

Female Entrepreneurs: Their Work and Stories



Supported by the [SME & Start-up Committee](#)

Speakers:

Heidi Yu Spurrell, CEO & Founder, Future Green

Lucy Greenleaf, Founder, The Leaf Group

Rosemary Goater, Co-founder & Managing Director,
SystematicEdge Limited

Moderator:

Corin Wilson, Director, Trade & Investment in the Department for Business & Trade, British Consulate General in Hong Kong

Female Entrepreneurs: Their Work and Stories

In the world we live in now, where "women's equality" and "entrepreneur" are not uncommon phrases, are you curious about what stories we tell when combining the two? In this event dedicated to female entrepreneurs, we have invited three founders to share their career choices and views on how they approach work in today's business environment.

The SME and Startup Committee at the British Chamber of Commerce in Hong Kong is very pleased to welcome Heidi Yu Spurrell, Lucy Greenleaf and Rosemary Goater to join us for a breakfast meeting to discuss and share their work and stories. The session will be moderated by our own committee member Corin Wilson.

In this event, the following will be discussed:

- Their stories of becoming an entrepreneur and their businesses
- Views and experiences on fundraising
- Impact on businesses from supply chain, global

inflation, talent management and more

- Challenges and opportunities as a female entrepreneur

There will also be time for you to ask questions, and we are excited to welcome you to this in-person meeting at the Hong Kong Club.

About the speakers



Heidi Yu Spurrell is the CEO and Founder of Future Green, a consultancy focused on food systems sustainability in Asia. With a background in sustainable diets and food policy, Heidi is passionate about transforming the food sector to make it more sustainable. She has worked for international organizations in various cities, gaining experience in sustainability practices. Future Green is a prominent voice for sustainability in the Hong Kong and APAC food sector. Clients include

multinationals like Pernod Ricard, and local landlord developers like Henderson Land Group and Nan Fung.

She has a Masters in Food Policy from City University London and a Post Graduate Diploma in Research Methods from University College London (UCL). Heidi is a mother of three and enjoys cooking and entertaining.



With a passion for people, problem solving and entrepreneurship, **Lucy** founded The Leaf Group, an agency to provide project management services to founders and startups in Hong Kong and beyond.

As a former Executive Assistant and Chief of Staff to board level executives, creative founders and industry leading marketers across London, Sydney, Singapore and Hong Kong, Lucy discovered a need for the same organisational skills to be applied within the world of startups, where lean teams require agile solutions to often unexpected problems.

She has previously built an award-winning mentorship scheme for young executives and operated an international programme to support female entrepreneurship through a series of masterclasses and networking.

Lucy holds a degree from the University of Exeter in History and International Relations, alongside a Diploma in Intelligent Marketing.



Rosemary is co-founder of SystematicEdge where the mission is to deliver high performance Systematic Investment and Currency Management Solutions to

maximize net income, minimize costs while providing safety and transparency to their clients.

Before SystematicEdge, she spent 20 years of her career in executive search most recently as a partner with one of the leading global leadership consulting and executive search firms. Working within their global Financial Services practice, she had as clients the senior leadership teams across Asset Management, Hedge funds, Banking, & Insurance. She believes that talent is the core of every business, and brings that ethos to her role at SystematicEdge.

She has lived 25 years in Asia, 6 years in Europe, and in addition to her native English she speaks Japanese and French fluently.

About the moderator



Corin is a career diplomat with nearly twenty years focussing on international trade for the UK Government.

Corin began his diplomatic career in China, based in Beijing, focussing on investment into the UK. Working with companies including China Mobile, Bank of China, Huawei from 2005 to 2009, he also led on Ministerial delegations to and from China including to the 2008 Beijing Olympics.

In the years following that, he established the UK Government's first commercial team on smart cities and took up a posting in India where he worked with companies including Rolls-Royce, Airbus, Tata, Mahindar and Godrej.

Corin has been Director, Trade & Investment in the

Department for Business & Trade, based in the British Consulate General, Hong Kong since September 2020, leading teams focussing on industries including technology and innovation, financial services, infrastructure and creative.

This event is hosted by Jeremy Sheldon.

Ticket includes a full hot English breakfast buffet.

Please note that Business Attire is required by the Hong Kong Club - collared shirts must be worn by men, and jeans, sandals and sports shoes are not permitted. To see the full list of club rules on dresscode, please [click here](#).

Pricing

- Start-up Member: HK\$440
- Member: HK\$550
- Non-Member: HK\$680

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.