

**InvestHK**

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

Ms Loretta Lee

**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**



Ms Loretta Lee joined Invest Hong Kong (InvestHK) in 2001 and currently serves as Associate Director-General of InvestHK, the government department responsible for attracting and facilitating foreign direct investment into Hong Kong.

Ms Lee oversees the business operations of the department's overseas and Mainland offices, as well as China Markets; and International Markets, Consulates and Chambers in the head office. The teams under her purview offer a one-stop service to help enterprises from around the world leverage the business and investment opportunities in and via Hong Kong, and help clients establish or expand their presence in the city. In addition, Ms. Lee is responsible for the promotion of "going global", encouraging more Mainland enterprises to use Hong Kong as the go global platform to expand their international business.

Over the years, Ms. Lee has spearheaded investment promotion efforts for the Mainland market at InvestHK, overseeing the Mainland business team in the head office and regional offices in Beijing, Shanghai, Guangzhou, Chengdu and Wuhan. She has led her teams in organizing investment promotion campaigns throughout Mainland provinces and cities, collaborating with government agencies in Guangdong Province and Macao to highlight the business advantages and investment environment of the Greater Bay Area (GBA) to overseas investors. Through these initiatives, Ms. Lee has encouraged foreign investors to expand into the GBA via Hong Kong, ultimately attracting more overseas and Mainland enterprises to invest in the city.

Prior to joining InvestHK, Ms Lee worked at the Australian Trade Commission and was responsible for investment promotion in Hong Kong and South China region.

Ms Lee holds a Master of Business Administration from the University of Melbourne, Australia.

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