

Profile Write-Up

Patricia Cheong

Managing Director, Comexposium Singapore

With over 30 years of experience in the business events and exhibitions industry, Patricia Cheong is a seasoned leader dedicated to driving the growth and transformation of the MICE sector in Singapore and beyond. She has successfully led and shaped major trade shows, conferences, and business platforms, demonstrating a strong ability to curate impactful experiences, foster industry collaboration, and drive commercial success.

As Managing Director at Comexposium Singapore, Patricia oversees a diverse portfolio of events across multiple industries, focusing on market expansion, audience engagement, and strategic growth. Previously, as Event Director for ATxSG at Informa Tech, she played a key role in enhancing the influence and relevance of leading industry events, driving innovation and new engagement formats.

Passionate about talent development, Patricia served as Chairperson of the Singapore MICE Challenge in 2023 and 2024, mentoring and inspiring the next generation of industry professionals. She was also a member of the 43rd SACEOS Executive Committee, contributing to initiatives that drive industry growth and innovation. Committed to fostering collaboration, professional development, and strengthening Singapore's global competitiveness, she looks forward to bringing her expertise and leadership to SACEOS as part of the Executive Committee.