

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

The Hong Kong Special Administrative Region (HKSAR) Government has appointed a new chief representative in London. On September 30, Miss Winky So became the new Director-General of the Hong Kong Economic and Trade Office, London, replacing the outgoing Director-General, Ms Priscilla To.

In her previous capacity as the Deputy Director-General of the Trade and Industry Department, Miss So oversaw the participation of the HKSAR in the multilateral and regional trade fora, including the World Trade Organization (WTO) and the Asia-Pacific Economic Cooperation, and was Hong Kong's chief negotiator on free trade agreements. Since joining the Hong Kong civil service in 1996, Miss So has served in various policy bureaux and departments, including the Hong Kong Mission to the WTO, the Home Affairs Department, the Transport and Housing Bureau, the Hong Kong Economic and Trade Office in Washington DC, etc.

Miss So holds an MA in Translation and Interpretation from the Chinese University of Hong Kong and an MSc in Management from Stanford University.

As the chief representative of the HKSAR Government in London, Miss So is tasked to promote Hong Kong's bilateral relations with the United Kingdom and eight other countries, namely Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Russia and Sweden.

Ms So said, "I am delighted to take up this new role, and look forward to building upon our long-standing economic, business and cultural ties with the nine countries this office is responsible for. There are so many opportunities ahead, and we will do our best to strengthen our working relationship in the years to come."

