

HONG KONG FEDERATION OF BUSINESS STUDENTS

Annual HKFBS Journal

Session 2013-2014

FOREWORD



Ms. Jessica Chan

President

Hong Kong Federation of Business Students

Session 2013 - 2014

"Do what's right", a life motto I always believe in, doing right things and doing things right pave the way to success. Our fearlessness for failures is the foundation for achievements. Flipping through the Annual Journal, our pride is all the adventures we have gone through and all the essential support we have secured from you.

The 29th federal plane officially took off in the Inauguration Ceremony 2013 on 25th March 2013. Throughout the journey, all the 18 Executive Committee members have kept the promises of serving and giving our members the best at all times. We have carefully carried on the predecessors' sacred mission and strived to excel HKFBS onto a significant level by upholding our goal of this year, "We take the lead. We sow the seeds".

Only cherishing what we have already attained is never sufficient whereas seeking improvement is the vital drive for continuous success. We have, during this current service year, further developed and reinforced the already extensive network through inviting new advisors, guests and organizations to provide valuable pieces of advice and mentorship opportunities. We have also diversified and refined many current programs to better equip our members with specific skills and knowledge.

The new challenges we added to this year's Business Administration Paper, is the opportunity to foster and improve participants' abilities in handling and analyzing complex business cases. With our determination, we further held the first ever 'Hong Kong Outstanding Business Student Award 2013', creating a fresh and genuine platform for member students from all the 9 universities to learn and exchange ideas with each other.

All the far-reaching achievements of this HKFBS's long haul flight are acquired under the support of different parties. We have to render our sincere thanks to: our sponsors who have showered unwavering support and subsidies to all our functions; our advisors, honorable guests and alumni who have dedicated precious time in providing us valuable guidance; all members who have endorsed or participated in our functions. When grinding warily through the Annual Journal, I can read between the lines the indelible marks of tough times and fruitful experiences that 18 of us have cut across together. However, without your wholehearted support, we would not have been motivated and worked hard for all these flourished outcomes. Thank you.

A handwritten signature in black ink, appearing to read 'Jessica Chan', located at the bottom right of the page.

FOREWORD



The Hon. Ronald Arculli, GBM, CVO, GBS, OBE, JP
Former Chairman
Hong Kong Exchanges and Clearing Limited

I am delighted to send my warmest greetings to all members of the Federation. The core mission of the Federation is to bring together business leaders and students from the nine universities in Hong Kong.

Over the years Hong Kong has developed into a global centre for financial services, trade, shipping and logistics. Indeed since the mid-70s Hong Kong has played a pivotal role in the modernization and development of the Mainland of China. This role continues and means that opportunities for all of us today and in the future extends beyond our shores. With the continuous economic growth of the Mainland there is great demand entrepreneurs and highly-skilled professionals in today's global business community. HKFBS remains a staunch supporter of its members and should be recognized for all its achievements since its formation in 1985.

A “must do” in assessing the real opportunities involving the Mainland is for us to study and understand the Major Policy Reforms that were decided at the Third Plenary Session of the 18th CCP Central Committee on 12 November, 2013. These decisions will bring tremendous change in the Mainland over the next five to ten years.

Broadly, it involves sixteen headings embracing the following: restating principles, the basic economic system, a modern market system, the role of the Central Government, urban-rural development, further opening up of the Mainland, the rule of law, supervision of power, the cultural system, social services, social governance, ecological civilization, defense and reform and the CCP's leadership. The full document was released on 15 November, 2013 and I encourage you to go beyond the document and read as much commentary as you can find to help you understand and take advantage of these decisions as they set out the policies that will be implemented over the coming years. I am sure you will not regret doing so!

In conclusion I would like to congratulate once again this year's Executives Committee. I wish you every success in the years to come.

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OVERVIEW

Hong Kong Federation of Business Students, HKFBS, is a non-profit organization managed by local business undergraduates, with more than 15,000 members from the 9 local universities. We are the only organization which includes the widest spectrum of local students from the business field.

HISTORY

HKFBS was founded in January 1985. We represent all local business undergraduates, and serve them by fostering their friendship, co-ordination and mutual understanding. We endeavor to assist them in becoming prominent figures in business with sound academic knowledge, excellent managerial skills, as well as helping them gain an understanding of real business environment.

OBJECTIVES

- To represent students of member societies in local and foreign affairs
- To promote and safeguard the interest and welfare of all members of the Federation
- To foster friendship, co-ordination and mutual understanding among members of the Federation
- To organize, coordinate and support further academic, social and sports activities among members
- To encourage the development of business studies in Hong Kong
- To establish cordial communication and relationship with other kindred organization, business organizations and the community

Chan Pui Man, Jessica
President
The Hong Kong University of Science and Technology



"It's tough, yet it's rewarding". This, for me summarized a year in HKFBS. However, without the support of my 17 companions, I would not be able to make it this far.

Together, we went through many sleepless nights rushing for projects, proposals and preparing for events. We gave up our leisure time and time we should be paying attention in lectures. I don't remember how many times I've sat in a lecture hall, replying to emails and texts like a boss instead of paying attention to the lecturer. Some people have commented that it is stupid of me to be placing HKFBS as my very first priority, but I disagree and I will never have regretted this decision.

Finally, thank you, my Executive Committee for your unbeatable spirit, tolerance and patience to my imperfection. Thank you!

Chau Tsz Yan, Isabella
Social Officer
City University of Hong Kong



Walked through the concrete jungle in heels, dressed in pressed suits, rose at dawn, home at midnight. A good sleep became a luxury. Having time for revision was a blessing. My family never quite understood my decision to join the Federation. But my improvement within one year speaks for itself.

From developing sponsorship proposal, inviting co-organizers and Mentors, to promotion at universities, everything began from scratch. In the preparatory stage, we were often faced with huge pressure and frustration. None of these could be achieved without good teamwork. I will miss every one of those dawns, staying up to fix the tiniest flaw to ensure a smooth running function with my partner. I will miss how the ray of sun shines in with hopes when we receive encouraging replies.

A huge thank you to the 29th Session, for making me laugh and laugh until I forgot to yawn.

Wan On Kam, Kami
Marketing Officer
Hong Kong Baptist University



As the person-in-charge of the first and last function of HKFBS, 29th Inauguration Ceremony and Annual Dinner 2014, I think everything comes within a blink of an eye. Being the Executive Committee members of HKFBS is a collection of hardships, tears, joy and laughter. 17 staunch supporters of mine painted these memories in my mind. After one year, it is the friendship that lasts long. 17 of them witnessed my ups and downs. They gave me their helping hands whenever I fall.

