

Annual Journal

HONG KONG FEDERATION OF BUSINESS STUDENTS



Do not follow where the path
may lead. Go instead where
there is no path and leave a trail.

- Ralph Waldo Emerson



This Annual Journal is dedicated to
The Advisory Board,
Sponsors,
Mentors,
Member Societies,
All Past HKFBS Executive Committee,
and
all business undergraduates.

Contents



06



21



11



02

OVERVIEW OF HKFBS

- 03 Introduction of HKFBS
- 03 Our Emblem
- 03 Advisory Board
- 03 Member Societies
- 05 Foreword from the President
- 06 Life at HKFBS

MAIN FUNCTIONS

- 13 Stepping Stone to Success Scheme 2010
- 15 Mentorship Programme 2010
- 17 Executive Roundtable for Elites
- 17 Firm Visits
- 18 Workshops
- 19 China Mobile Hong Kong Business Administration Paper 2010
- 21 Opening Ceremony and Training Session
- 23 Semi-Final
- 24 Oral Presentation Day

SOCIAL AND ORIENTATION FUNCTIONS

- 08 cME Video Competition 2010
- 09 The 26th Inauguration Ceremony
- 11 The Orientation Camp Visits 2010
- 12 HSBC Insurance Halloween Charity Parade 2010
- 27 Annual Dinner 2011

OTHERS

- 02 Interview with Sir David Li, GBM, GBS, OBE, JP
- 28 Sponsors of the Year 2010 - 2011

Interview with Sir David Li

Date: August 19, 2010 Time: 1700 - 1800 Venue: Bank of East Asia, 10 Des Voeux Road Central, Hong Kong
Written By HUNG MAN LOK DANNY

Sir David Li Kwok-po, GBM, GBS, OBE, JP is a Hong Kong banker and politician. He is the current Chairman and Chief Executive of the Bank of East Asia, member of the Legislative Council of Hong Kong and former member of the Executive Council of Hong Kong.



With over thousands of business graduates in Hong Kong each year, what can a student do to differentiate him/herself from the rest?

With the large variety of divisions and roles within the business industry, success would come to the ones that start early on their career planning. Acknowledging the importance of life-long learning is essential as well, as knowledge taught in university is just very fundamental and basic. Especially in the business industry where information and technology renews itself at an astonishing speed, to develop a professional career path and stand out from the others one would have to spend a great effort in constantly updating his/her knowledge through the media. Communication and presentation skills are also a critical requisite in the dynamic industry of business and finance. The essence to excel in the field would be your superiority in selling yourself and your products to employers and clients. Proficiency in the 3 languages, English, Cantonese and Mandarin would be basic, especially fluency in Mandarin, which would surely be the language of the century, if not the further future. Spanish would also be a plus, with its popular in most parts of the Latin America.

It has been some time since the Financial Crisis terrorized the global economy, do you think we have returned to the pre-crisis state yet?

It is possible that we will never return to the pre-crisis state. Something is bound to have changed since the crisis struck, and the ability to acknowledge and identify the differences would lead to success in the competitive market. For instance, the crisis had stimulated economists to doubt the long-established economic theories that were used to explain and forecast the market. It is possible that some of these theories are outdated; the only economic theory that seems to stand the testing of time would be the demand and supply relationship.

Overview of HKFBS



INTRODUCTION

Hong Kong Federation of Business Students, HKFBS, is a non-profit organization managed by local business undergraduates, with more than 10000 members from the 8 local universities. We are the only organization which includes the widest spectrum of local students from the business field.

Founded in January 1985, HKFBS represents all local business undergraduates, and serves 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, and help them gain an understanding of real business environment.

OUR EMBLEM

Our emblem symbolizes a bridge – “We bridge business students and the business community”. The blue paint beneath represents the gap between the business students, whilst the 7 stripes – representing the 7 tertiary institutions at 1985 – bond together, letting our members walk through the gap and reach the business world.

ADVISORY BOARD

HONOURARY PRESIDENT (BUSINESS)



Mr. Ronald Joseph Arculli, GBM, GBS, CVO, OBE, JP
Chairman,
Hong Kong Exchanges and Clearing Ltd.

HONOURARY PRESIDENT (GOVERNMENT)



Mr. Leung Chun Ying, GBS, JP
Convener,
Executive Council of Hong Kong

HONOURARY PATRON



Mr. James E. Thompson, GBS
Chairman,
Crown Worldwide Holdings Limited

HONOURARY ADVISORS - ACADEMIC FIELD



Prof. T. S. Chan
Associate Vice President and Chief
Information Officer,
President Office,
Lingnan University



Dr. Peter S.T. Cheng
Acting Head and Associate Head,
School of Accounting and Finance,
The Hong Kong Polytechnic University



Prof. Stephen Y.L. Cheung
Dean and Professor (Chair) of Finance,
School of Business,
Hong Kong Baptist University



Mr. Edward Chiu
Assistant Director
Undergraduate Enrichment Programs,
Faculty of Business and Economics,
The University of Hong Kong

