



Anna Lin
Chief Executive
GS1 Hong Kong

Anna Lin is the Chief Executive of GS1 Hong Kong, founded by the Hong Kong General Chamber of Commerce since 1989. In this capacity, Ms Lin leads the organisation in driving the industry's adoption of global supply chain standards, technologies and practices for better business efficiency and competency.

Ms Lin holds a number of civic appointments in various HKSAR Government's committees including Logistics Development Council, Hong Kong-Taiwan Business Cooperation Committee, Trade and Industry Advisory Board as well as "Digital 21 Strategy" Task Force on Industry Facilitation.

Ms Lin also sits on various industry and professional committees including Hong Kong Trade Development Council's Logistics Services Advisory Committee, Asian Institute of Supply Chain & Logistics Advisory Board, Efficient Consumer Response Asia Pacific Council and Hong Kong Public Key Infrastructure Forum. Moreover, she is an advisor of Hong Kong-ASEAN Economic Cooperation Foundation.

Ms Lin is a Hong Kong native. She holds an MBA degree in Strategic Management from the Birmingham University of UK. She is also a member of Birmingham University Business School Advisory Board.