At the very last function of HKFBS, I would like to avail myself of the opportunity to say "thank you" to all of my best companions.

Ng Tsz Wing, Max
Internal Vice President
The Hong Kong Polytechnic University



"What does HKFBS mean to you?" This seemingly simple yet surprisingly sophisticated question always stays in my mind. Throughout the whole year, I have been facing lots of questions that doubt the worthiness of my dedication and sacrifices to the Federation. However, these sacrifices are priceless trainings that toughened my determination, heightened my horizon and sharpened my skills and knowledge. Without these lessons, I would not have been able to polish on an array of interpersonal skills, to network with prominent business leaders, and most importantly, to have the brightest minds from the local universities as my committee members. As an IVP, I am truly thankful for the 17 comrades and companions who gave me one of the greatest lessons in my life. Working with all of you is like facing a mirror that reflects both my strengths and weaknesses, it is all of you that shaped me into a better person.

Fang Cheng, Katrina
Internal Secretary
The Open University of Hong Kong



A year of working with my beloved Executive Committee members was indeed an unforgettable experience. HKFBS initially appealed to me because of its emphasis on holding events to connect all business students from 9 local universities. It was a challenging job to plan and execute functions in such a large scale. Through the process, I have devoted a lot of time to learning from my committee members, mentors, other elites from business and academic fields, and most importantly myself. It was definitely my most enjoyable experience which I would not have anywhere else. I am glad that I grabbed the chance of joining this big family a year ago, and I am grateful for having to know 17 of my life-long friends here in HKFBS.

Lee Ching Wai, Alice
External Secretary
The Hong Kong University of Science and Technology



"Coming together is a beginning; keeping together is progress; working together is a success." In March 2013, a new voyage has begun. The 18 of us came together with one goal - to make the impossible possible. HKFBS has allowed us to experience, explore and create. In the past year, we have held a diverse array of functions for our fellow members. The experiences gained have not only trained us to be stronger individuals, but a more united team. Being able to start up a new function - Hong Kong Outstanding Business Students Award 2013 - was also one of the biggest highlights of the year. We hope HKFBS can pass on the legacy and let it shine in the academia. After a year of sweat and tears, the session of 2013-2014 is about to end, yet the friendship between 18 of us never fades. Wish my fellow Executive Committee members all the best and may god grant them courage to pursue their dreams.

Poon Tik, Oscar
Marketing Officer
The Hong Kong Polytechnic University



A year has gone. The moments that I have spent with the other 17 Executive Committee members are indelible. It is a fruitful year that I had many chances to interact with different elites from business, academic and political fields and my working and communication skills are also improved.

Serving as the Marketing Officer in this session, I am not only in charged of contacting sponsors but is also responsible for the first and the last function of this session, the 29th Inauguration Ceremony and Annual Dinner 2014. Thanks all the parties who have given support to us!

All the best to HKFBS and all of my Executive Committee members in the future and remember, "We take the lead, we sow the seeds."

Chan Po Yan, Bobo
Promotion Officer
The Open University of Hong Kong



Having been an Executive Committee member for about one year, I would say that I have no regrets in joining HKFBS. Although I have given up many things, the time for leisure and the time for studies, what I have gotten in HKFBS is far more than I have lost. If I had not joined HKFBS, I would not have a chance to organize some big functions such like BA Paper 2013 with business undergraduates from different universities; I would not have a chance to speak with business elites such as The Honorable Ronald Arculli and Dr. Allan Zeman.

I appreciate what I have learnt from HKFBS. I enjoy the time that I work with my colleagues and I believe that we will have long-lasting friendships. Lastly, I deeply wish to see that HKFBS can grow more prosperously in the future.

Choi Ming Him, Stephen
Academic Officer
The Chinese University of Hong Kong



Being an Executive Committee member of HKFBS is undoubtedly a milestone of my university life. This is a chance that we can learn outside dull lecture halls. Gaining knowledge beyond the cumbersome textbooks, acquiring interpersonal and communication skills and broadening my horizons are only the tip of the iceberg. There are a lot of benefits yet to be mentioned. My soft skills are well trained throughout the year. What's more important is that HKFBS is a nexus connecting the 9 local universities in Hong Kong. This is the irreplaceable feature of our Federation. Sharing the same objectives and having the same passion for serving students, we have endeavored to provide a vast array of activities in which both quality and quantity are emphasized. In this year, hard times are experienced but we also have joyful moments. As time goes by, events would end and our duties would be completed. However, our precious friendship remains and it completes the puzzle of my university life.

My year with HKFBS is a year of sweat (yes, literally sweat), working nights and consecutive days my laptop keeps running. However, I get to do things I did not even dare to imagine when I was just a freshman. I get to be a very proud Project Director of KPMG BA Paper 2013, put ideas into reality, speak in front of some 600 people, network with people I only got to see from the papers, and the list goes on.

Seated on the Rayson Huang Theatre stage a year ago, I told myself being with the Federation might be something I would look back on years from now and say it might be the best thing that has happened to me. Knowing how HKFBS shaped me into the person I am today, I am proud to say that this cannot be more genuine.

Yip Si Ching, Cheryl
Academic Officer
The University of Hong Kong



Ng Sin Yan, Angie
External Affairs Officer
The Hong Kong Polytechnic University



One year seems to be a long duration when I first joined this family. But when I am newly transformed as an alumna of HKFBS and having looked back, everything has simply passed too fast. It is so enjoyable to spend days and nights working with these people, who enriched my university life. Every silly joke we laughed at was memorable. The most valuable asset I gained from the 29th session is friendship. It was impossible to have successfully organized Study Tour 2013 without the support from other committee members. In particular, my partner Celestina, it is my pleasure to organize the study tour with you. I am looking forward to the growth of HKFBS through the management of the 30th Executive Committee members.

Ma Chung Ying, Catherine
Financial Officer
Hong Kong Baptist University



It is my honor to become one of the Executive Committee in the session of 2013-2014. Working, playing, sharing meals, I would like to express my greatest appreciation to them. Without any one of them, this year would not be as successful as ever.

In this session, holding local and regional events over 9 universities, being a Financial Officer has become a great challenge for me. Although financial management is a critical task, I am blessed with the assistance from my colleagues. They mean a lot to me.

After a year, not only can I gain much experience on managing events, but also let me to have 17 friends over 9 universities. HKFBS gives me a remarkable U-life. Without HKFBS, I would never be able to achieve so much.

