



## **Le Hong Thuy Tien**

**President  
Imex Pan Pacific Group (IPPG)**

Ms. Le Hong Thuy Tien is the premier tycoon of Vietnam's Luxury Industry. She became President of Imex Pan Pacific Group (IPPG) in 2004 and has since transformed IPPG to be Vietnam's largest merchandising enterprise -- with 25,000 employees, 35 subsidiaries, and USD 542 million in revenue 2016. The Group is now the exclusive Vietnamese distributor of luxury and mid-tier fashion, perfumes and cosmetics, jewellery and watches, wine and liquors, and tobacco from more than 100 international brands – including Chanel, Ferragamo, Cartier, Rolex, Nike, Hennessy, Rémy Martin, etc. IPPG is also the exclusive franchisee of various international F&B brands with 89 fast-food and fine cuisine restaurants such as Domino's Pizza, Burger King, Thai Village, Autogrill, etc. Two famous shopping centres, the Rex Arcade and Trang Tien Plaza, are worth some USD 70 millions in investment resources.

Ms. Le has applied highly innovative approaches and solutions to her many strategic business objectives. In particular, she has augmented IPPG's scalability through a strategic partnership, along with the requisite investment, with all Vietnam's airports in providing Non-Aviation Business and Services, and Duty Free Business, and the majority investor to investing in Airport Infrastructure. Ms. Le has also enthusiastically supported and empowered women's equality and professional development in the workplace: 60% of the Group's employees are women and women occupy 70% of the leading managerial positions. Her has also devoted much resources, over USD 5 million since 2010, for social improvement such as in building shelters and schools for children and teachers in poor rural areas, and in supporting charity and philanthropy funds.

Ms Le's great successes as an entrepreneur and her contributions to business and social development have been widely recognized – including by Forbes, The Guardian and Harper Bazaar. She has also been the recipient of numerous honours, awards, medals, trophies and certificates of merit from Vietnam's Government and Women Union, and from various international organisations, councils and chambers.