



**Pamela Mar**  
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Pamela Mar is the Managing Director of the Digital Standards Initiative (DSI) of the International Chamber of Commerce (ICC), based in Singapore. The DSI is a public private partnership backed by the ICC, Asian Development Bank, World Trade Organization, World Customs Organization and the Singapore government, that accelerates the digitalization of global trade in three areas: convergence on digital standards, legal and policy reform, and digital readiness across the public and private sectors.

Prior to joining the DSI, Pamela was Executive Vice President for Supply Chain Futures, and then EVP for Knowledge and Applications for the Fung Group, a Hong Kong based multinational supply chain manager where she was also the first Group head of Sustainability. She was named one of Asia's ten A-list sustainability leaders in 2019, and is a recognized industry leader in this area.

Prior to moving to Hong Kong, Pamela was based in Shenzhen, China, as a Director of Global Finance for TCL Multimedia Technology, the first major Chinese company to go global by buying a major foreign brand.

Prior to TCL, Pamela ran Greater China for the World Economic Forum, based in Geneva for five years. Pamela was born in New York and went to university in the USA, but has spent the majority of her life abroad. She speaks English, French and Chinese, and holds a Bachelor's degree *summa cum laude* from Yale University and an honors M.Sc from the London School of Economics.

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