations, including the Space & Upper Atmosphere Research Commission (SUPARCO) in Pakistan, GS1, the Hong Kong Polytechnic University, the United Nations One Planet Network, the Global Alliance for Buildings and Construction, the United Nations Innovative Network, and Microsoft Azure. These collaborations have not only enhanced Masyi's service offerings but have also contributed to the advancement of sustainable development goals across various sectors.

As a signatory of the United Nations Women's Empowerment Principles and the CEO Water Mandate, Sabina is dedicated to promoting gender equality and sustainable business practices on a global scale. Her multifaceted role encompasses corporate strategy, marketing, brand management, business development, vendor alliances, and the cultivation of corporate sponsorships, all of which are integral to Masyi's growth and impact.

Endorsed by the Government of Pakistan, Sabina plays a pivotal role in promoting investment opportunities across key sectors, including finance, agriculture, tourism, and technology. She has successfully facilitated investor site visits, fostered trade collaborations between Pakistan, Malaysia, Hong Kong, and China, and provided invaluable support to the Pakistani Consulate General in Hong Kong and Macau. Her strategic insights and leadership have propelled her company's expansion into Southeast Asia, leveraging a robust network of over 20,000 stores, 20 million users, and collaborations with financial institutions across 11 countries.

In addition to her role at Masyi Consultant and Services, Sabina is an active member of the Working Committee of Digital Governance and Sovereignty of the United Nations Alliance for the Future of Digital Organizations (UN AIFOD). In this capacity, she plays a crucial role in shaping policies and frameworks that promote digital governance and sovereignty on a global scale. Her responsibilities include engaging with international stakeholders, conducting comprehensive

research on emerging trends in digital governance, and advocating for sustainable digital practices that align with the United Nations' objectives.

Sabina's commitment to fostering innovation and collaboration extends beyond her professional endeavors. She is a passionate advocate for women's empowerment and sustainable development, frequently participating in international forums and conferences to share her insights and experiences. Her ability to unite public and private sector resources, coupled with her dedication to creating inclusive and sustainable business environments, positions her as a trailblazer in business innovation and international collaboration.

With a proven track record of success, Sabina Wong exemplifies strategic acumen, creativity, and leadership. Her unwavering commitment to driving her organization's growth and enhancing its impact on global markets continues to inspire those around her, making her a respected figure in the realms of business and international development.