



Sindy Wong
Head of Consumer and Hospitality, Invest Hong Kong
The Government of the Hong Kong Special Administrative Region



Biography

Ms Sindy Wong is Head of Consumer and Hospitality at Invest Hong Kong, the government department responsible for attracting and facilitating foreign direct investment into Hong Kong and beyond.

She joined Invest Hong Kong in 2004 and was promoted to Head of Tourism and Hospitality in 2015, and now serves as Head of Consumer and Hospitality. Her team assists companies from consumer brands, food services, food and beverage trading, foodtech, travel, MICE, wellness and beauty industries globally to establish themselves in Hong Kong. Prior to joining Invest Hong Kong, Ms Wong's career experience spanned advertising and corporate communication, tourism, entertainment and banking industries.

Sindy holds a Bachelor's degree in arts from The University of Hong Kong and is a Certified Financial Planner. She speaks fluent English, Mandarin and Cantonese. She is an animal lover and enjoys introducing new dining and beauty concepts to Hong Kong which is not only her passion for life but also a mission for Hong Kong.

Recent InvestHK clients Sindy has assisted include Budweiser, Chagee, Edrington, Five Guys, foodpanda, Green Tea Restaurant Group, Informa Markets, Keeta, Kiztopia, Klook Travel, Luckin Coffee, Matsuya, POPMART, QB House etc. (as of Feb 2026)



InvestHK 投資推廣署
The Government of the Hong Kong
Special Administrative Region

黃思敏
總裁(消費品牌及款待) – 投資推廣署
香港特別行政區政府



個人簡介

黃思敏女士是香港投資推廣署消費品牌及款待總裁，其隸屬的政府部門負責吸引和支援外資企業進入香港及其他地區。

她於 2004 年加入香港投資推廣署，2015 年獲晉升為旅遊及款待行業主管，現任消費品牌及款待總裁。她的團隊集中協助來自全球的消費品牌、餐飲服務、食品飲料貿易、食品科技、旅遊、會展獎勵旅遊、健康養生及美容等行業落戶香港。在加入香港投資推廣署之前，黃女士曾於廣告及企業傳播、旅遊、娛樂及銀行業任職。

黃女士擁有香港大學文學士學位，並持有註冊理財規劃師資格，精通兩文三語。她熱愛動物，並熱衷於將新的餐飲和美容概念引入香港。

她近期協助的中外企業包括百威啤酒、霸王茶姬、愛丁頓集團、Five Guys、foodpanda、綠茶餐飲集團、Informa Markets、美團 Keeta、Kiztopia、客路、瑞幸咖啡、松屋、泡泡瑪特、QB House 等（截至 2026 年 2 月）。