

Moving into the Frontier

May 7, 2014 (Wednesday)
Hong Kong Convention & Exhibition Centre



SPEAKERS SPOTLIGHT - Max Missbichler & Blake Ireland



Mr. Max Missbichler, Senior Sales Manager, TROX Malaysia Sdn. Bhd.

Max grew up in Austria and has over 10 years' experience in HVAC systems. He started in the HVAC business as an Engineer employed by a HVAC contractor. In 2002 he moved to TROX in Austria and became their Technical Expert before relocating to Malaysia in 2008. Max is now responsible for the promotion of TROX technology in the Asia Pacific region excluding China. Max is a great advocate of encouraging the adoption of green technology which is fueled by his concern for the environment and enabled by his wealth of practical experience.



Mr. Blake Ireland, Managing Director, Life Solutions

Blake started in the construction, development and property sector since 1995. He served in Taylor Woodrow Capital Developments (London & Hong Kong) running the SE Asia Sales & Marketing Office / Liaison Office, a joint venture partner of Hutchison Whampoa, FPD Savills (Hong Kong) assuming the role of Manager of the International Sales & Marketing Department of Residential Property, and RHK Design Limited (Hong Kong) as Head of Business Development. In late 2003 Blake founded Life Solutions to source, install and maintain high grade water and air filtration equipment in the corporate, residential and hospitality sectors in Hong Kong and Macau. In 2008, Life Solutions expanded into Mainland China to provide its services to similar market sectors. Life Solutions is regarded as the premium service provider in Greater China for delivering clean and healthy water through filtration. Blake is an active environmentalist participating in various green events. He also leads the company to introduce sustainable drinking water solutions to the general public through delivering education sessions and sponsoring high grade filtered water in environmental fun fair and sports activities.

Power Speakers

Ir Alfred W H Sit	Deputy Director, Electrical & Mechanical Services Department, HKSAR Government
Mr. Damian Mears	Associate Director, Head of Workplace Strategy North Asia, Jones Lang LaSalle
Mr. Glan Blake Thomas	CEO, AET Flexible Space (Hong Kong) Ltd
Mr. Jin Kim	Global Solution Architect, Schneider Electric Asia Pacific Limited
Dr Kwok Wing Kwong	Project Manager, Sun Hung Kai Properties Co. Ltd.
Dr Philip Yu	Director, Asia Pacific Environmental & Applications Engineering, Trane
Mr. Ronald Chin	Executive Director, Hong Kong Green Building Council
Mr. Tony Wong	Director, Workplace Resources, Asia Pacific and Japan, Cisco

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