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IFRA Appoints Dr Caroline Li as New Regional Director for Asia Pacific

Geneva, 2 April 2024 – The International Fragrance Association (IFRA) today announced the appointment of Caroline Li as the new Regional Director for the Asia Pacific (APAC) Region, effective immediately. Dr Li succeeds Rohaya Mamat, IFRA's strategic initiatives in this key growth region.

"Asia Pacific is an important growth region for the fragrance industry," said Martina Bianchini, President of IFRA. "I am thrilled to welcome Caroline Li as she will substantially reinforce the IFRA team. Dr Li's long-standing

experience and proven track record of delivery across Asia positions her well for this key role."

In her new function, Dr Li will lead IFRA's regional APAC representation, based in Singapore, . Alongside the APAC Regional and Technical Committees, she will focus on delivering jointly agreed priorities in conjunction with the national associations in the region.

Dr Li brings to IFRA over 25 years of product stewardship and regulatory management experience in consumer products, fragrances, and chemicals, gained in major multinational companies including P&G, BASF, CIBA, Exxon Mobil, and Symrise. This includes more than 12 years of leadership in the Asia Pacific region, building and managing regulatory affairs teams in China, Japan, and Korea.

Dr Li holds a Bachelor in Biochemical Engineering from East China University in Shanghai and a Ph.D. in Immunotoxicology from Albany Medical College in New York, USA.

"Caroline's experience across a range of disciplines and countries, and working with national governments, international organizations, and multi-stakeholder bodies, positions her well for this IFRA leadership position," concluded Ms Bianchini.

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises seven multinational Regular Members and 23 national associations in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, as well as supporting members. Its mission is to promote the safe use of fragrance for everyone's enjoyment.

Fragrances are a key platform technology used by consumer goods companies – for fine fragrances, personal care products, household care and more.

IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of

an independent Expert Panel. The program is at the heart of the IFRA Code of Practice, which applies to all IFRA members globally, including members of IFRA's national associations. The Code also requires members to abide by local, national and international regulation, and to apply good manufacturing practices.

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