

New Director-General of Hong Kong Economic and Trade Office, London, assumes office (with photo)

Mr Gilford Law assumes the post of Director-General of the Hong Kong Economic and Trade Office, London, today (August 25), succeeding the outgoing Director-General, Miss Winky So. As the representative of the Hong Kong Special Administrative Region Government based in London, Mr Law will be responsible for promoting Hong Kong's bilateral relations with the United Kingdom and eight other countries, namely Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Russia and Sweden.

Mr Law said, "It is my pleasure to take up this new role in London. I look forward to working with our partners in promoting the core strengths, strategic advantages and unique opportunities of Hong Kong as well as fostering closer ties between Hong Kong and the nine countries under the office's purview."

Mr Law joined the Administrative Service in 1997. He has since served in various bureaux and departments, including the Hong Kong Economic and Trade Office (Tokyo), the Home Affairs Bureau, the Chief Secretary for Administration's Private Office and the Kwun Tong District Office. In his previous capacity as the Principal Assistant Secretary in the Food and Health Bureau, Mr Law oversaw the policies related to municipal services including public markets, environmental hygiene, pest control and burial, as well as established the home quarantine regime in Hong Kong in a bid to combat the COVID-19 pandemic.

Mr Law holds a Bachelor of Social Science in Economics from the Chinese University of Hong Kong, a Master of Arts in Public Administration from Syracuse University and a Master of Science in Management from Stanford University.

