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Monica Lee-Müller Wins JMIC Profile + Power Award 2023

Barcelona, 27 November 2023 - Monica Lee-Müller, Managing Director of the Hong Kong Convention and Exhibition Centre (HKCEC), has been honoured with the prestigious JMIC Profile + Power Award for 2023. The members of Joint Meetings Industry Council (JMIC) acknowledge Monica's outstanding leadership and significant contributions to the events industry, recognising her exceptional achievements, global influence, and commitment to sustainability.

Monica Lee-Müller brings over 30 years of experience in the events industry. During this time has transformed the Hong Kong Convention and Exhibition Centre into a world-renowned venue for distinguished exhibitions and conventions.

One of Monica's key initiatives is the [Think Before Plastic](#) campaign, launched in 2018, which has made a substantial impact on sustainability efforts. The campaign successfully phased out 1.7 million pieces of disposable plastic annually, earning the UFI Sustainability Award in 2019 for its innovative approach and engagement with exhibitors, service providers and various audiences.

James Rees, President of the Joint Meetings Industry Council, congratulated Monica, stating, "Monica Lee-Müller exemplifies the qualities we seek to recognise with the JMIC Profile + Power Award. Her leadership at the Hong Kong Convention and Exhibition Centre, coupled with her dedication to sustainability through initiatives like *Think Before Plastic*, has had a profound impact on the industry. Monica is a true leader, and we are delighted to honour her achievements with this prestigious award."

Monica's commitment to social responsibility is further emphasised by her support for projects like the Food Angel food rescue program. In 2023, she was awarded the Medal of Honour by the Hong Kong Special Administrative Region Government in recognition of her invaluable contributions to the development of the convention and exhibition industry in Hong Kong.

About the JMIC Profile and Power Award

The JMIC Profile and Power Award, presented annually at IBTM World in Barcelona, acknowledges individuals making significant contributions to advancing the awareness and influence of the Meetings Industry in their communities. -Ends-

For more information contact jmic@themeetingsindustry.org