

SAMMIE HUM

幸璦宜 (セミ)



International
Event Host · Presenter
国际活动主持人 · 专业活动主持

Introduction

Sammie Hum **thrives** in high-pressure, high-visibility events where **timing, structure, and audience engagement** are critical. She combines **strong stage control** with **vibrant energy** and natural **warmth**, keeping programmes **smooth, engaging**, and **confidently paced** — while knowing exactly when to add a touch of **fun** to keep the room alive.

Sammie's early career in motorsports and commercial modelling gave her **strong familiarity** with **large-scale events** and **live audiences**, eventually leading her into professional event hosting across Asia.



Live Host Since 2019

Since 2019 — and again from 2023 to present — Sammie Hum has been the trusted Season Host for **Porsche Carrera Cup Asia's** televised race broadcasts, one of the region's most competitive one-make racing series.

On camera and on air across multiple rounds each season, she delivers bilingual commentary, podium ceremonies, and driver interviews in real time – earning her a seat teams and organisers keep coming back to, season after season.

DO YOU KNOW?

Before becoming a motorsports host, Sammie was an F1 Grid Girl at the 2017 Formula 1 Malaysian Grand Prix, and a Race Queen at several races across Malaysia. That early trackside experience laid the foundation for the composure and stage presence she now brings as Season Host.



Native Fluency:

English
Mandarin
Cantonese
Bahasa Malaysia

**Sounds Like a Native
With a Script:**

Japanese

**Knows enough
from TV (can't host):**

Hakka
KL-Hokkien
Taiwanese Hokkien
Bahasa Indonesia

Languages

**Knows Enough to
Greet the Guest for Hospitality:**

French
Nepali
Korean
Swahili
Thai
Vietnamese





EMCEE PORTFOLIO

2026

(05)

Energetic & In Control

Sammie brings vibrant energy to every stage while maintaining confident control of programme flow, ensuring events remain exciting, smooth, and professionally paced from start to finish.



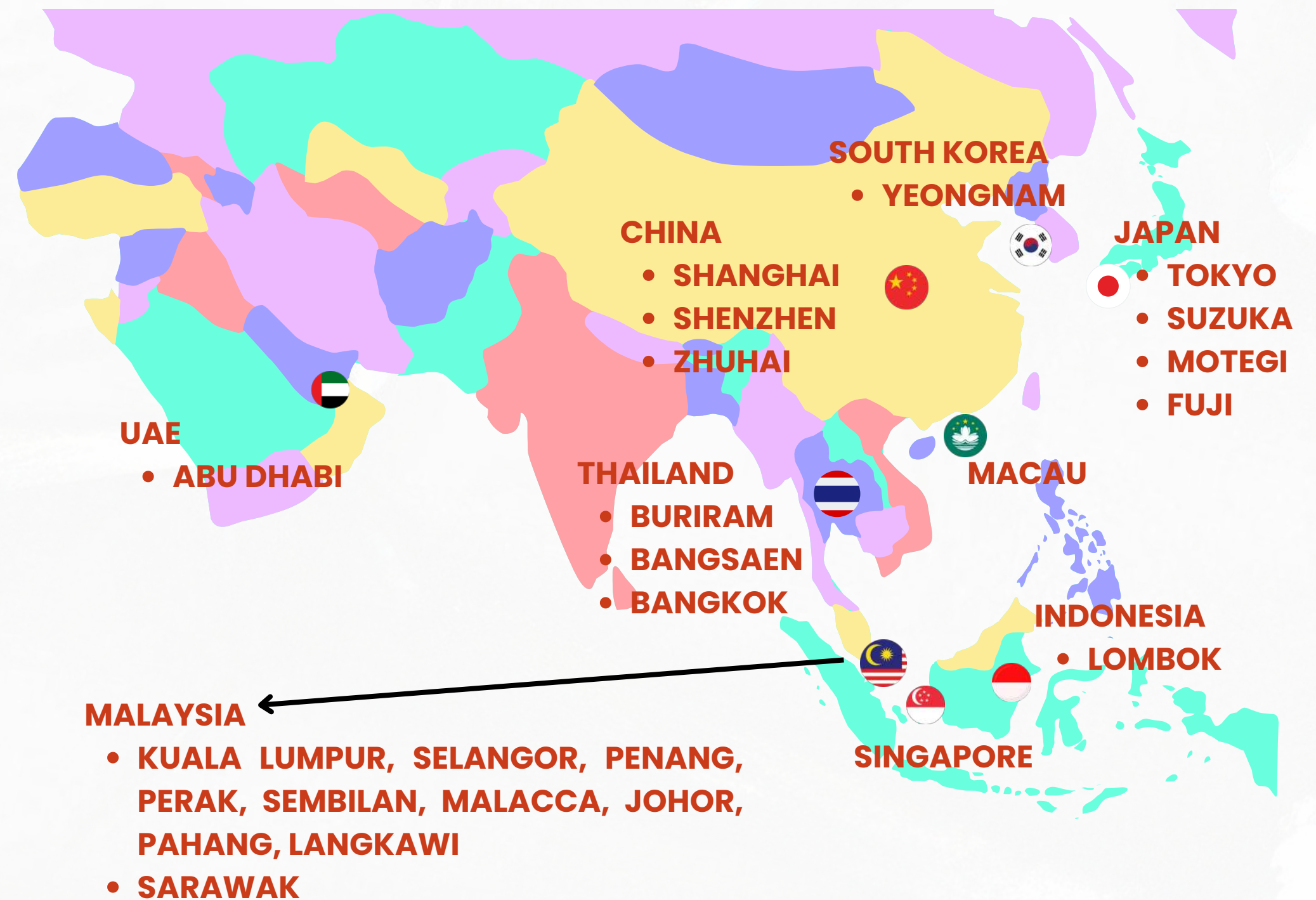
DO YOU KNOW?

