

**Mr James Lu Shien-Hwai**  
**Executive Director**  
**Hong Kong Hotels Association**



Mr James Lu is the Executive Director of Hong Kong Hotels Association. A certified public accountant (CPA) by training with a Bachelor of Commerce degree in Business Administration and Accountancy, Mr Lu also holds certificates in Finance and Marketing from the University of Pennsylvania, Wharton School.

Mr LU served as Principal Lecturer on Leadership at Hong Kong Institute of Marketing, Visiting Professor at the School of Hotel and Tourism Management of The Hong Kong Polytechnic University for their Master of Science Program in Human Resources Management, Instructor for The Institute of Hospitality, UK at The Peninsula, Shanghai, Guest Lecturer at Cornell University, The Hotel School of Hospitality Management and Tsinghua University in Beijing and Productivity Improvement Program Leader of a United Nations Initiative in Singapore.

A Canadian born national, his work experience spans 6 industries in 5 countries and he was also a licensed instructor for the Union Carbide Management System, a Fortune 100 company where he worked for 7 years.