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## Joseph Phi

### Group Chief Executive Officer, Li & Fung and President, LF Logistics

Joseph Phi is Group Chief Executive Officer of Li & Fung. He leads Li & Fung's Supply Chain Solutions, Onshore Wholesale and Logistics businesses to bring a unique, end-to-end, supply chain offering to its brand and retail customers.

Joseph has 21 years' experience at Li & Fung and a strong track record having organically grown its logistics business over the past two decades. Most recently, Joseph was appointed Group President and Executive Director in 2019.

Joseph joined Li & Fung in 1999. He was President and Executive Director of Integrated Distribution Services (IDS) Group Limited from 2004 until its merger with Li & Fung in 2011. He is a director of GS1 Management Board and was Chairman of GS1 Hong Kong between December 2008 and December 2019. He was a former director of Macy's China Limited from August 2015 to January 2019.

Joseph is an honorary advisor of the Asian Logistics and Maritime Conference and was an advisory member of Hong Kong Trade Development Council's Logistics Services Committee. He also served as an advisory committee member of Eye Fund, a charitable institution in Hong Kong.

Joseph graduated magna cum laude from the University of The Philippines (UP) with a Bachelor of Science degree in Industrial Engineering and attained a Master of Business Administration degree with top honours also from the same university.

He is a 2011 recipient of UP College of Business Administration Distinguished Alumnus Award and 2013 recipient of UP Industrial Engineering Alumni Award and UP Alumni Engineers Global Achievement Award for Logistics. Between 2013 and 2018, he was an Adjunct Professor in the School of Business and Management at The Hong Kong University of Science and Technology.