

**InvestHK**

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

Mr King Leung

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



InvestHK is the HKSAR Government's dedicated investment promotion agency, providing customised, confidential and free 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.

Mr Leung is responsible for **Financial & Professional Services and Lifestyle**, overseeing the following industry sectors within InvestHK:

- Financial Services, Fintech & Sustainability;
- Family Office;
- Business & Professional Services;
- Consumer & Hospitality;
- Creative Industries, Sports & Entertainment

Mr Leung leads InvestHK in advancing the government's Finance+ policy direction, harnessing Hong Kong's strengths in financial and professional services to support the growth of other real economy sectors. In parallel, InvestHK works closely with policy bureaus and regulators in fostering the implementation of new policies and regulatory initiatives such as RMB internationalisation, gold and commodities, green finance, financial innovation. The mission is to enrich Hong Kong's ecosystem as an international financial centre in serving more customers around the world, including the fast growing emerging markets.

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Prior to joining the government, Mr Leung was active in the industry as a serial entrepreneur in technology and marketing companies, an angel investor, and a FinTech lecturer. His first data-related startup was backed by a renowned international bank and it directly served a number of leading financial institutions across wealth management, insurance, and consumer finance. Prior to becoming an entrepreneur, Mr Leung worked as a management consultant at two international management consulting firms, as well as serving at a technology venture capital fund, accumulating extensive experience in strategic advisory and venture investment.

Mr Leung received his MBA in Finance and Strategy (honors) from the University of Chicago and BSc in Mechanical Engineering (honors) from the University of Wisconsin – Madison.

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