

Forum on
“Policy Options for Zambian Tourism Development and Promotion”
Guest Speaker: Huang Soon Fook, Head of Asia Centre for Entrepreneurship



Huang graduated in accountancy from Tunku Abdul Rahman College, Malaysia. In 1979 he started his career as an external auditor and was exposed to auditing of a wide range of industries - shipping, finance, manufacturing, tourism, hospitality, insurance, automobile, tin mining, plantation, trading, property development and construction.

From auditing, Huang moved on to the commercial sector as accountant in furniture manufacturing and importing company, business development manager of world renown Mizuno sports products (Japan) in Malaysia and Singapore, and Park Manager of an aquaculture tourism cum beach resort in the fishing village near his hometown Banting, Selangor, Malaysia. He was selected by the Ministry of Tourism to represent the Malaysian Delegation for “Visit Malaysia 1990” in Australia (Sydney and Melbourne).

Huang continued his career as administration, marketing and finance manager for a security services firm providing security services to a wide range of industries - property development, hotels, shopping malls, banks, factories, logistics, goldsmiths, hypermarkets, condominiums, housing estates, toll operators and plantations.

From accountancy, Huang expanded his professional qualification in marketing from Chartered Institute of Marketing, United Kingdom in 1992 and took up the post of General Manager in a company which imports and distributes auto audio and accessories components throughout Malaysia, Singapore and Brunei. He obtained his Master of Business Administration (MBA) in Strategic Marketing from the University of Hull, England in 1995. Thereafter, Huang started his practice in management and marketing services offering services to companies from a wide range of industries.

Huang completed his PhD in Entrepreneurship in Binary University and currently serves as Head of Asia Centre for Entrepreneurship (ACE) in Binary University. He is a recipient of the Ministry of Education Fundamental Research Grant Scheme in 2011 for his research on entrepreneurship. He lectures in Global Issues in Entrepreneurship, Corporate Entrepreneurship, Managing Entrepreneurial Ventures, Strategic Management, Corporate Strategy, Marketing Management, International Marketing, Integrated Marketing Communications, Direct Marketing, Customer Relationship Management, Brand Management and Franchising in Binary University. He presented several papers on entrepreneurship in international entrepreneurship conferences, forums and workshops.

Mr Huang is a consultant in corporate strategy, financial analysis, feasibility studies, risk management, marketing management and business planning and corporate entrepreneurship. Currently, he is management consultant for a hotel in the capital city of Kuala Lumpur and another hotel in the historical city of Melaka under the same owner