Sammie is a trained lawyer, so structure and timing are second nature to her — one reason organisers trust her to keep events perfectly on schedule. She believes in following the general rule, though exceptions may apply when the audience clearly calls for it.

Hosting Across Asia

Sammie has hosted events across major cities in **Asia**, engaging diverse audiences across conferences, launches, and corporate celebrations.

With **native fluency** in both **English** and **Mandarin**, she is highly sought after for international events requiring seamless engagement with multilingual audiences.





2026

(07)

Warm & Relatable

Sammie connects naturally with audiences, making guests feel comfortable and engaged whether hosting an intimate corporate session or a ballroom filled with thousands.

DO YOU KNOW?

Despite standing at 172cm, Sammie still insists on wearing heels — and won't hesitate to dash across the venue to connect with her audience. The real risk? Her heels may not always survive the journey!

EMCEE PORTFOLIO

Events

- Physical In-Person Events
- Virtual & Hybrid Events
- Virtual Remote / Commercial Host
- Moderator

FORMAL & SEMI-FORMAL events

With the presence of Ministers, Ambassadors and Industry Captains in her audience

CORPORATE & LIFESTYLE events

Conference, Launches, Forums & Parties

INFORMAL & FUN events

Crazy Celebrity Fan meetings, Marathon & Fun Games!





EMCEE PORTFOLIO

2026

(09)

Core Expertise

1. Press Conference / Media Launch
2. Celebrity Interviews / Fan Meetings
3. Gala Dinners / Award Recognitions
4. Seminars / Forums / Symposiums
5. Opening / Special Ceremonies
6. MOU Signings / Business Networking
7. Japanese Pop Culture / ACG Related Events
8. Motorsports Events
9. Theme Parties
10. Brand Activation Roadshow





2026

(10)

Polished & Playful

Sammie blends polished stage presence with playful charm, creating an atmosphere where audiences feel both impressed and comfortably entertained.

DO YOU KNOW?

Sammie enjoys cosplaying and bringing characters to life, always choosing to dress for excellence. With or without a theme, she keeps a collection of wigs and looks ready to match the vibe and elevate the atmosphere.

CLIENTELE

For reels, kindly visit
www.Sammie-Hum.com



SAMMIE HUM

International Event Host • Presenter

www.Sammie-Hum.com

If you have engaged an event / PR agency for your event,
please get them to enquire for my rates~



@_SammieHum_