

Eva Cheng

Chinese, born 1952



Expertise and experience

Ms Eva Cheng, Chinese, born 1952, joined Amway Corporation - a US based global consumer product company - in 1977 as an Executive Assistant in Hong Kong and then in 2005 became Corporate Executive Vice President responsible for Greater China and Southeast Asia Region, a position she held until her retirement in 2011.

Eva Cheng is most well known for leading Amway's entry into China in 1991. She held Amway China's Chairwoman and CEO position since inception until her retirement in January 2011. Under her leadership Amway China successfully overcame significant regulatory challenges, provided new opportunities for its workforce and grew to become the largest single market for Amway in sales and profitability.

In addition to her professional duties, Eva Cheng has dedicated herself to the advancement of women's causes and is also active in a wide range of public and community services.
