

Mr Raymond Yip

Deputy Executive Director, Hong Kong Trade Development Council

Raymond Yip is the Deputy Executive Director, Marketing, of the Hong Kong Trade Development Council (HKTDC), the statutory organisation responsible for promoting and developing Hong Kong's international trade in products and services.

Mr Yip has worked in a variety of positions and offices at the HKTDC, including in New York, Tokyo and London. His recent postings include: Director, Industry Promotion; Director, Exhibitions; Director, Information Service (E-commerce development); and Regional Director, Western Europe/Middle East and Africa (based in London).

In his present position, Mr Yip is responsible for the HKTDC's marketing and external relations, as well as the organisation's network of more than 40 offices worldwide. He also oversees promotion of product and service sectors, in addition to corporate marketing and communication.

Mr Yip graduated from the Chinese University of Hong Kong with an honours degree in Business Administration. He attended the Columbia Senior Executive Programme in 2003, and holds a Graduate Professional Diploma in E-Business, awarded by Michigan State University. He is a Fellow of the Chartered Institute of Marketing of the UK.



叶泽恩先生

香港贸易发展局副局长

叶泽恩先生现为香港贸易发展局副局长，专责向外推广香港产品及服务贸易。

叶先生曾派驻本局多个海外办事处工作，包括纽约、东京及伦敦，并历任助理总裁、展览事务总监，资讯服务总监（电子商贸拓展）、贸发局驻西欧、非洲及中东的首席代表。

现时，叶先生主管贸发局的推广及对外关系事务，并管理本局逾40个环球办事处。他也掌管多个部门的工作，包括制造业及服务行业拓展、以及市场推广及宣传等。

叶先生毕业于香港中文大学，拥有工商管理学士学位。2003年，他修毕哥伦比亚大学高级行政人员课程。他于2001年取得由密西根州立大学颁发的「电子商业专业进修文凭」，他同时是英国特许市务学会的会士。