



**Fion Ipp**  
**Managing Director**  
**AmorePacific Hong Kong**

Fion Ipp is the Managing Director of the Hong Kong office of AMOREPACIFIC, Korea's largest cosmetic and skincare group. She has over twelve years of experience in cosmetics and skincare and currently leads strategic growth initiatives and oversees business operations for the company.

After noticing the growing interest in Korean pop culture in Hong Kong, Ms. Ipp initiated her partnership with AMOREPACIFIC Korea, with the aim of introducing to the territory its first Korean skincare brand. Ms. Ipp launched LANEIGE and Sulwhasoo, the two leading brands, in Hong Kong in 2002 and 2004 respectively and opened up the market for Korean beauty brands. The overwhelming success of these brands in Hong Kong led to their swift and steady penetration across the Asia Pacific region.

Ms. Ipp is committed to fostering a positive working environment based on the philosophy that work a blessing and the pride of bringing happiness to others. She encourages her staff to be passionate in their work and to serve the local community with their heart. Her focus on building a people-oriented organization, where colleagues are inspired and engaged to contribute, produces a fantastic workplace experience that ensures the delivery of innovative products and great customer service.

Prior to founding AMOREPACIFIC HONG KONG, Ms. Ipp served as General Manager of the South China Region at the biggest auction website in China at that time, and was previously Brand Manager at a Fortune 500 FMCG market leader.

Ms Ipp holds a Bachelor's Degree in Business Administration from the Chinese University of Hong Kong.