Lo Ki, Marcus
Promotion Officer
Hong Kong Baptist University



This year has been the most challenging and fruitful year of my life. Never have I been to so many business events which have enabled me to meet different business elites from various fields. Throughout all the functions organized by 29th HKFBS, I have learnt a lot of useful skills to better equip myself in the real business world. HKFBS has given me an extraordinary opportunity to work with students from the 9 local universities. One may think that it was unwise to spend most of your time on duties of the Federation and to put academic study as a backburner. However, I am more than lucky to join HKFBS as I have gotten the most valuable thing from my fellow 17 Executive Committee members – friendship.

Lam Hok Leung, Nathan
Human Resources Officer
Hong Kong Shue Yan University



Looking back to 2013, as one of the Executive Committee members of HKFBS, I gave up my college life, spent many nights to allocate resources for different functions, and eventually quitted my summer job, in return for devoting my time to the Federation. Truly, I do not regret for it. For me, the biggest achievement is to successfully turn “Executive Committee members” into “friends”. Together with 17 friends, we have strived for excellence, made a breakthrough and built a harmonious team in this session. Although our session has come to an end, our friendship will go on. That is the real college life I wish to have. Lastly, I am proud to be one of the 29th Executive Committee members.

Wong Tung Ming, Kevin
Social Officer
The University of Hong Kong



Constellation, the theme of Mentorship Programme 2013, would best describe the friendship I have gained in this year. 18 of us forms a pattern of stars that signifies 29th Session, HKFBS.

When general meetings turn to regular gatherings, we, 18 of us, all know that a fruitful year has passed. We may not meet up as often as before. However, distance would not set us apart. As a joint-university federation, we have got used to the different geographical locations we locate in. It is the bonding we share that connects every one of us. We share faith, love and memories.

We shall look at the past as a road of memories and the future as a path of uncharted dreams!

Wong Po Yi, Celestina
External Affairs Officer
Lingnan University



I would never have imagined what I have experienced throughout the year: business insights, sense of achievement, organizational skills, and most importantly -- friendship. "United we stand, divided we fall" is my motto. During our session, we encountered numerous obstacles, and yet we were able to solve every single challenge by teamwork. Together, we spent countless days and nights to expand our functions to the next level; we strived to give our best efforts to serve our fellow members. The 29th session may have come to an end, but not our spirit. Our successors will continue to better our missions and the 18 of us will embark our next journey soon!

Tam Ho Yi, Chloe
External Vice President
The Chinese University of Hong Kong

As one of the 5 “must-do things” in university, I joined HKFBS as an Executive Committee member to experience what a university student should do. My university life has become unique and fruitful since then. Looking back into this year, we, the 29th session, made many breakthroughs. We successfully organized different functions which seemed impossible to do so before. Although we encountered many difficulties and worked in countless midnights, the experiences are definitely worthwhile. Most importantly, I met 17 true friends who brought me countless laughter and happiness. One year has gone, we are now approaching the end of our session. I hope that the legacy of HKFBS can be passed from generations to generations.



Chung Yan Yee, Suki
Public Relations Officer
The Hong Kong University of Science and Technology



Time flies. Looking backwards, this year has simply passed too quickly. I would never picture myself in formal suits, looking as professional as an entrepreneur. You cannot falsify truth, nor verify lies. University life is undeniably one of the most precious and pleasurable periods in your life. It is not only true in the sense that I made new friends, had new encounters; but most importantly, I experienced something unique – working with colleagues from different universities is not plainly what you have in mind. Yes, we faced failures, we argued, we cried, we reconciled. What makes me feel lighthearted is the process of seeing myself growing into a more mature and optimistic person. Without ripples, you would not know how far you will reach and where you limits are. I wish the 30th HKFBS every success in the following year.

Fluency

in business and law

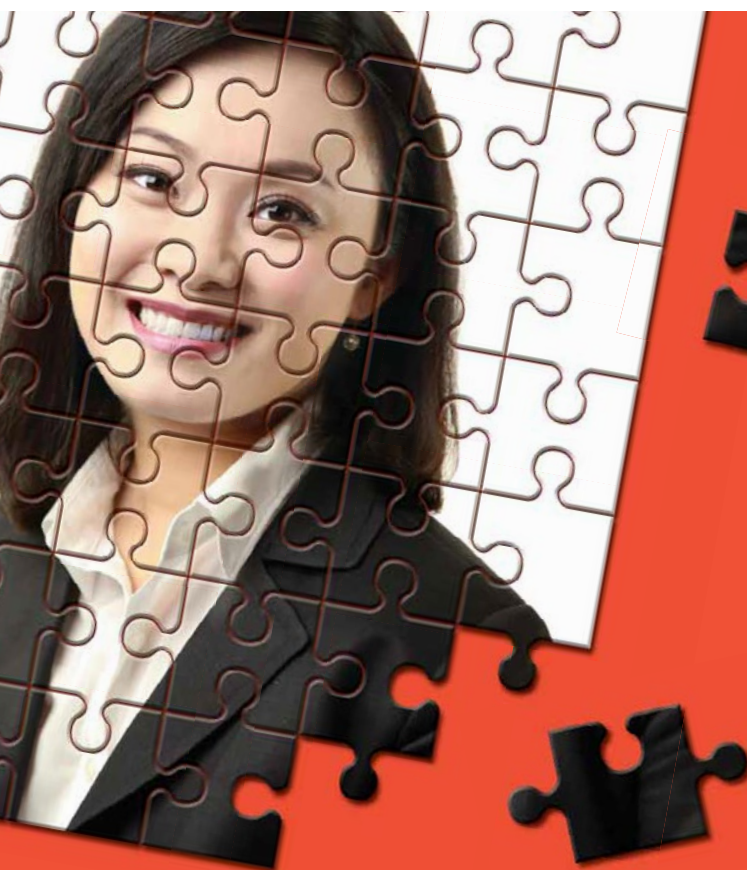
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The 29th Inauguration Ceremony

The 29th Inauguration Ceremony of Hong Kong Federation of Business Students was successfully held on 25th March, 2013 at Rayson Huang Theatre, The University of Hong Kong. The Inauguration Ceremony signified the commencement of the 29th Session. The ceremony also served as a platform for business students to interact with Honorable Guests and business elites to exchange business insights.

It is our greatest honor to have Guest of Honor – The Honorable Lam Woon-Kwong, GBS, JP, Honorable Guest Speakers – Mr. Ricky Wong, Mr. Peter Cheung, JP and Mr. Robert Grandy witnessed the remarkable moment with the new committee of the Federation. We would like to express our sincere gratitude towards the support from all the Honorable Guests, Sponsors, past Executive Committee members and representatives from Member Societies and other business student societies.

In the remarkable occasion, the 29th session promised to carry on the mission of the Federation. To best serve all the members in all time and nurture the future leaders of the society.





