



LEA MARKETING COMPANY LTD

From Dream to Reality: Innovative Concept Takes to New Heights

What began as a tale of selfless love has blossomed into a hugely successful business incorporating event management, public affairs and trading. Meet ANDREE LEE, founder of LEA MARKETING COMPANY LTD.

Lee actually started by doing charity. “I started by designing a doll and creating and drawing stories online. I then started to design T-shirts, dolls, key rings, cookies etc for charity sales. All donations were used for supporting mainland children’s education and their living (for families below the poverty line),” recalls Lee.

“After that I started my trading firm for trading products in Hong Kong and China. That’s when people began to introduce clients to me through word of mouth and then we developed one more PR Branch for helping brands and companies and individuals to do promotions and marketing. In 2017, with a new investor, we will further extend our services to an online media platform and artistes management company,” says Lee, excitedly.



China Plans

“In the past one to two years, we began to work in Shenzhen, Guangzhou and Shanghai, and started developing a new network there. We started by testing the market by doing small projects like exhibition production, then further helping local brands to do events in China. Work we have done on the mainland before including annual dinners, seminars, media events and product launches



Andree Lee, founder of Lea Marketing Company Ltd.

and VIP events.”

“We are not only a PR firm, but also a marketing firm,” Lee says. “We have our own charity and online media platform and will also manage our own professional talents and artistes, with whom we can provide one stop professional services. We serve all kinds of clients, including clients in financial field, beauty, fashion, IT, education government ses-

sions, F&B, restaurants, retailing brands. We do not only do launch events, but also birthday parties, weddings and annual dinners.”

Yes, competition is keen and price wars always existed but we try to keep our good work and professionalism and continue to attract new clients by word of mouth.”

“In 2017, with new investors, we will further extend our services to an online media platform and artiste management company. We keep trying regardless and that’s what takes us forward. We have to continue to showcase our abilities, reach out to exceed the expectations of our clients. More importantly, the bottom line for us is this – to reach out to help our fellow man. This is my calling and I believe, the foundation of all that we do here.” ■



Lea Marketing awarded as Most Outstanding Marketing Solution Services at Mediazone's Most Valuable Services Awards 2017.

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