



Winchell Cheung

Mr. Winchell Cheung was appointed Director, Midwest of the Hong Kong Trade Development Council in November 2013. Based in Hong Kong with 50 plus offices around the world, the Council is the statutory organization responsible for promoting and developing Hong Kong's external trade.

Mr. Cheung heads the Council's Chicago office. He is responsible for developing commercial and investment ties between Hong Kong, Mainland China and 20 Midwestern States in the US. He began his career in import logistics management for Walmart, Honda, and other major brands. Prior to assuming his current post, he represented the Council in various countries and regions. Having lived and worked in the US, Asia, Europe and Latin America, he has extensive experience in international business and relations.

Mr. Cheung earned a BS degree in Business Administration from California State Polytechnic University and an LL.M. in International Law from the University of London. He is a US Certified Merger & Acquisition Advisor and has facilitated numerous cross-border transactions, alliances and partnerships.