

Ms Daisy Ip is a seasoned professional with a wealth of experience in driving economic growth and fostering international trade and investment relationships. Currently serving as the Head of Investment Promotion and Talent Attraction, InvestHK London, Daisy is at the forefront of driving investment and economic development in Hong Kong.

With nearly 13 years of dedicated service in the public sector, which began with a role in promoting trade for Hong Kong in the UK, Ireland, Nordics and Benelux, where she cultivated her expertise in international trade and investment dynamics.

Prior to her illustrious public sector career, Daisy honed her skills in the world of marketing and PR in both London and Hong Kong. This experience endowed her with a keen sense of market trends and the ability to create effective and strategic communications. She brings a unique blend of public and private sector knowledge to her current role, where she champions economic development through investment promotion.