

LARS WITTIG

Country Manager, SVP ASEAN, Taiwan, S. Korea, IWG Plc

President, European Chamber of Commerce of the Philippines



Lars moved to the Philippines for EAC in 1992 to establish distribution systems for Philip Morris. Later, he joined Dole Packed Foods, followed by Hawaiian Tropic, and Coca-Cola as Marketing Director. Following his own entrepreneurial stints, Lars joined IWG in 2012. Lars was awarded Asia CEO Expatriate Executive 2014 and several times been recognized for best performance regionally and globally within IWG, latest with the IWG Diamond Award as Best Performer 2022. He regularly appears on TV, in Print Media, as well as a public speaker. In addition, Lars is active in several NGOs and serves as President of the European Chamber of Commerce of the Philippines.