



## PRESS RELEASE

### **Invest Hong Kong appoints Investment Promotion Consultant in South America**

\*\*\*\*\*

Invest Hong Kong (Investhk), the department of the HKSAR Government responsible for Foreign Direct Investment, announced today (January 2) the appointment of Ms Veronica Medina as its Principal Consultant for South America.

Her work will be to promote awareness of Hong Kong among companies in the region (excluding Brazil). She is tasked to encourage companies to set up or expand business in Hong Kong and to leverage Hong Kong's unique role in terms of China's Belt and Road Initiative.

Ms Medina has 25 years of experience in international business development and has assisted companies in multi-sectors to expand their business in markets such as Canada, Europe, South America and the US. Ms. Medina has worked for many years in Latin America for the Province of Ontario, the States of Michigan, Pennsylvania and Wisconsin, Conference of Great Lakes and St. Lawrence Governors and Premiers, Invest Northern Ireland, and 1 st West Mergers and Acquisitions. As of 2014, she manages these official representations under BusinessHub, a company she founded, which now has offices in Santiago and Lima and has continued adding representations to its already vast portfolio.

Ms Veronica Medina can be contacted on tel: +56 (2) 2530 3600 or via email: [vmedina@investhk.com.hk](mailto:vmedina@investhk.com.hk).

#### **About Invest Hong Kong**

Invest Hong Kong is the department of the Hong Kong Special Administrative Region Government established in 2000 to attract foreign direct investment and support overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services to help businesses succeed in Hong Kong's vibrant economy. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

Ends/Tuesday, January 2, 2018

INVEST HONG KONG 投資推廣署

25/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong 香港中環紅棉路8號東昌大廈25樓  
Tel 電話：(852) 3107 1000 Fax 傳真：(852) 3107 9007 Website 網址：www.investhk.gov.hk