MEMBER SOCIETIES



The Association of
Business Students (ABS)
Hong Kong
Baptist University



Business Association
(BA)
The University of
Hong Kong



Business Administration
Society (BAS)
Lingnan University

**Prof. Dennis K.K. Fan**

Associate Dean (Undergraduate Studies),
Faculty of Business Administration,
The Chinese University of Hong Kong

**Prof. Ron C. W. Kwok**

Associate Professor,
Department of Information Systems,
City University of Hong Kong

**Prof. Francis T.M. Lui**

Director of Center for Economic Development,
Department of Economics,
The Hong Kong University of Science & Technology

**Prof. Ricky Szeto**

Associate Professor,
Head of Department (Administrative),
Hong Kong Shue Yan University

HONOURARY ADVISORS - BUSINESS FIELD

**Mr. Bernard Chan, JP**

President
Asia Financial Group

**Ms. Carolyn Chui**

Executive Director of Investments
Private Wealth Manager
Merrill Lynch (Asia Pacific) Ltd.

**Mr. K.C. Law**

Partner (Tax Services)
PricewaterhouseCoopers Ltd.

**Sir David K.P. Li, GBM, GBS, JP**

Chairman and Chief Executive
The Bank of East Asia, Ltd.

**Mr. Micky C.T. Lo**

Director
Head of regional services
IT security governance
Global technology and operations
Deutsche Bank AG

**Dr. William Lo, JP**

Chairman
Strategenes Ltd.

**Ms. Scarlett O.L. Pong**

Managing Director
Realchamp Asset Management Ltd.

**Ms. Janis Tam**

Director
Swire Resources Ltd.

**Mrs. Rose Tong**

Managing Director
Human Resources
UBS AG

**Ms. Diana Tsui**

Director
CSR, KPMG China

**Mr. Emil Wong**

Hon. Life President
Yuen Long Town Hall Management
Committee

**Mr. Samuel Yung, MH, JP**

Founding President
Hong Kong Professionals and Senior Executives Association

**Dr. Allan Zeman, GBS, JP**

Chairman
Ocean Park Corporation



The Society of Business
Administration (BASO)
The Chinese University of
Hong Kong



Business Students' Union
(BSU)
The Hong Kong University
of Science and Technology



Economics and Finance
Society (EFS)
City University of Hong Kong



Faculty of Business Students'
Association (FBSA)
The Hong Kong
Polytechnic University



The Society of Business
Administration (SBA)
Hong Kong Shue Yan
University



Foreword from the President

Two weeks from now, after a year of service of HKFBS, I shall lay down the responsibilities of office as the authority of the Presidency is vested in my successor. It has been a great honor to be the 26th President of HKFBS. My committee and I are grateful for the opportunity to serve all business undergraduates in Hong Kong.

From the day of our founding, we have proclaimed that we should strive in providing the greatest benefits for business students in Hong Kong. Our duties are defined not by the words I write now, but by the accomplishments we have seen together. HKFBS has integrated the activities by incorporating more business fields so as to extend the range of experience for business students. The horizontal and vertical diversification of activities aims to equip our members to be prominent business figures that are more distinctive than other candidates.

This year was a small moment with a big meaning. In all the work I have done as the President – every decision I have made, every action I have taken, every cheque I have signed – it was an opportunity for me to acquire additional skills in being a better leader, a better team player and a better individual.

In meeting with crisis, whether external or internal, great or small, the best way is to pool all the best brains together to come up with ideal solutions. I believe there is always an alternative and it is the preparation that determines the success. Being proactive in seeking all sorts of helps and developing better strategies for the upcoming projects was the key in leading me through the way. This is how, together, we could put “all the pieces together again” and make HKFBS stronger and better than it was! Although it has been quite a journey this year, we held together through some stormy conditions. In the end, together, with the generous assistance from all

parties – advisors, mentors, business leaders, sponsors, member societies, past executive committee, family and friends – we are reaching our destination.

Running across the roads in heels under rain, proofreading documents during lectures, staying up to complete designs before deadline... this was my life during the first half of my terms of office. Sometimes, it was quite a pain to see my friends going out every week while I have to stay at my room to work on HKFBS' work every night, not to mention revising for the exam in the following day. Sacrificing other opportunities? I would say it is HKFBS that grants me more chances to fulfill my curiosity in learning more about different business opportunities. Sacrificing spare time? I would say it is HKFBS that pushes me to learn better time management skills and prioritization. All these

are vital when it comes to working in a team, which requires more integrative problem solving skills, a broader and more considerate mindset that can take different parties' interest into account. I highly value the meaning behind all these attributes because there is no other experience better than leading 13 Executive Committee from 8



There is no other experience better than leading 13 Executive Committee from 8 different Universities in Hong Kong to serve more than 10,000 members in a year.

different Universities in Hong Kong to serve more than 10,000 members in a year.

I wish the coming year will be blessed with peace and prosperity for HKFBS, the new President, and all who will labor with him. I am confident the legacy of HKFBS will be kept along with challenges ahead.

