



## FOR IMMEDIATE RELEASE

Singapore, 12<sup>th</sup> May 2020

### **Appointment of a new Executive Director for the Southeast Asia Toy Association**

The Board of the Southeast Asia Toy Association (SEATA) is pleased to announce the appointment of Mr Matteo Vezzosi as its Executive Director with immediate effect. Matteo's appointment marks the start of an exciting new chapter for the organisation as SEATA expands its scope and services to respond to members' and evolving requirements of the dynamic toy industry. Lizum Mishra, Chair of the Board commented: *"Matteo's role is pivotal to SEATA's expanded footprint and influence across the region. It is an exciting time for the toy and play sector in the Asia Pacific region, and SEATA is well placed to help the industry grow sustainably. Matteo brings over a decade of pan-Asia experience from the private and non-profit sectors. On behalf of the Board, we are excited to welcome Matteo to SEATA."*

Matteo, has been living in Singapore for the past 13 years and comes to us from NXP Semiconductors, where he contributed to the expansion of their Payment & Identification business. He was previously the Executive Director of the European Chamber of Commerce in Singapore where he led the growth of the organisation. He was also instrumental in the creation and daily operations of the EU-ASEAN Business Council – a pan-ASEAN lobbying platform for European companies. Matteo holds a Masters degree in International Studies from the National University of Singapore.

#### *About the Southeast Asia Toy Association (SEATA):*

*SEATA is a non-profit organisation whose mission is to provide all children with access to safe and educational toys. Supporting the sustainable growth of the toy sector value chain in the Asia region and advocating the importance of learning through play, SEATA brings companies and stakeholders together to share knowledge, respond to industry issues, raise public awareness, and engage with policymakers and influencers to find solutions for the toy industry.*

For more information please refer to [www.seata.asia](http://www.seata.asia) or email [executivedirector@seata.asia](mailto:executivedirector@seata.asia)