STEPPING STONE TO SUCCESS SCHEME 2013

Spanning from May 2013 to January 2014, S4 is one of the highlighted events of HKFBS every year. It aims at equipping students with a deeper understanding of business operations. This year, the Scheme includes Mentorship Program 2013, Internship Series Executive Roundtable for Elites, Firm Visit Series and Workshop Series. Through an array of functions, we hope to help participants pave the way to success.



Mentorship Program 2013

The theme of Mentorship Program 2013 is 'Constellation'. Denoted as a meaningful stellar pattern formed by cluster of stars, Constellation symbolizes our aspiration, which is to inspire participants through aligning successful leaders, business professionals and students from 9 local universities together.

Over 100 business elites were invited from diverse fields to be our mentors, including **Accounting, Banking and Finance, Consultancy, Government and Legal, Hotel, Human Resources, Information Technology, Insurance, Management, Marketing and Public Relations.**

" The Mentorship Program has provided me with the invaluable opportunity of meeting one of the most successful and fascinating people in the business world- Mr. James E. Thompson, Chairman of the Crown Worldwide Group, who shared with me critical lessons on entrepreneurship and how to enrich my university education. Undoubtedly, I acquired more insight during the few hours with my mentor than I would have within classroom walls. I believe that any university student can benefit from this program. "

- Ricardo (HKUST)

" I am so lucky that I have joined the Mentorship Program held by HKFBS. In the program, I met my mentor, Ms. Andree Lee. Andree not only told me the updated information of business fields, but also taught me the philosophy of life. Thank you HKFBS for giving me a chance to meet with different business elites. "

- Tom (HKSYU)

" I was paired up with Mr. Gary Ho who works at the marketing department of Johnson & Johnson and he shared his stories and views about life. Not only did I gain more knowledge about the marketing industry ,but also met other students from different universities who share similar interests and job prospects as me. In short, my Mentor not only helps my career planning but also acts like a good friend of mine who I can share my thoughts and concerns with."

- Tiffany (HKU)

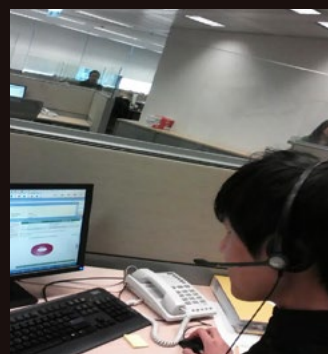


Iternship Series

With the proliferating demand of seeking internship opportunity among our members during summer, Internship Series provides opportunities for students to take a step closer towards their potential employers.

This year, we have successfully cooperated with these renowned business firms

- AIA International Limited
- David Lai & Co.
- Hong Kong Society for Enterprise Improvement
- iBoss
- Manulife (International) Limited
- New World Development Company Limited
- Noble Apex Wealth Ltd.



Executive Roundtable for Elites

Executive Roundtable for Elites provides students with beneficial opportunities to have close interactions with business leaders in Hong Kong. Business students exchanged ideas with current prominent social figures as well as their counterparts from different universities, in the form of small group discussion.



Firm Visits Series

Firm Visit Series provides students with opportunities to understand the organizational culture and business operations of firms. Through the series, students can acquire on-site knowledge about business administration, familiarize themselves with different practices in respective fields and set a clear goal for future career.



Workshop Seires

This series enables participants to sharpen essential skills and acquire knowledge for future development. This year, we co-operated with :

Bloomberg Training Workshop

- Bloomberg L.P.

Coffee Tasting Workshops

- Holly Brown Coffee Company Limited
- Pacific Coffee Company Limited

CV Writing & Interview Workshop

- UBS
- Deloitte
- Page Personnel

Professional Grooming & Image Workshops

- Benefit Cosmetics
- Jill Stuart
- Make Up Forever Academy
- Shiseido
- Tailor Pro HK

Wine Tasting Workshop

- Crown Wine Cellars

" The CV writing & Job interview workshop brought me a new sense and direction in preparing my resume and improving my knowledge and skills of interview. The atmosphere of the workshop was relaxing and distinct from the similar workshops we can join outside or in the college. Thanks HKFBS and Page Personnel for providing me with such a fruitful lesson."

- Kent (HKSJU)

" As a participant of the Holly Brown workshop, I was able to interact with fellow students studying in the business field, sharing our thoughts and witnessing the baristas' dedication to their work and the remarkable skills they have developed to achieve their title. The workshop series provided students with a platform to learn something fascinating off campus. A toast to the 29th HKFBS."

- Jason (OUHK)

" Wine tasting Workshop at Crown Wine Cellar was a great opportunity to visit a historical wine cellar that is not open to the public. We had an enthusiastic reception and informative introduction about the cellar and wines. Those who are interested in wines should not miss this workshop. "

- Heather (HKBU)



HONG KONG OUTSTANDING BUSINESS STUDENTS AWARD 2013

HONG KONG FEDERATION OF BUSINESS STUDENTS

First Round . Second Round . V- Pro . Youth Business Elites Forum



Evans Liu
CITYU



Henry Wan
HKBU



Sam Wong
HKSJU



Anthony So
LU



Rebecca Chan
CUHK



Arthur Chung
HKUST



Mamta Hotchandani
OUHK



Angus Poon
HKU

What is HKOBSA 2013

Hong Kong does not lack outstanding business students, but they are waiting to be recognized. HKOBSA 2013 serves as the pioneer to give formal recognition to these remarkable undergraduates. What they gained from the competition are far beyond the prizes. HKOBSA 2013 enables them to explore their potentials and facilitates their interaction and exchange of opinions among the participants. Moreover, our Federation also aims to enhance the public awareness of the local business education and to advocate students' all-rounded development through HKOBSA 2013.



First Round Interview

A total of 45 candidates were selected to participate in the First Round Interview after a meticulous screening process. In this assessment, candidates from the same university formed a group of 5 to analyze a business case. They were required to present their reports to a panel of Evaluation Committee. The oral presentation was followed by the Question and Answer Session. 2 candidates from each university entered the Second Round Interview.



Second Round Interview

The second assessment was an individual interview in which candidates were asked a series of challenging questions regarding business affairs, social issues and scenario questions by panel of Evaluation Committee panel. After this assessment, one candidate from each university was selected as the Hong Kong Outstanding Business Students and promoted to the final assessment -The Youth Business Elites Forum.



V- Pro Challenge

All finalists were required to participate in this promotion campaign in which their well-decorated personal pictures were uploaded to the Federation's Facebook page to collect "Likes". Finalist with the most "Likes" was awarded cash prize to compliment on his excellent marketing efforts.



