



Colin Phua

Colin Phua is CEO and Founder of Captive Group, an integrated media & marketing agency group. Over the past 17 years in China, Colin has built a full-service agency of over 70 people, covering a full suite of integrated marketing services including advertising creative, media, events, interactive experience, digital & online marketing etc. The Group has fully embraced digital transformation and innovation, successfully expanding into multi-media interactive, New Retail services, location-based marketing, and data-driven media promotions etc.

Headquartered in Shanghai with operations in Beijing and Hong Kong, the Group has delivered projects & campaigns across China and has served a wide range of clients from Singapore companies like BreadTalk, Keppel Land, Capitaland, Banyan Tree and Parkway Health, to MNCs such as Adidas, Fila, Costa Cruises, Sephora, Coca Cola, Starbucks, Sony, Toyota and Godiva to mainland companies such as Midea Properties, Shimao Group, TRT 同仁堂 and Gymboree to government organisations like Italian Trade Agency and Tourism Australia.

Colin launched MallMax under Captive Media in 2014, creating China's first and now the largest shopping mall integrated media resources platform, working with over 200 malls in over 60 cities across China. Colin started Captive's New Retail Solutions team in 2017 and Captive was one of the earliest service vendors to offer New Retail marketing services. Captive has since been appointed Joint Business Partner by TMall New Retail to offer interactive pop-ups, smart retail solutions and data-driven Online + Offline media promotion solutions for TMall brands. Captive has won awards for creativity and innovation in 2018 and 2019 for its New Retail work.

Prior to China, Colin served in senior management positions in MNCs in various countries. He was Regional Director for THC Asia, a Hong Kong-based media & publishing group, overseeing teams in Hong Kong, Singapore, Sydney and Kuala Lumpur. Colin served as General Manager of THC Singapore (a division of Reed Elsevier plc) and was concurrently Head of Professional Education for Butterworths Hong Kong (a member of Lexis-Nexis Group). Colin was also Managing Director, Singapore & Southeast Asia at Key Media International, an Australian-based media & marketing group.

Colin holds a LLB (Hon) degree from University of Kent at Canterbury, UK and served as a commissioned artillery officer of the Singapore Armed Forces. Colin's voluntary work includes having served as an Exco member 2004/2005 in SSBA.