



**LINKING OPPORTUNITY
UNLEASHING SUCCESS**

FIDELIS

A Public Relations & Marketing
focused company supporting
the enterprises in the maritime
and supply chain sector



Our Company

Fidelis specializes in facilitating meaningful connections with prospective partners and relevant stakeholders—connecting people, ideas, and opportunities, and advising international and Chinese companies on enhancing business collaboration and growth

We are equally committed to empowering the next generation, opening pathways into the market and creating opportunities that nurture emerging talent and future leaders

Our Founder

Fidelis was founded by Catherine Chow, a seasoned executive with deep multicultural experience spanning global corporations and China's state-owned enterprises in the supply chain sector

With a proven record in group-wide marketing strategy, Catherine has led high-impact commercial initiatives that shaped corporate direction, strengthened board governance, and advanced large-scale industrial development in Hong Kong. Her expertise covers strategic project management, international business development, and cross-border collaboration, supported by an extensive network across maritime terminals, sea and airfreight logistics, e-commerce supply chains, and international industry institutions

Catherine previously served as Senior Consultant for Group Marketing at China Merchants Port Holdings (CMPort), Shareholder Representative and Chief Corporate Officer of Asia Airfreight Terminal (AAT), and General Manager of AAT Dongguan Co. Ltd. Prior to these roles, she also held key positions at Jardine Shipping Agency, Jardine Logistics Services, and Modern Terminals



Our Team



Jenna Ho

Creative Support Specialist

Provides hands-on assistance in launching the company, and develops promotional materials



Daniel Tang

Marketing trainee

Supports marketing activities and promotional outreach

What Sets Fidelis Apart ?

Fidelis unites executive-level strategic vision with practical multicultural expertise, shaped by founder Catherine Chow's career across global corporations and China's state-owned enterprises

Our guidance is rooted in direct experience across maritime and air terminals, sea and airfreight logistics, and the intricacies of cross-border trade.

Partnering with Fidelis means working with a team fluent in the dynamics of both global corporations and China's state-owned enterprises—transforming that insight into strategies

We operate along two complementary directions within the same sector:
PR-based content and **industry-based content**

Dual Business Focus : PR-Based Content

Public Relations & Communications - Strengthening external relations, enhancing brand visibility, and fostering meaningful stakeholder engagement

Corporate Representation - Acting as the Hong Kong and Mainland China representative for overseas enterprises, leading sales initiatives and marketing promotions

Partnership Facilitation - Leveraging international connections to identify strategic partners and facilitate large-scale project collaborations

Showcasing Our Capabilities

Customer Event Planning and Support

- London : Lloyd's List Intelligence Global Award
- Munich : Transport Logistica Munich
- Hamburg : EUROGATE Hamburg Terminal Seminar
- Long Beach : Transpacific Maritime Conference
- Singapore : Singapore Maritime Week
- Hong Kong : Asia Freight Logistics and Supply Chain Award

Professional Communications

- Journal Interview
- Industry forum
- Conference
- Seminar

Showcasing Our Capabilities

Reputation Building

- Digital Infrastructure Sustainable award from International Association of Port and Harbour (IAPH)
- Green award from APEC Port Service Network (APSN)
- Global performance award from Containerization International
- Global performance Award from Lloyd's List Intelligence

Industry Advisory and Guidance

- Industry Training Advisory Committee, providing industry-aligned qualification standards
- Advising program for Internship in Hong Kong and overseas
- Steering taskforce and enhancing industry operational efficiency

Dual Business Focus : Industry-Based Content



Formulated business model for upstream air cargo flow from Greater Bay Area to Hong Kong

2023-2024



**Relaxation of Air Draft
Restriction of Tsing Ma Bridge**

2015-2021



**Cross-boundary
Communication Mechanism
for Oversized Oil Rig Transit**

2015-2018

Dual Business Focus : Industry-Based Content



**Facilitating the Pilot
Exchange
Arrangement at
Urmston Road**

2021-2024



**Joint Promotion
MOU with global
port authority and
terminal operator**

2008-2013



**Joint Port Security Initiatives
Coordination in Kwai Tsing
Container Terminals**

2004-2006

The Value We Deliver

Gain Insight - We help clients clearly understand the situation. Fidelis doesn't just advise—we escort each project, guiding stakeholders with context, clarity, and actionable perspective

Strengthen Collaboration - By connecting international and Chinese companies, we foster meaningful partnerships and align stakeholders to achieve smoother cooperation and shared success

Unlock Opportunities - Our multicultural expertise opens doors to new markets and growth pathways—empowering both established players and the next generation entering the industry

Achieve Sustainable Growth - With strategies rooted in real-world experience across logistics, commerce, and governance, we translate insight that elevate brand presence and ensure long-term resilience

Collaboration Models

At Fidelis, we tailor our partnerships to suit each client's needs, offering flexible structures:

Retainer Contract - Long-term advisory support with guaranteed availability, ensuring consistency and strategic alignment

Job-Based Engagements - Targeted assignments for specific deliverables

By Project (Consulting & Execution) - Comprehensive consulting and implementation on a project basis, from strategic planning to delivery

Insourcing - Embedding Fidelis expertise directly within your team, strengthening internal capacity while maintaining external perspective and global best practices

Profit Sharing - Partnership model where compensation is linked to results, with fees structured as a percentage of profits or performance gains

