InvestHK
The Government of the
Hong Kong Special Administrative Region
of the People's Republic of China

Ms Alpha Lau
Director-General of Investment Promotion, Invest Hong Kong
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Ms. Alpha Lau is the Director-General of Invest Hong Kong (InvestHK), a position she has held since November 2023.

InvestHK is the HKSAR Government's dedicated investment promotion agency, providing free, confidential and customised support for companies to establish and expand in Hong Kong and to use the city as a platform for outbound investment. It delivers sector-specific advice, coordinates with relevant government bodies and professional service providers, and offers ongoing aftercare to foster sustained inward and outward business growth. InvestHK also works closely with other government departments to reflect investor feedback in policy design, strengthen the overall business environment and enhance Hong Kong's competitiveness as an international investment hub.

Ms Lau serves on the following government boards and committees:

- Hong Kong Maritime and Port Development Board
- Task Force on Promoting and Branding Hong Kong
- International Business Committee
- Task Force on Promoting Web3 Development
- Expert Advisory Group on Legal and Dispute Resolution Services
- Mega Events Coordination Group
- Trade and Industry Advisory Board
- Board of Directors of the Hong Kong Academy for Wealth Legacy
- Market Development Committee of the Financial Services Development Council
- Air Silk Road Task Force
- Task Force on External Relations

Prior to joining the Government, Ms Lau held senior positions in multinational and Chinese financial institutions, where she held a range of leadership roles spanning frontline business, risk and functional management. She accumulated extensive experience in serving corporate and institutional clients, high-net-worth wealth clients, structuring and managing complex credit exposures, driving fintech and digital transformation initiatives, and overseeing transactional banking businesses across multiple markets. She also led and participated in mergers and acquisitions and other strategic projects, giving her a strong track record in executing cross-border transactions, establishing greenfield operations and supporting clients' regional expansion.

Ms Lau holds Bachelor and Master (Hon.) Degrees in Philosophy, Politics and Economics from the University of Oxford, and a Certificate in further education from Tsinghua University, Beijing.

(as at February 2026)