

Christine Cheng named Singita's sales manager in East, South East-Asia

Conservation and ecotourism brand Singita has appointed Christine Cheng as its sales manager in East and South-East Asia. She will represent Singita exclusively in the region covering Singapore, Hong Kong, Japan, Malaysia, Philippines, Taiwan, Korea and Indonesia, as well as China in the short term.

Cheng has 15 years experience in the luxury hotel industry, representing iconic brands such as Aman, Baglioni and Shangri-La. More recently, on return to Singapore, she joined Baglioni Hotels & Resorts as the regional director of sales for Asia.

In her role as Singita's sales manager, she will maintain relationships with key partners through representation at trade shows, sales trips and client events, focusing on new market opportunities to generate growth from the region.

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