THANK YOU

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汇聚机遇

凝炼成就

Fidelis 顶智

一家专注于公共关系和市场营销的公司，为海事和供应链领域的企业提供服务



公司简介

顶智专注于促进合作伙伴及持份者建立有价值的联系——连接人脉、理念和机遇，并为国际及中国内地企业提供市场营销咨询服务，以加强业务合作与发展

我司同样致力于赋能下一代，为他们开辟职场实践之路，并创造机会，培育新兴人才和未来领袖

创办人简介

顶智由周秀琼 Catherine Chow 创立，她是一位经验丰富的资深高管，拥有深厚的多元文化经验，曾在国际企业和中国国有企业的供应链领域任职

Catherine 在集团整体营销策略方面业绩卓著，曾领导多项影响业界营运举措，借此推动了香港的大规模产业发展。另一些举措又塑造了公司发展方向，还加强了董事会治理。她的专长涵盖策略项目管理、国际业务拓展和跨境合作，并拥有广泛的人脉网络，涵盖海运码头、海空物流、电子商务供应链和国际行业机构

Catherine 曾任招商局港口控股有限公司 (CMPort) 高级顾问、亚洲空运中心有限公司 (AAT) 股东代表兼企业发展总监，以及 AAT 东莞有限公司总经理。在此之前，她还曾在怡和航运代理有限公司、怡和物流服务有限公司和现代货箱码头有限公司担任要职



团队简介



Jenna Ho

创意支援专员

提供公司建立创意支援
并开发推广材料



Daniel Tang

营销实习生

支援市场开发及推广活动

顶智的独特之处

得益于创办人Catherine Chow 在跨国公司与中国国有企业的深厚工作经历，顶智兼具高管级策略视野与多元文化实践经验

我司的咨询方案建立于海运、空运及跨境贸易的实战积累之上，深谙跨国企业与中国国有企业的运作模式，并能将这些洞察转化为切实可行的策略，帮助客户在复杂市场中稳健发展

在同一领域内，顶智以 **公关内容** 与 **行业内容** 两个互补方向开展业务，既塑造品牌形象，又提供产业深度发展

双重业务重点：公关内容

关系协同——加强企业对外关系，提升品牌知名度，促进与持份者的有效互动

企业代表——作为海外企业在中国香港和中国内地的代表，主导销售活动和市场推广

合作促进——利用国际网络资源寻找战略合作伙伴，促成大型项目合作

我司的实力

客户活动策划与支持

- 伦敦: 劳氏日报奖项
- 慕尼黑: 慕尼黑国际物流展
- 汉堡: 欧洲汉堡码头研讨会
- 长滩: 跨太平洋海事会议
- 新加坡: 新加坡海事周
- 香港: 亚洲货运物流及供应链奖项

专业沟通

- 期刊访谈
- 行业论坛
- 会议
- 研讨会

我司的实力

争取国际奖项

- 国际港口协会 (IAPH) 颁发的数字基础设施可持续发展奖
- 亚太经合组织港口服务网络 (APSN) 颁发的环保绿色奖项
- Containerization International颁发的全球绩效奖
- 劳氏日报 (Lloyd's List Intelligence) 颁发的全球绩效奖

行业咨询与指导

- 行业培训咨询委员会委员
- 指导企业行业标准的资格认证
- 为香港及海外实习生课程提供咨询服务指导并提升行业运营效率

双重业务重点：行业相关内容



制定了从大湾区到香港
的上游空运货物流动商
业模式



放宽净空高度限制
青马大桥通行限制



超大型钻油台过境跨境沟通
机制

2023-2024

2015-2021

2015-2018

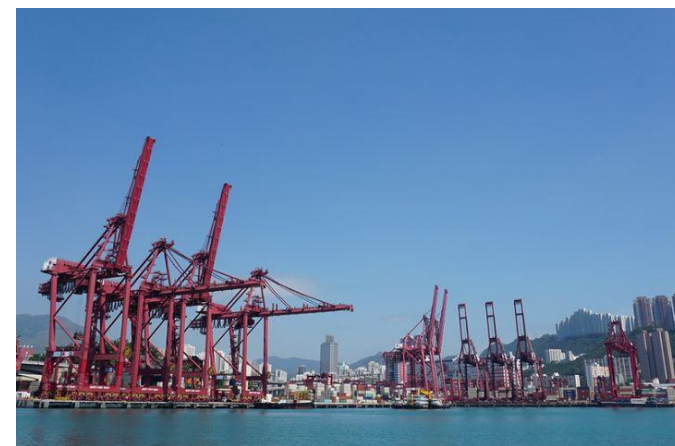
双重业务重点：行业相关内容



促进龙鼓水道引航
交接安排



推广与国际港务局
和码头运营商签署
合作备忘录



葵青货柜码头港口安保举措协
调

2021-2024

2008-2013

2004-2006

我司的价值

洞察先机 - 我司帮助客户清晰了解现状。顶智不仅提供咨询，更全程监督每个项目，以清晰的思路、提供切实可行的方案

成就合作 - 通过连接国际企业和中国内地企业，我司促进有价值的合作伙伴关系，并协调各持份者，以实现更顺畅的合作达致共同成就

发掘机遇 - 我司多元文化的专业知识为企业开启通往新市场的增长路径，赋能行业内的企业和新一代人才发展

实现可持续增长 - 凭借在物流、商业和治理领域积累的丰富实战经验，我司为客户制定策略，将洞察转化为提升品牌影响力并确保方法有效及韧性

协作模式

于顶智，我司根据每位客户的需求量身定制合作模式，提供灵活的方案：

长期顾问合同：提供长期咨询支持，确保服务的一致性和策略衔接度

按项目：提供从策略规划到最终交付的全面项目咨询和实施服务

资源提供：将顶智的专业知识直接融入企业，增强内部执行能力的同时，保持外部视野与全球最佳实践方案接驳

利润分成：与业绩挂钩的合作模式

谢谢

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