



Press Release – Appointment

Hopscotch Sopexa Reorganizes its Business Structure for Asia-Pacific

Hopscotch Sopexa, an international communications agency whose multicultural teams are passionate specialists in Food, Beverage, and Lifestyle, is remodeling its internal organization in Asia-Pacific to better adapt to the evolving challenges of the Asian market.

[City], November 28, 2023 – With an integrated international network of more than 30 offices worldwide, Hopscotch Sopexa operates in all countries within the EMEA, Americas and Asia-Pacific areas. Given the ever-dynamic Asia-Pacific markets and the economic challenges at stake in the region, the agency has rearranged its internal business structure in Asia by dividing its approach and management of the region into two distinct areas.

- The first area, **Northeast Asia**, includes Japan, South Korea and Greater China, with branches in Mainland China, Hong Kong and Taiwan.
- The second area, **Southeast Asia and Oceania**, brings together Singapore, Vietnam, Australia, and all new markets in this area.

“Conducting our Asia-Pacific operations with two distinct approaches allows us to address two challenges at once: on the one hand, consolidating our already-established position in Northeast Asia, and on the other, expanding with more purpose in Southeast Asia and Oceania”, stated **Pierre-Franck Moley, President of the Board of Directors, Hopscotch Sopexa.**

Hopscotch Sopexa draws on the strength of its network and entrusts its seasoned employees to carry out the agency's activities in line with this new structure. Their respective expertise, coupled with their in-depth knowledge of the group, will help consolidate Hopscotch Sopexa's position on the international stage.



Loïc BRUNOT has been appointed as **Area Managing Director for Northeast Asia and enters Hopscotch Sopexa Operating Committee.** Joining the agency in 2001, Loïc has been most recently serving as Managing Director of the Japan and South Korea agencies. He now takes on the additional responsibilities of consolidating the agency's presence in all established Asian markets, including overseeing the redeployment of Greater China. Loïc remains based in Tokyo.

Richard KRYSTKOWIAK has been appointed as **Southeast Asia & Oceania Area Manager.** Joining the group in 2016 and heading the mainland China agency since 2021, Richard's new mission is to develop the group's presence in Southeast Asia and Oceania by supervising local teams. Richard is now based in Singapore.



Integrated Hopscotch Groupe + Hopscotch Sopexa Network

+33 1 41 34 20 00 - 25 rue Notre-Dame des Victoires, 75002 Paris, France
www.sopexa.com



Laurence EVRARD has been appointed as **Director of Greater China**, succeeding Richard KRYSTKOWIAK. Joining the group in 2018 as Managing Director of the Benelux agency, Laurence's new mission is to develop mutual business opportunities in Greater China. She now oversees the agencies in Mainland China, Taiwan and Hong Kong and is based in Shanghai.

Melanie ROUCHY has been appointed **Managing Director of the Benelux Agency**, succeeding Laurence EVRARD, and joins the **EMEA Strategy Team**. Joining the group in 2001 and most recently serving as *Client Service Director* of the Germany agency, Melanie's new mission is to extend the group's reach to the entire Benelux market, particularly Flanders and the Netherlands. Melanie is now based in Brussels.



Thanks to this internal reorganization, Hopscotch Sopexa is consolidating its position on the Asian and European scene. This new approach gives the agency the flexibility it needs to offer its customers a tailor-made response adapted to the challenges of each country and to local cultural specificities.

About Hopscotch Sopexa

Hopscotch Sopexa is an international marketing & communications consultancy agency whose multicultural teams have been specialists and enthusiasts of Food, Beverage and Lifestyle for over 60 years.

Hopscotch Sopexa is member agency of the HOPSCOTCH Groupe. Together, they form an integrated international network of 800 talents and more than 30 offices worldwide, with a reach in all countries in EMEA, the Americas and Asia.

On a daily basis, Hopscotch Sopexa's experts put together their know-how and relational network to develop and execute creative campaigns and high-impact solutions that appeal to consumers all around the world. An expert in integrated campaigns, Hopscotch Sopexa unique value proposition encompasses the full communications suite, from advising, designing and deploying media, PR, influencer, digital, event and trade marketing campaigns tailored to each market.

The agency is also a leader in campaigns co-financed by Europe, with over 400 projects carried out since 2012.

Follow us: www.sopexa.com

LinkedIn: [@HopscotchSopexa](#) / X: [@sopexa_agency](#) / Instagram: [@sopexa_agency](#)

Facebook: [@sopexa](#) / WeChat: @sopexa / Weibo: [@weibo.com/u/2356382002](https://weibo.com/u/2356382002)

Press Contact: [\[email\]](#)

Integrated Hopscotch Groupe + Hopscotch Sopexa Network

+33 1 41 34 20 00 - 25 rue Notre-Dame des Victoires, 75002 Paris, France
www.sopexa.com