

BIODATA

HARRY C. HUI

Chief Marketing Officer

PepsiCo International, Greater China Region, Beverages

In January 2007, Mr. Hui joined **PepsiCo International Greater China Region, Beverages** business as **Chief Marketing Officer**, bringing his broad creative and business capabilities to manage the marketing and innovation agenda across the full portfolio of its beverage brands in Greater China. The brands under his management include Pepsi Cola, Gatorade, Tropicana, Dole, 7UP, Mirinda, Starbucks as well as other locally developed brands.

For the past decade, Harry C. Hui has been at the forefront of the media and music industries in Asia. Mr. Hui was Regional Managing Director of **Warner Chappell Music Publishing (WCM) Asia Pacific from '95 - 98**. In 1998, Mr. Hui joined **MTV Networks Asia**. As Executive Vice President and Managing Director of MTV North Asia, he was responsible for the channel's developments in China, Hong Kong, Korea and Taiwan. In 1999, he created and produced the first Asian MTV Awards show in collaboration with China Central Television (CCTV). Mr. Hui joined **Universal Music**, in January 2002. As President of the South East Asia division headquartered in Hong Kong, he oversees all aspects of the company's business in China, Hong Kong, India, Indonesia, Korea, Malaysia, the Philippines, Singapore, Taiwan and Thailand. Universal Music Asia produced music-based movies, TV programs, musicals and mobile content services across the region.