



Alain Li
Regional Chief Executive
Richemont Asia Pacific Limited

As Regional Chief Executive of Richemont Asia Pacific, Alain is responsible for overseeing and cultivating the presence of some of the world's most coveted luxury brands in the region.

The 54-year-old French national has a wealth of experience in business development and international finance, gained through a series of top positions at various multinational corporations across Europe, Africa and the Far East. More significantly, his specialty throughout his career to date has been in distributing lifestyle products to mature as well as emerging markets.

Starting out as a Trainee Accountant in London, Alain eventually took his skills to Zimmer International Ltd (a world leader in orthopaedic implants), where from Financial Analyst he became Director for Business Planning, Europe, within just five years. Bigger opportunities soon came calling; following a stint with another major firm, Alain joined Riso Europe Ltd (a world leader in digital printers and consumables), where he distinguished himself and rose to the post of Vice President, Europe.

2001 saw Alain become Group Chief Financial Officer and Executive Director of the Hong Kong-listed IDT International Limited (a manufacturer of innovative consumer LCD products), with special responsibility as President of IDT's upscale "lifestyle electronics" brand, Oregon Scientific.



The affiliation with Richemont was therefore a natural progression, with Alain's appointment to his current post in 2006. Alain's familiarity with the Asia Pacific region – dating back to his early years spent growing up in Hong Kong, after which he continued his education in Switzerland and the United Kingdom, and professional career in Japan and Singapore, among other places, before returning to the Chinese city – only made him a stronger match for the highly specialised requirements of the European luxury brands purveyor.

Alain holds a Bachelor's degree in Economics and Accountancy from City University of London, is a Fellow of the Institute of Chartered Accountants in England and Wales, and a Fellow of the Institute of Directors.