

## International Relations and Marketing – Staff Bio

### **Qiutong (RACHEL) LUO**

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Rachel is a Senior Trade Development Officer covering the Greater China region (including China, Hong Kong, Taiwan and Macau) and ASEAN countries. Rachel has been with the Alberta government since October 2005. She has been coordinating ongoing incoming buyer missions, holding matchmaking events and providing market intelligence and consultation to assist Alberta agri-food companies.

Rachel has supported companies throughout the export continuum, from establishing contacts to finalizing commercial business with Asian buyers. She organizes government official incoming and outgoing missions, initiates the strategic approaches to profile Alberta's agri-food sector, and builds government relations in the markets that she is responsible for.

Rachel obtained her bachelor's degree in Food Processing Engineering in China and a master's degree in Food Science from University of Alberta. Before she joined the Alberta government, she worked for a private company and coordinated pet food exports to thirty countries. Prior to that, she also worked at three food processing manufacturing companies, a fast food franchise operation, and the Chinese government in Beijing.

Rachel has experience in various roles in the food industry including work and management in production, operations, procurement, research and development as well as sales and exports. These experiences make her a valuable resource to Alberta's agri-food industry.

2016