

David Reed appointed Trade Commissioner for Eastern Europe

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David Reed MBE appointed His Majesty's Trade Commissioner for Eastern Europe and Central Asia, and His Majesty's Consul General to Istanbul.

The Secretary of State for Business and Trade is pleased to announce that David Reed MBE has been appointed His Majesty's Trade Commissioner (HMTc) for Eastern Europe and Central Asia, and His Majesty's Consul General to Istanbul.

He will take up this position on 13 April 2026.

David joined the Foreign, Commonwealth and Development Office (FCDO) in 2003, having previously worked in the City of London as a commercial lawyer.

During his diplomatic career, he has served in the Republic of Cyprus, France and Poland, where he was Deputy Head of Mission. His last overseas posting was as Deputy High Commissioner to Canada from 2018-2022, where he focused on trade and investment and on the broader economic relationship, including on economic security and climate change.

Prior to taking up his current role, he was Sanctions Director at the Foreign, Commonwealth and Development Office.

David Reed said:

I'm delighted to take on the role of His Majesty's Trade Commissioner for Eastern Europe and Central Asia. With a population of more than 380 million and some of the world's fastest-growing economies, the region offers major trade and investment opportunities.

Working with our teams across the region and colleagues across government, I look forward to reinforcing partnerships, promoting investment, and helping UK companies succeed in these markets. For me, this role is ultimately about creating jobs and improving livelihoods, and I'm proud to have that opportunity.

David replaces Kenan Poleo, who took up the role in September 2021.

Kenan Poleo, His Majesty's Trade Commissioner (HMTc) for Eastern Europe and Central Asia, said:

It has been a privilege to serve as His Majesty's Trade Commissioner for Eastern Europe and Central Asia and Consul General to Istanbul, working with an exceptional team across the region to strengthen trade ties and support UK businesses internationally.

Role of the HM Trade Commissioner (HMTc) for Eastern Europe and Central Asia

The HM Trade Commissioner (HMTc) for Eastern Europe and Central Asia Region cooperates closely with the wider diplomatic network and other colleagues to coordinate the government effort overseas to promote UK trade and prosperity.

The Trade Commissioner has full responsibility for all Department for Business and Trade (DBT) work in Eastern Europe and Central Asia including:

- Growing the overall bilateral trade and investment relationship
- Improving market access for British companies, including small and medium sized businesses (SMEs)
- Developing finance and trade policy Department for Business and Trade

The HMTc works closely with UK-based government colleagues, UK ambassadors and the wider diplomatic network in the region to deliver these goals.

<https://www.gov.uk/government/news/david-reed-appointed-trade-commissioner-for-eastern-europe>