



Jonathon Chen

Jonathon Chen, Director of TAAA, Executive Director of IAA Taipei Chapter and also the CEO of FunCapital International Co, he is well known as one of the ambassadors of Taiwan advertising industry for lots of friends across the Asia Pacific Region.

Jonathon started to involve in AdAsia since 1997 and had been engaged in the AdAsia and AFAA affairs for more than two decades especially when he took great efforts for two AdAsia of 2001 and 2015 organized by TAAA. He also participated most of the regional or global events for AFAA and IAA during such long period and acted as the liaison to facilitate the Taiwan advertising industry to interact with other organizations in Asia Pacific. Last but not least, Jonathon is currently acting as the Consultant of the Steering Committee of AdAsia 2021 Macao to continuously offer his experience for shaping a better Asian Congress on Macao.

For his significant contribution towards the field of marketing and advertising, the AFAA is honored to bestow upon Jonathon Chen the AFAA Special Merit Award.