



## **Alma Au Yeung**

Corporate Director – Strategic Projects and Partnerships

With over 25 years of industry expertise, including over a decade in senior management roles, Alma Au Yeung is the Corporate Director – Strategic Projects and Partnerships of Emaar Hospitality Group, with overall charge in driving the Group's strategic partnership with Expo 2020 Dubai as its Official Hotel & Hospitality Partner.

In addition to leading the Group team to deliver on its mandate as the Official Hotel & Hospitality Partner, Alma will be involved in planning, managing and executing numerous private clubs and catering sites within the Expo 2020 Dubai site. She will develop strategic plans to drive incremental business growth prior to and during the much-anticipated global event by selling rooms, events and F&B.

Alma will also focus on the guiding spirit of Expo 2020 Dubai – 'Connecting Minds, Creating the Future' – and its three sub-themes, Opportunity, Mobility and Sustainability to build new strategic partnerships, market awareness and business opportunities.

Alma was previously Group Director of Lifestyle Events, Sponsorship & Partnership at Emaar Hospitality Group. She was responsible for the development, planning and management of the Group's varied lifestyle events and ensuring that the highest standards are upheld.

Alma was one of the first employees in Emaar's events department, and has been associated with all key project launches. She has played a pivotal role in the international expansion of the business and has been involved right from the design stage for organising events for new hotel openings.

Alma has also been an integral part of the Emaar Properties team, collaborating on diverse projects including the opening of Burj Khalifa, The Dubai Fountain and The Dubai Mall. Among other prestigious events she has been part of include the New Year's Eve Gala in Downtown Dubai, the Ramadan projects at Emaar and the Vogue Dubai Fashion Experience held in The Dubai Mall.

Previously, she has worked on several significant hospitality ventures with prominent global hotel brands in Asia and UAE.

Alma was ranked 3rd in the top 25 influential women hoteliers in Middle East 2019.