

## Hong Kong-Israel Collaboration Workshop Series: AgriFood-Tech Speaker Bios - Panel Discussion



**Eric Ng**  
**CEO**  
**Happiness Capital**

Eric oversees Happiness Capital. He is also a Senior VP at the LKK Health Products Group of which Happiness Capital is a member company. Eric leverages his extensive experience as a global entrepreneur to help startups to create successful businesses that make the world a happier place.

Eric was one of the founders of AGENDA which was the largest and most innovative digital agency network in Asia with a significant presence in China. AGENDA was sold to WPP in 2008, the world's largest communications services group, and became part of WPP's Wunderman network. Prior to joining LKK Health Products Group in 2014, Eric was the Chief Client Officer of Wunderman Asia Pacific. Eric helped many famous clients such as Disneyland, Johnson & Johnson, Walmart, Colgate, etc. to create innovative digital marketing and online commerce initiatives to drive business results.

In the mid 90's, Eric co-founded his first startup in the US and UK. This was a software product company that focused on applying Artificial Intelligence (AI) and internet technologies in the insurance and healthcare industries. After it was sold to a large US managed care group, Eric joined Cap Gemini US as their Director of e-Business and advised many Fortune 500 companies on how to leapfrog their competitors with digital transformation.