

# FARLAND CHANG

**LONDON  
SPEAKER  
BUREAU**

- **Emmy Award Winning International Journalist**



Farland Chang is an Emmy Award winning international journalist, Executive Producer & Founder of WorldBizWatch – a media strategy & global video production company.

In a journalism career spanning more than 20 years, Farland has covered top stories across Asia and North America. And he has reported on and analyzed a host of famous newsmakers, including political leaders Bill Clinton, Barack Obama, Joe Biden, Henry Kissinger and Zhu Rongzhi; business titans Bill Gates, Steve Ballmer and Michael Bloomberg; movie legends Steven Spielberg, Jackie Chan and George Clooney; and sports stars Kobe Bryant, Shaquille O'Neal, Alex Rodriguez and Michael Chang.

## Topics

- Asia
- China
- Communications
- Innovation
- Technology

Farland is now the Co-Executive Producer of award winning documentaries, including National Geographic's, Marco Polo: The World's Greatest Overland Journey and Zheng He: The Epic Journeys of China's Greatest Admiral.

Farland launched CNN's Asia Business Morning from Hong Kong as the program's Anchor and Correspondent. He conducted live interviews with market strategists, industry analysts, entrepreneurs, and movers and shakers. Farland also produced and reported the popular weekly segments Asia Rising and Entrepreneurs Only, which focused on the best success stories in Asia.

Before CNN, Farland served as a National Network correspondent for NBC News out of Los Angeles. And earlier, he reported for TV and radio news organizations in Seattle, Philadelphia, New York, Washington, DC, Hawaii and Guam. In public service, Farland served as international trade coordinator and press secretary for the former Lieutenant Governor of Delaware, S.B. Woo. He earned his Bachelor's degree from Cornell University in Government; Master's from the Columbia University School of Journalism & Postgraduate Certificate in Radio, Film & TV from the University of Bristol in England. Farland is a Paul Harris Fellow, after serving as a Rotary Goodwill Ambassador in the UK.

Farland is currently co-producing new programs about Chinese Olympians: The Pursuit of Perfection and China's Great Wall: History Comes to Life. In addition, his team at WorldBizWatch produces branded content, reality programs, corporate messages and TV commercials for a host of corporate clients. They include IBM, Starbucks, Microsoft, MSN, Sony, Coca Cola, Flextronics, eBay, Accenture, eBay, Kodak, CLP Power, TVB, Towers Perrin, Nike, Genting, EDS, Petronas, Jollibee, Global Sources, Veritas, Hyatt, Standard Chartered Bank, CSFB, Deutsche Bank, CSFB, TD Waterhouse, PWC, Amway, Cornell, Cathay Pacific & Singapore Air, Hong Kong & Singapore Tourism & Government agencies.

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