

Mr. Jonathan Wong



Project Director Centre for Entrepreneurship The Chinese University of Hong Kong

Jonathan Wong has extensive international business experience, including over 20 years in fast-paced industries.

Jonathan spent over 11 years at one of the largest satellite TV networks in Asia, STAR TV, owned by News Corporation Ltd., in early years in his career. During his tenure as Associate Vice President in Business Development, he was involved in numerous multi-million-US dollar projects in Asia Pacific, launching TV channels on various platforms, as well as leading the very first STAR TV satellite direct-to-home (DTH) TV service.

Jonathan joined Celestial Pictures as Director of Channel Distribution and launched the very first global Chinese movie channel. Later, he had worked in Business Development, PR, and Marketing at NDS, a technology subsidiary of News Corporation Ltd and now Synamedia, Hong Kong International Film Festival Society, Al Jazeera Media Network and MX1, a media technology subsidiary of SES, the largest satellite company in the world.

Jonathan is a frequent speaker at seminars and conferences. He provides training and consultancy to organizations in both the public and private sectors, as well as mentorship and consultancy for social enterprise and startup business. He also spent time at the Hong Kong Council of Social Service as Business Consultant in the past, looking after social projects.

Jonathan is currently Project Director at The Centre of Entrepreneurship at The Chinese University of Hong Kong, Visiting Lecturer at The Hong Kong Polytechnic University and Trainer and Mentor at The University of Hong Kong and The Hong Kong Science and Technology Parks.

王湘文先生



項目總監 創業研究中心 香港中文大學

王湘文先生擁有豐富的國際商業經驗。王先生在職業生涯的早期，曾在亞洲最大的衛星電視網絡之一新聞集團旗下的 STAR TV 星空衛視工作了超過 11 年。在擔任業務發展助理副總裁期間，他參與了亞太地區眾多價值數百萬美元的項目，在各種平台上推出電視頻道，並領導了第一個 STAR TV 衛星直播到戶 (DTH) 電視服務。

其後，王先生加入天映娛樂有限公司擔任頻道發行總監，並推出了全球第一個華語電影頻道。後來，他曾在新聞集團的科技子公司 NDS 和現在的 Synamedia、香港國際電影節協會、卡塔爾半島電視台和全球最大的衛星公司 SES 的媒體技術子公司 MX1 從事業務發展、公關和行銷工作。

王先生經常在研討會和會議上發表演講。他為公共和私營的組織提供培訓和諮詢，並為社會企業和創科公司提供指導和顧問服務。他也曾在香港社會服務聯會擔任商業顧問，負責不同的社會項目。

王先生現任香港中文大學創業研究中心項目總監、香港理工大學客座講師、香港大學及香港科技園區培訓師及導師。