



## Eric Ng

CEO, Happiness Capital Ltd

Eric setup Happiness Capital, the global venture capital arm of the Lee Kum Kee Group with the mission to create global impact and make the world a happier place. The investment portfolio covers US, UK, Europe, Israel, mainland China and Hong Kong, from seed to growth stage. Environment (both Earth and Space), Sustainable Food, Health and Trust are the main investment areas. Happiness Capital is a Certified B Corp. He is also a member of the Policy Research Committee of the Financial Services Development Council HK.

Prior to joining the Lee Kum Kee Group, Eric co-founded AGENDA in 2000 and grew it to the largest independent digital marketing agency in Asia, which was acquired by WPP in 2008. Stayed with WPP after the acquisition as the Chief Client Officer (Asia Pacific) of the WPP Wunderman network. Eric's first venture was an AI cancer diagnostic and treatment planning startup in the UK and US in 1994, which was acquired. He was with Cap Gemini US, a global consulting group, as Director of e-Business in 1997-2000 to help Fortune 500 companies on digital innovations. Eric was an AI research scientist and university lecturer in the UK in early 90s