Youth Business Elites Forum

The Forum served as the final competition arena where the 9 Hong Kong Outstanding Business Students were gathered to exchange their unique outlooks and showcase their excellent critical thinking skills based on a motion in order to compete for the overall Champion, the First runner-up and the Second runner-up. After a rigorous debate, a prize giving ceremony was held on the same day to award the final winners.



"I am so glad to receive the award representing Lingnan University. I believe the intention of organizing the competition should not be about distinguishing rankings and achievements of students from different universities, instead it stressed its focus on creating a fair platform for students from different institutions to exchange, communicate and brainstorm new ideas on business issues. Moreover, candidates were given treasurable opportunities to meet with business elites and professionals, from whom they could learn about the latest knowledge on the real business environment. To be more precise, I would say the great honor of having the opportunity to learn from other candidates and elites should be more than the pride from gaining the award."

Anthony So (LU)
Winner of HKOBSA 2013

" As a proud participant of the Hong Kong Outstanding Business Student Award 2013 (HKOBSA 2013), I had to go through 3 different types of assessment stages which were challenging before being awarded as the First runner-up. The formal recognition, the chance to explore my potential, interact & exchange opinions with peers from different universities in Hong Kong and enhance my awareness regarding business related issues such as CSR is what I gained from this prestigious competition. But most importantly, I learnt, I grew and I conquered. A big thank you to the organizing committee of the HKOBSA 2013."

Mamta (OUHK)
Winner of HKOBSA 2013



SINGAPORE SUSTAINABLE ECONOMIC DEVELOPMENT INSIGHT TOUR

BUDDY PROGRAM - DISCUSSION FORUM - SIGHTSEEING - FIRM VISITS

Singapore Sustainable Economic Development Insight Tour 2013 was successfully held in late June. The aims of this 5-day intensive tour are to enable our members to immerse in the progressive and dynamic Singapore business environment and to let them acquire hands-on experience from the well-developed business and administration education in Singapore. Thanks to the invaluable support from different corporations and universities, we have achieved these aims and have given our members an unforgettable learning experience

The tour can be broken down into 4 components, including Buddy Programme, Discussion Forum, Firm Visits Series and Sightseeing Series. As one of the highlights of the tour, the Buddy Programme was an unique exchange opportunity to allow participants to develop a long-term friendship with Singaporean students. We were honored to be able to co-operate with student bodies from the National University of Singapore (NUS) and the Singapore Management University (SMU). The success of the Buddy Programme can be attributed to their tremendous assistance.

" Driven. Dynamic. Insightful. These 3 words aptly describes the quality of the delegates of HKFBS study tour. Students from NUS were engaged intellectually when we discussed the sustainability policies of Singapore. Most importantly, many of us made new friends. Certainly look forward to hosting HKFBS delegation again! "

- Ho Yeung (NUS)



"It was great to join such an exchange tour organized by HKFBS. Not only can I meet many new friends from different universities, but also met students from Singapore and experienced their culture. Following the buddy, we tried many delicious Singaporean cuisines within a few days. The trip also provided us with free time to explore this country more. It is worthwhile to join Study Tour organized by HKFBS in the coming years and I am sure you will enjoy as much as I do!"

- Frankie (HKUST)

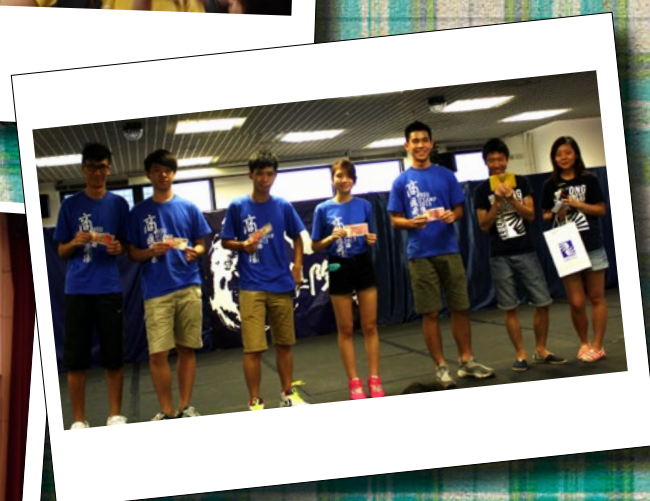
"I am so glad that I could participate in the Study Tour. It was a great opportunity to make new friends from Hong Kong and Singapore. The Firm Visit gave me insights of the local financial industry. From the trip, I learned a lot about Singapore. The multi-cultural background between two places are very similar therefore I could easily adapt to the local life."

- Sharon (CityU)



We sincerely thank all co-organizing parties and participants for assisting and joining our Study Tour. It is truly worthwhile to hold the tour when we saw the happiness of participants and the friendships developed between them.





ORIENTATION CAMP VISITS 2013

Orientation Camp Visits 2013 is a visit and a mass welfare distribution campaign, through co-organizing with Member Societies. It not only served as a welcoming event to all freshmen from 9 local universities, but also a platform to introduce our Federation and distribute our fabulous welfare packages.

We must deliver our thanks to AGCA Hong Kong, DKSH Hong Kong Limited, Holly Brown Coffee, Hong Kong Institute of Certified Public Accountants, LF Asia (HK) Ltd., McDonald's Restaurants, Seigakudo Limited, Senco-Masslink Technology Limited, the Hong Kong Institute of Chartered Secretaries and 333KEL Investment Limited, without their support, our Orientation Camp Visits 2013 would not be as successful as ever.



Welfare Day @ Universities

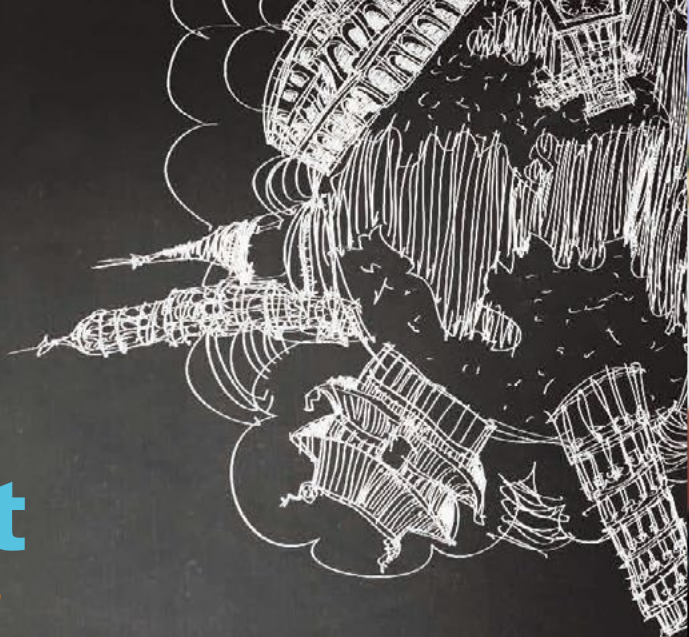
In October 2013, we went down to University Campuses and delivered snacks, drinks, skincare products, stationeries, coupons and more to ALL business students. Through partnering with Holly Brown we also gave away gelato to students who came over!



