



Category 7 - Best Industry Rising Stars

Vicky Chan



Vicky Chan, Assistant General Manager – Corporate Sales and Marketing of Asia Pioneer Entertainment Holdings Limited (APE). From a very beginner, Vicky has spent over 11 years in APE and gaming industry, and now she becomes an expert with rich experience and is knowledgeable about gaming industry in Macau and South East Asia Region, such as Cambodia, the Philippines and Vietnam.

Her main responsibilities are to establish sales objectives by forecasting and developing regional annual sales quotas in the Macau and South East Asian territories, and to seek for new products and strategic partnerships in Electronic Gaming Machine (EGM) suppliers and machines leasing projects. From the past to present, Vicky has been making great efforts on satisfying customers' needs with her sophisticated client management, has introduced innovative brands and products to the gaming market, such as Jumbo Baccarat, KONAMI Fortune Cup and Spintec multigame, etc. It demonstrated her great leadership and professional business ability.

Moreover, she took part in the company's Initial Public Offering (IPO) process. After company was listed in Hong Kong since 2017, technical sales and distributions of APE increased by 27% in 2018, which is one of the group's core continuous business growth.

"You will never get tired of this industry. Slot players tend to look for interesting and new technology products, which allows you to look for interesting products all over the world. Also, I feel proud to be trusted by the customers and working with a passionate strong team in APE." Said Vicky Chan. In the future, she will keep finding new strategic partnerships in EGM suppliers and machines leasing projects for the company and increase products market share in South East Asia.