



Dr. Fang Hua

Department of Cross-Border E-Commerce | Assistant Professor

Employment History

- Dec 2015 – Present Co-founder and CEO, Macao/Zhuhai Hengqin Bringbuys Network Science and Technology Limited Company
- Jul 2020 – Present Director and General Manager, Bringbuys Zhushan Turquoise Group (Hubei) Co., Ltd.
- Feb 2021 – Present Director and General Manager, Macau Jewellery Group Limited
- Jun 2008 – Dec 2023 Vice President, Macao Commercial Post

Education

- Jun 2019 – Dec 2022 Doctor of Business Administration (DBA), Macau University of Science and Technology

Social Positions

- Vice Chairman, General Association of Hubei Associations in Macau
- Executive Vice President, Association of Macau Internet Economy
- Deputy Chairperson of the Supervisory Board, Macau Economic and Livelihood Alliance
- Deputy Secretary-General, Union for Culture Media Communication of Macau

Core Competencies

- Strategic leadership and entrepreneurship: A successful serial entrepreneur and business leader with strong capabilities in strategic planning and execution from zero to one, and proven experience in independently managing the full SOP process.
- Cross-border resource integration: Deeply familiar with the business environments of Guangdong and Macao, with a strong ability to connect government, industry and market resources and drive the implementation of cross-sector projects.
- Industrial upgrading and brand internationalisation: Proven practical experience in branding, digitalisation and internationalisation in traditional resource-based industries, including turquoise and jewellery.
- Government and public relations: Extensive experience in social positions, with excellent public affairs capabilities and access to high-level networks.