KPMG 2013/14 Graduate Recruitment

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My say
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KPMG BUSINESS ADMINISTRATION PAPER 2013

With 27 years of proud history, The Business Administration Paper is an annual international inter-university business plan writing competition held by Hong Kong Federation of Business Students.

In the competition, participants will be given chances to:

1. equip themselves from the training session and coaching session
2. get inspired by entrepreneurs and/or executives
3. get an internship spot
4. present their business plans to experienced business elites and scholars
5. interact with talented business undergraduates from other universities

THE BUSINESS MATCHMAKER

Assumed as business consultants, participants are expected to choose two specific companies from different industries appropriate for being united in a feasible and successful joint venture based on conjectures. They have to write a thorough business plan to propose how the new entity (or possibly, the introduction of a new good or services) can maximize their synergy effects – by mutually-utilizing the two original companies' advantages or/ and alleviating each other's shortcomings. The ultimate aim is to augment the joint entity's odds of survival and to maximize profits.

Quick example outlines

- Pacific Coffee Company & Xinhua Bookstore
- SCMP & local e-marketing firms
- Google & Walkman



Opening Ceremony and Training Session

KPMG Business Administration Paper 2013 Opening Ceremony was successfully held on 27th October, 2013 at Sheraton Hong Kong Hotel & Towers. The occasion was graced by the presence of our honorable guests and 600 participants. The Honorable Lam Woon-Kwong, GBS, JP, Ms. Carmen Ting, Mr. Peter Cheung, JP and Ms. Susanna Wong gave inspirational speeches on topics such as creativity and feasibility in business, and role of analysis in a joint venture. After the ribbon-cutting ceremony, the 3-month competition was officially commenced.

Internal Assessment

Participants were required to submit a 5-page Executive Summary for evaluation by the Evaluation Committee. The Evaluation Committee selected 9 local teams and 3 foreign teams to enter the Semi-Final.



Promotion Challenge

In the Promotion Challenge, the most ingenious joint venture ideas submitted by our teams were wrapped into fun and attractive advertisements to win votes. Everyone could vote and be a king-maker. The Best Advertisement Award went to the Team 5721 with a record of 1166 likes!



Global Round

The introduction of Foreign Teams has enriched BA Paper ever since early 2000s to foster intellectual exchange between local and foreign students. In the Global Round, the best team was invited to Hong Kong to join the Grand Final and compete with local teams. With much anticipation. This year we had representatives from Singapore Management University to bring us new ideas and insights.

Contingency Challenge

This year, Contingency Challenge was newly introduced to the competition in order to test participants' quick wittedness and time management. Teams were required to submit the an answer to a contingency case in two hours. Flexibility and adaptability were tested.



Semi Final

Under the guidance of KPMG business advisors, the 9 local semi-finalists along with three global round semi-finalists were required to expand their executive summaries to a full proposal. On the Semi Final day, they were asked to deliver an oral presentation to the Evaluation Committee. Being the cream of the crop, the four shortlisted teams, along with the Champion team of the global round, were selected to enter the final round of the competition - Grand Final.



Grand Final

After rigorous rounds of selection in the Internal Assessment and Semi Final, four local finalists teams along with the Champion team from the Global Round were the cream of the crop to enter the final stage of KPMG Business Administration Paper 2013. The teams had the opportunity to present their joint venture ideas on the stage of Hong Kong Convention and Exhibition Centre on 26th January, 2014.

From the academia, we are very honored to have an academic evaluation committee comprised of professors from the nine local universities. As for the business evaluation committee, we have professionals from diverse business and governmental backgrounds.

Each team made fabulous presentations of their joint venture idea and courageously answered questions bombarded by the panel. It was a tough decision for the panel as the finalist teams all came up with bewilderingly excellent work. The Chinese University of Hong Kong (CUHK) was crowned the Champion as well as the Audience Choice Award. Singapore Management University (SMU) came second and Hong Kong Baptist University (HKBU) came third. The Best Presenter also went to Lui Man Kam of the HKBU team. We are very happy that Business Administration Paper has once again created a platform propelling students to think with a teeming brain, learn on a global scale and be inspired by business professionals, scholars and peers.

Congratulations to all the winners and we hope that all participants have enjoyed in the KPMG Business Administration Paper 2013 experience.

The Finalists



Team 109 (Foreign Team)
Singapore Management University



Team 2284
The Hong Kong University of Science & Technology



Team 2704
Hong Kong Shue Yan University



Team 5915
Hong Kong Baptist University



Team 5958
The Chinese University of Hong Kong



"There are a few things I have learned as a participant of this competition.

The competition is about cultivating the sense of students to seek opportunities, and to seek them in a dynamic and globalized business environment.

The competition is also about generating these ideas into proposals. I believe a good idea is not just about how innovative it is, but also concerns with the feasibility. In other words, we need to investigate the case comprehensively and with care.

As the champion team of the competition, I would like to express my sincere gratitude towards the guidance and support from judges, their opinions have driven me to push further towards excellence; and the hard work of organizing committee, which has made all these possible for every one of us.

Thank you very much."

CUHK
(Champion)



"It was an exhilarating experience for us to have the opportunity to travel all the way to Hong Kong to share our business idea with the elites of the business community here. We benefited greatly from the experience and hope that HKFBS will continue in their mission of promoting the cause of the business community. We will treasure the new friendships that we have made and hope that these connections will lead to greater exchange between Hong Kong and Singapore. I, on behalf of my team, thank you all for the memories."

SMU
(First runner-up)



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MR. LAWRENCE CHOW CHIEF MARKETING OFFICER SAMSUNG HONG KONG

We are honored to have Mr. Lawrence Chow, Chief Marketing Officer of Samsung Hong Kong to share his insights on the local marketing and technology industries and to give advice to the business students in Hong Kong.

As a Chief Marketing Officer in Samsung Hong Kong, what are your daily duties and responsibilities?

First of all, I believe one of the most important duties of every officer in the senior management is to ensure the daily operation of the corporation being smoothly and efficiently run. Being the Chief Marketing Officer, I have to manage all the affairs in the marketing aspect. Secondly, strategic management and detailed planning are also some of my must-do duties. They do not only aim at dealing with daily affairs, but also for the long-term development and growth of the company. Also, since Samsung is a global enterprise, we must maintain close relationship with the headquarters and facilitate the deployment of global strategy in a local market.

