



Shirley Wong, Canada



Education—B.Comm. – Finance & Accounting (Queen's University), International MBA (York University).

Has resided in—Canada, China, Hong Kong, Singapore, Scandinavia.

Professional Experience—Represented the Hong Kong government to promote Canadian investment into Hong Kong and China for over five years. Conducted China market entry studies for major North American corporations. Expertise in international market entry, strategy studies, joint venture identification and negotiation, business effectiveness, business valuation and trade finance. Project manager for a mid-sized consulting firm in Canada. Seven years corporate banking experience in Canada and Hong Kong.

Ms. Wong is the Principal Consultant of InvestHK in Canada.

Past Successes include—

- Facilitated business expansion plan for *TD Waterhouse, RBC Capital, Swift Trade, Sierra Wireless, Hummingbird Communications* and *Research in Motion* in Hong Kong.
- Played key roles in brokering deals including alliance between *Teranet* and *Computer Technologies*, resulted in \$30 million contract in Hong Kong.
- Successfully developed and implemented organizational improvement programs for leading Canadian companies and *Fortune 1000* corporations in the telecommunications, life science, financial services manufacturing and retail sectors.

Invest Hong Kong—Hong Kong government department dedicated to facilitate expansion of overseas companies in Hong Kong .

Funded by the government, our free services include:

- Supply of market information on key sectors.
- Support opportunities scan, feasibility studies, cost & benefit analysis.
- Introduction of government contacts and business partners.
- Assist implementation of expansion plan – company set up, recruitment, work visa and staff settlement.
- Public relations support for company launch and business expansion.



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