

HELEN LINDSAY PETERSON
Commercial Attaché, CS Tokyo, Japan

Helen Peterson joined CS Tokyo in August 2007 where she handles the trade promotion and policy aspects of the medical industries, biotechnology and travel and tourism. Additionally she oversees the NOAA National Marine Fisheries Services Northeast Asia representative based in Tokyo and has been the acting Market Access and Compliance Officer for Japan. Peterson was formerly the Japan liaison with the over fifty U.S. state level trade, investment and tourism representatives in Japan and is currently the CS Japan liaison for SelectUSA, the NEI and APEC. She led the team that was awarded a group Bronze Medal for the Seoul Air Show and has also received the Director General's Award for innovation.

Peterson joined the Commercial Service in 2002. Her first assignment was Principal Commercial Officer at the U.S. Consulate General in Chengdu, Sichuan Province, where she was responsible for promoting U.S. business interests in five provinces and one municipality in southwest China. In 2004, Peterson transferred to Seoul, Korea. In addition to holding all of the CS Korea industry portfolios, at some point during her posting, she also created a one-stop shop to resolve U.S. company trade complaints regarding IPR, technical standards, Korean customs and non-payment issues. Peterson was named Embassy Seoul's standards representative for the Korea-U.S. (KORUS) FTA negotiations and also participated in the FTA negotiations on medical devices, pharmaceuticals and IPR issues.

Ms. Peterson began her career at the State Department and served in Washington, Taipei and Hong Kong. She subsequently held executive and senior management positions with the Hong Kong Government Secretariat for Overseas Business and Economic Cooperation Committees (Secretary General); headed the Japan Desk at the Hong Kong Trade Development Council; established the State of Maryland's Asia trade and investment operations, which she later privatized and ran as a consulting company; and established and headed investment, trade and international operations for the State of New South Wales in Sydney, Australia. In addition to her position as Vice President/Managing Director, Asia, for the Pacific Asia Travel Association (PATA) in Singapore, she was also the Director, Asia Business Development, at a global risk management firm and an Associate with an international professional services management firm, both in Hong Kong. Prior to entering the Commercial Service, she was Associate Director General of the Hong Kong Government's investment promotion arm, InvestHK.

Peterson is a former Chairman of the Trade & Investment Committee of the American Chamber of Commerce in Hong Kong and former Vice Chairman of the Asia Pacific Council of American Chambers of Commerce (APCAC) where she was the Chair for the Export Promotion Committee.

Ms. Peterson was born in New Mexico and raised in Japan. She is a graduate of the University of California at Los Angeles (U.C.L.A.) and has undertaken graduate studies in Australia, Taiwan and Hong Kong. She speaks Japanese and Mandarin.