Samsung has been so successful in selling its wide range of products and gaining high market shares in multiple markets. What are the core values of Samsung that drive the company to make such achievements?

Samsung has 4 core values in total. The first one is innovation. We are the pioneer of technological innovation. This is exemplified by our state-of-the-art technologies such as voice control, motion control, S Pen and many more. The second one is diversity. We are second to none in the consumer electronics field as we have diversified product lines to cater for the various needs of our consumers. The third one is integration. Integration is about how we can integrate different single products into a total solution. This is crucial in developed market such as Hong Kong for the reason that it is too slow and inefficient to convey one single message of each product at a time. We should design a total solution that comprises of a range of products for each of our end users for them to choose the model of usage that better match their needs. The forth is quality. No matter how fast do the companies launch their products, they will not stand out of other competitors if their products are of low quality which is the indispensable element of making products unique and competitive.

Knowing that there are rigorous competitions in the marketing industry in Hong Kong, what are your outlooks on the local marketing environment and how does Samsung maintain its competitive edges in the industry?

Hong Kong has a highly condensed and saturated market where a message can be spread to every corner at a rapid speed. A company can leverage this feature to spread a positive message that yields immediate marketing effects. Also, Hong Kong serves as the gatekeeper of China market and also the stepping stone of ASEAN countries. Foreign companies which are ambitious to expand in China market must first gain success in Hong Kong market. In order to maintain Samsung's leading position in local market, we must conduct fast and accurate marketing research for the sake of knowing the market needs of our end users. The research results can be communicated with the Research and Development team to create a product that can satisfy the needs of our consumers. In a nutshell, it is all about how deep do we understand the market needs and how fast can we deliver the products to fulfill the market needs.



Nowadays many students who study in Business Administration would like to choose Marketing as their major. However, many of them are confused with their career paths. Do you have any advice for the marketing students in Hong Kong?

Dating back to the time when I graduated, computer engineering was a popular program because students believed they would get high-paying jobs such as programmer or computer engineer. But is it really the case nowadays? What I am trying to say is, is the trend of choosing marketing just as the case of computer engineering? I am not sure about the answer. Although it is a bit old-fashioned, I always believe knowledge is infinite and lifelong learning is what we all should do. Taking me as an example, even though marketing was my major, I am still trying to learn as much marketing knowledge and absorb as much marketing information as possible. There is no equal mark between studying marketing and taking marketing as your career. Even if you do not plan to step into marketing industry, there is still a great possibility that the marketing knowledge you learnt will be useful to your profession. You will never know when will your knowledge be useful in the future and opportunities always run into those who are prepared.

MR. PATRICK YEUNG

CHIEF EXECUTIVE OFFICER DRAGONAIR

Throughout July to September of 2013, an average of 2 million people were glued to their TV screens for each episode of Triumph in the Skies 2. Regrettably, apart from the love triangle between the main characters and brief scenes of pilots flying an airplane, the audience knew almost nothing about what top managers are doing in the aviation kingdom. We are therefore very honored to have CEO of Dragonair, Mr. Patrick Yeung to unveil for us the mysterious aviation industry.



Can you talk about Dragonair as in the year of 2013?

The year just passed can be described by the word “new”. We had new visions and commitment as regards to our new role in the Cathay family – a wholly owned subsidiary of Hong Kong’s flag carrier, Cathay Pacific. We aspire to be the best regional airline using Hong Kong as our base and to have a world-class team.

Down to the more technical side, we rearranged the number of first class, business class and economy class seats. We are also investing in a new R&D initiative, which is an experiment over replacing individual entertainment systems by the provision of free Wifi so passengers can watch their own movies or listen to their own songs during flights. We hope to strike a balance between customer satisfaction and operational costs as the reduced weight could in turn cut huge oil expenses.

A second change is on uniform of the Dragonair crew, a very important symbol of a company’s essence. The 4th generation of the group’s uniform was newly created by the designer who also designed Cathay’s uniforms. With the two uniforms sharing some variations, yet, with a hint of connection, we would like to subtly let customer feel that the two groups are different entities but are associated with.

Also, we have added waypoints for flights. In 2014, the improvement of our operations will continue to be the creed we bear in our hearts.



Knowing that you have previously worked in Cathay Pacific and is currently CEO of its subsidiary company – Dragonair, are there significant differences in working for these two companies?

Although the two companies are much integrated, there are some significant differences in their intrinsic cultures. Tracing back to Dragonair’s roots, before their integration with Cathay, they needed to cope with fierce competition with this aviation giant. The group has hence developed a strong can-do spirit, differentiating itself from the others.

Dragonair also casts a focus on service quality. As they did not have much competitive advantages in hardware and facilities in earlier times, they have urged on quality intangible services to maintain their competitiveness.

If I were to compare, the team spirit is also slightly stronger in Dragonair. Given that a majority of the cabin crew is from Hong Kong, the team shares the same language, thinking and culture. And as the group specializes in short flights, they may need to be on flight 3-4 times a day and cooperate with the same team more frequently, thus cultivating a much stronger team DNA.

Knowing that you have great experience in the management level, do you have your set of management philosophy?

In my view, one should never overestimate your importance in a large company as you will always need other’s help. In Dragon Air, we are currently having 140 trainees, and just like AO system, they will be linked to colleagues of different departments. Seeing the importance of networking and colleague relationship, it is to facilitate them to seek help from others in times of difficulty. Secondly, with reference to the Chinese adage, we should not speak too harshly and even if you have sufficient justification, you should maintain a show of comity and forgiveness. I always keep this in mind.

With Dragonair being Cathay Pacific’s subsidiary, how do the two entities leverage each other?

In this relationship, Dragon Air and Cathay Pacific shares different roles. Dragonair specializes in Mainland and other secondary Asian countries like Wenzhou and Fuzhou, to which flights seldom reach. On the other hand, Cathay Pacific specializes in non-stop long hauls. These create needs for both groups to depend on each other – with Dragon Air becoming an important transit tool for Cathay passengers going for the Mainland and other secondary Asian countries. With such, the transit time of Cathay flights are greatly shortened. In face of China’s blooming economy, Cathay Pacific could also utilize Dragon Air’s network in China, established for more than 2 decades, to capture profits in the region.



The competition in the airline industry in Hong Kong has been intensified by the entry of low-priced airlines. How can Dragonair position itself to survive?

