

# Lay Hing de Kort-Yee

Address: G.M. Bruynewijk 57, Savaneta, Aruba  
Birthdate: October 5, 1985  
Website: [www.c-economics.com](http://www.c-economics.com)

In my early career, guiding, mentoring, and supporting Small and Medium Businesses formed an important foundation for my passion for everything entrepreneurship. It made me realize how powerful entrepreneurship can be for both social and economic development on the island. This seed guided me to become an entrepreneur myself, which increased my appreciation for the work of small business owners. With my extensive knowledge in banking, tourism, and robust comprehension of the public sector, I believe I can contribute to the communication between stakeholders both in the public and private sector. In addition, my skills for planning and strategic management may contribute to



strengthening the positioning of the Chamber. Measuring performance is key to evaluate whether the institution is meeting its goals and actions towards the development of local entrepreneurship. My measuring performance skills can contribute to increased accountability for ourselves as well as for the businesses we are serving. In addition, I am a strong advocate for emerging sustainable business models that contribute to a more equitable system towards people, profit, and planet. This new way of thinking can be of added value for the growth of innovative business models that thrive globally.