

Mr. Paul McCOMB

Executive Director, The British Chamber of Commerce in Hong Kong

Mr. Paul McComb is the Executive Director of the British Chamber of Commerce in Hong Kong. He was until recently the Director of UK Exports at the UK Department for International Trade, responsible for developing and delivering the UK's strategy to achieve £1 trillion in exports by 2030. He has led the UK governments response to help British exporters adjust to the new trading relationship with Europe and recover from the impact of the global pandemic.



Paul set up the UK Department for International Trade following Brexit in 2016 and followed this with a four-year tour in Hong Kong as Director-General for Trade and Investment. In Hong Kong, Paul was responsible for the GREAT Festival of Innovation in 2018. This helped to rekindle the strong historical, political and commercial relationship between the UK and Hong Kong and secured £360m of increased exports as a direct consequence. The festival created a strong impetus to secure an agreement between the UK and HKSAR Government to promote innovation in smart cities, FinTech, healthcare, AI and robotics. Paul personally championed the creative sector winning UK as partner country for Hong Kong's Business of Design Week.