In face of the entry of low-priced airlines, our positioning from the very beginning, which is to provide quality products and services, has never been waived. Some may point out that we should be aware of prices as our comparative weakness and try to alleviate it. However, I believe that given the fixed amount of resources, we should instead focus on areas we do well and try to make them boosters for success. In fact, Emirates also used this strategy. Being an airline developed in the Middle East in an earlier time, it exploits its first-mover advantage by constantly buying planes to sustain a bigger fleet and to keep a distance from its new coming competitors.



SIR. DAVID LI CHAIRMAN AND CHIEF EXECUTIVE BANK OF EAST ASIA LIMITED



What are the duties of the Chairman and Chief Executive of the Bank of East Asia?

First and foremost, setting the directions and goals for long-term development and developing corporate strategies for the bank are my most important duties. I also need to recruit and retain talented people as our employees carry out the operation. Third, I monitor the performance of different departments and employees. My job also requires me to deal with clients and promote the products and services of Bank of East Asia to them.

It is our great honor to have the Chairman and Chief Executive of the Bank of East Asia Limited, Sir. David Li, sharing his success and experience in the banking industry

What is the most significant accomplishment of Bank of East Asia in 2013 and what is the future objective in 2014?

2013 was a challenging year for the banking industry due to the unstable external environment, like the US Quantitative Easing and the fluctuating interest rate in Hong Kong. However, our colleagues have a strong team spirit to face the challenges with successful result. In 2014, we will focus on our strengths. We continue to expand our operation in Hong Kong and China. We will also aim to attract more clients in order to be a premier bank in Hong Kong.



What is your philosophy towards corporate management?

Management philosophy varies with different people. For me, it is important to set a role model for the employees. If you expect other people to work hard, you need to show that you roll up your sleeves. Sharing and teambuilding are also keys to success. A team achieves more than an individual because team members can learn from one and other.

What is the most important element to be a young business leader?

Only 15% of the population can gain a tertiary degree in Hong Kong every year. All of you are very lucky to be one of them, it is important that you contribute back to our society and help the less fortunate students. Setting a goal is also necessary. Instead of overlooking one failed attempt, you should keep on trying. My motto is taken from Napoleon, "A million reasons for failure, but not a single excuse." If you fail, you should think of the reasons behind and how to overcome them, so that you can succeed one day.

What is the most memorable achievement you have made in your life so far?

My most memorable achievement is to found The Friends of Cambridge University in Hong Kong. I have set up a scholarship fund called The Prince Philip Scholarship and it has been supporting 168 promising students from Hong Kong to study at Cambridge University since 1982. Many scholarship recipients are now notable elites in society, such as Mr. Wong Yan-lung, the former Secretary for Justice of Hong Kong.

It is common that nowadays many fresh graduates frequently switch from one job to another. How do you view this phenomenon?

It's important for graduates to find a job that they are truly interested in. If you are not happy with your job, you will not be motivated to work. Understanding the job duties and nature before applying can help you make wise job decisions. It is suggested that you stay with your first job for at least 3 to 4 years. If you always change jobs too frequently, your probability of being employed by a new company is greatly reduced as employers think it is not worthwhile to train a worker who will leave very soon.



How to maintain a good work-life balance?

There is no a definite good way. Everyone has their own way to relax themselves. Some like listening to music, some like playing sports and some like travelling. The secret of work-life balance is time management. Time is limited; everyone has only 24 hours a day. You need to allocate your time well and prioritize what you need to do. I only sleep 4 hours a day, so I will have more extra time than the others.

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"Without continual growth and progress, such words as improvement, achievement, and success have no meaning."

- Benjamin Franklin

Since we have been inaugurated, we are determined to continue the excellent works of our predecessors.



"The thing about inventing is you have to be both stubborn and flexible. The hard part is figuring out when to be which."

- Jeff Bezos

We were stubborn in a sense that our determination to launch -HKOBSA 2013 had never been weakened. On the other hand, we were flexible as in the ways that we fully utilized our collective efforts to find solutions to problem.



"Tonight, a whole new constellation is created. By participating in Mentorship Programme 2013, mentors, mentees and HKFBS all gather together and we merge together to create a wider and a more scintillating constellation."

-29th HKFBS

"Coming together is a beginning; keeping together is progress; working together is success."

-Henry Ford

This, summarized a year in HKFBS



"Being a new comer of HKFBS, I enjoyed every workshop I have joined, including Wine Tasting, Firm Visits, CV Writing & Job Interview workshop, etc. I feel glad to have all these invaluable chances to get into a grand wine cellar or to learn interview skills from managers in well-known company. Not only broaden my horizon, but I also met a lot of new friends from different local universities which help me in building up my connections.. I have gained a lot"

- Jessica (CityU)



"It is a great chance for me to learn how to appreciate wine. Drinking a glass of house wine is not an unfamiliar thing to me, but frankly, my knowledge in wine tasting is shallow. I always want to learn more about it but it costs high for joining this kind of workshop outside. In mid-November 2013, I joined the wine tasting workshop. This was the first time for me to go into a wine cellar for wine tasting, it was a memorable time and it meant a lot. It enhanced my knowledge and manner in wine tasting, and taught me how to distinguish wines. It was a wonderful experience."

- Kent (HKSYU)



" As a participant of the Singapore Sustainable Economic Development Insight Tour organized by HKFBS, I was able to reach out beyond HK to a wider international community. Throughout the trip, we took part actively in discussion forums with local students from NUS & SMU and visited Bloomberg & NEWater. This Tour allowed me to gain deeper insights about the economy and the multifaceted culture of Singapore through communicating with peers, firm visits & sightseeing. Thank you HKFBS for an insightful overseas experience! "

- Mamta (OUHK)



- Sharma (HKU)

" The Singapore Study Tour was a truly enriching experience. The program included many fun activities like spending a day at Sentosa Island and numerous visits to famous touristic attractions. Besides, the firm visits which were very educational. Personally, I enjoyed the visit to the Bloomberg office and the NUS campus where we interacted with local students. The accommodation was comfortable too and the tour was very well organized. To sum up, it was a great summer experience!!! "

" The makeup workshop taught us the simple and effective ways to build up a professional image. I enjoyed meeting and interacting with other participants. Besides the makeup artists provided us with good consultations. They answered our specific questions and commented on our makeup. The workshop enhanced my confidence"

- Cece (PolyU)

" I was provided with golden opportunities to join various kinds of business activities to shape my future career development as well as building up my network,making friends from different universities. I joined BENEFIT grooming workshop in October 2013. I leart from makeup artists of BENEFIT step by step to apply the makeup.

Really appreciate HKFBS for providing different opportunities to members with sincere effort and dedication!"

- Maggie (LU)





HONG KONG FEDERATION OF BUSINESS STUDENTS

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