



Priscilla Leong

Managing Director – Expotrans Pte Ltd

Introduction

Priscilla Leong is a commercially-minded networker, likes to engage with people and create win-wins by connecting the dots and exploiting opportunities.

Priscilla is currently the founder and Managing Director of Expotrans Pte Ltd, a company established with a vision to leverage on technology to enhance efficiency in operational processes and enhance customer experience for Events industry. The company is an affiliate of Expotrans SpA, a company established since 1990 operating as official freight forwarder at major Italian venues like Fiera Milano in Italy and also Crocus in Moscow.

Prior to this, Priscilla is the Global CEO for Agility Fairs & Events Logistics (“Agility”). In her 16 years with Agility, she started as CFO rising to role of COO and subsequently promoted to CEO. In Agility, she had oversight of a network of offices in over 30 countries covering Americas, Asia Pacific, Europe and Middle East. Priscilla also headed the operations of Fairs & Events unit in Singapore and was also directly responsible for business development for APAC.

Being passionate about the Meetings and Business Events Industry, Priscilla had previously served on SACEOS Exco from 2011 till May 2020 in various capacities, separately as Hon. Treasurer, Hon. Secretary, Committee member and VP-Community. During her tenure with SACEOS, she was instrumental to the establishment of MOU between IELA and SACEOS, worked on changes in the Constitution of the Association. She was also involved in the establishment of SACEOS Sustainability Accreditation for the Industry and worked on revamping the membership structure for SACEOS to be more inclusive for the future.

Through the years, Priscilla is very much plugged into the Events industry through her involvement with other industry associations like AFECA, IELA and UFI, keeping abreast of developments in the industry.