

2021 Africa Forum



Alastair Long- Her Majesty's Trade Commissioner for Africa (Acting), UK Department for International Trade

Alastair Long is the HM Trade Commissioner for Africa (Acting) based in Cairo. Prior to taking up his current role, Alastair served as the HM Deputy Trade Commissioner from September 2019. He leads on UK trade and investment promotion across the whole African continent.

Alastair was previously the Regional Director for Trade & Investment for the Middle East, Afghanistan and Pakistan based in Dubai, and then the Director for Trade and Investment for Saudi Arabia and HM Deputy Trade Commissioner for the Middle East, Afghanistan and Pakistan.

While Regional Trade Director he was at the same time Deputy Consul General in Dubai and before that the Deputy Ambassador in Oman. Alastair joined the UK Government at the turn of the century working in a number of Foreign Office and latterly Department for International Trade roles.

Alastair was educated at Cambridge University (Clare College) and the London Guildhall School of Music and Drama. He is a trumpet player, singer, football fan (Manchester United), lover of sports, music, the outdoors and spending time with his family.