

Swee-keng Cheong, Commercial Specialist  
U.S. Commercial Service Hong Kong

Swee-keng Cheong joined the U.S. Commercial Service in Hong Kong in 2001 as commercial specialist for the consumer goods, retail and franchising sectors.

Swee-keng started her career with the Singapore Government's Trade Department's Textile Unit. She moved to Hong Kong in 1981 as the tourism representative of Singapore and later joined the British Trade Commission as the commercial officer handling primarily consumer goods. In 1994, she joined Kerry Properties, a Hong Kong and China property and hotel developer promoting retail properties. She continued her work in Asian retail property leasing and consultancy with Jones Lang La Salle before moving to research work in the fast moving consumer goods practice of Egon Zehnder, an executive search firm. Swee-keng also has experience managing fashion retail outlets in China and Singapore. She is graduate in Economics from the University of Singapore.