

## KITHANIE CHOI NOR CHING

Business Development Director – Asia

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Ms. Kithanie, Choi Nor Ching has joined RAK International Corporate Centre in the position of Business Development Director – Asia, based in Shanghai.

In her new role, Kithanie will be responsible for managing regional business development in China to ensure consistent and rapid growth across all channels, define long-term strategic BD and revenue goals & identify & attract major CSPs from target region, and drive regional growth in line with the company overall global strategy.

Kithanie has a combined 16-year experience in customer service management, handling corporate customer requirements and business development in the China market. She has been working with Vistra group since 2007 as the customer service & account manager dealing with company formation, trust, & fiduciary services.

Kithanie received her Bachelor of Business Administration (Honours) from Lingnan University. She is an affiliate of ACCA and also has LCCI certification in 3rd and 2nd levels of accounting.

### EDUCATION

**Bachelor of Business Administration**

Lingnan University

### LANGUAGES

English

Mandarin

Cantonese

Hokkin