Lee Wing Sze, Ida
President
26th Executive Committee
Hong Kong Federation of Business
Students Session 2010 – 2011



Kei Kit Shing, Lawrence
Internal Vice President
Hong Kong Baptist University

I still remembered the day I was interviewed and scenario of the first general meeting. Throughout this year, we have made certain breakthroughs in some aspects of our functions, with the successful organization of some traditionally remarkable events. In fact, sunset symbolizes the arrival of sunrise of another day. May I wish the 27th of executive committee a fruitful and memorable year. I would also like to wish all my teammates another new page of life after the year of conscientiousness. Finally, may I once again, thank all my teammates for providing me this opportunity to learn, to grow in my life-long journey.



Wong Chung Hang, Stanley
External Vice President
The University of Hong Kong

This year has been very fruitful for me, with the great learning experience in the Federation. I was exposed to various business occasions, met with different business professionals and students, and had my communication skills honed. I gained a lot of insights into the business world and broadened my network during the year, which was invaluable. The most important thing that I got out of my tenure as a HKFBS Executive Committee is the friends that I have made. The memories of working hard together with my teammates are still vivid in my mind and unforgettable.



Hung Man Lok, Danny
External Secretary
The Chinese University of Hong Kong

Since receiving the university confirmation results I have been constantly planning on how to fulfill my next few years, and joining the Federation has proven to be the most rewarding decision. Being an executive committee member of the Federation had supplemented and balanced my learning agenda in university with out-of-the-box learning opportunities. Collaborative experience during preparation work and holding major events had been truly memorable. The occasions of meeting senior business professionals and constructing dialogues with them were invaluable. And most importantly, the friendships established would be life-long. I wish the success of HKFBS this year would be carried on as it had for the



Yiu Shing Wan, Ken
Financial Officer
Lingnan University

Within the period that I have been an executive committee of HKFBS, I found that networking is a very important thing. If you have a good social network, you will find that you can organize a function easier. Besides, the network between every executive committee of this year, next year or even previous year is also important that we learn from each other. I hope we would keep those "close" relationships forever.



Hui Wai Yin, Angela
Academic Officer
Hong Kong Baptist University

Coming together is a beginning. Keeping together is progress. Working together is success. One thing I treasure working as a team is that you always have someone to count on, and I was really grateful that I have 13 committee members to count on throughout the year.

I was fortunate enough to be given an invaluable opportunity in being the Project Director of "China Mobile Hong Kong Business Administration Paper 2010". Thanks to my committee members, especially my project-partner! Without the support from you all I wouldn't have been able to go through all these myself!



Lai Sze Man, Kelly
Academic Officer
The University of Hong Kong

Being one of the 26th Executive Committee members of HKFBS has been a great experience for me. I am happy that I was given a chance to become one of the Project Directors of China Mobile Hong Kong Business Administration Paper 2010. I have learnt a lot throughout the year and I cherish every moment we worked together. These unforgettable memories have made my university life more colorful. I would like to thank all my committee members for everything they have done and I wish we all have a successful life.

Life at HKFBS



Yam Wing Na, Julia
Social Officer
Hong Kong Shue Yan University

Times flies and it comes to the end of the 26th session. I am proud to be one of the Executive Committee members and serve my period with the best minds from different universities. It had also been my honour as the Project Director of the Stepping Stones to Success Scheme and the experience has been most unique and rewarding. Success would not have been possible without the tremendous support from each executive members and I thank them all with my heart. The life-long friendship established in this year has been invaluable and the sweet memories will always warm my heart.



Yip Ka Chun, Jason
Social Officer
The University of Hong Kong

I am glad that I can be a part of HKFBS, which I believe is a unique place joining all of us together. Having chances to work with students from different universities, and meeting with different business elites and professionals is a rewarding experience for me, in which all of us has met with and overcome different hurdles and difficulties together. My 1 year term of office passes so quickly that I now have to pass the duty to our next executive committee. May I wish them every success and a bright future!



Tong Kwan Yi, Kiwi
Marketing Officer
Hong Kong Shue Yan University

This is such a great honor for me to be one of the members of the HKFBS family. What I have received from my brothers and sisters was more than love and care but also their full support whenever I feel frustrated and exhausted. Their helpful hands are the warmest embrace whenever I was in my handicap situations. Human are never independent individual. Every process of history is written by the power of cooperation. This fruitful year was definitely the best time for me to experience this theory and I believe HKFBS 26th could also be honorably named in history.



Wong Hiu Ying, Yammy
Marketing Officer
City University of Hong Kong

Opportunities seldom knock twice. That's the reason why I stood up and served as one of the executive committees of HKFBS. As Marketing Officer, I am delighted that I could be the Project Director of both Inauguration Ceremony and Annual Dinner. Through organizing these two events, I got "Live, Learn and Lead" experiences. I have lived through this once in a lifetime opportunity. I have learned a great deal of knowledge and skills. I have led with passion while making sure the events held successfully. Joining HKFBS has certainly added a unique perspective in my university life as a marketing student. Thanks.



Chan Lee, Lewis
Public Relations Officer
Hong Kong Shue Yan University

Happiness takes no account of time. This has been a short yet fruitful year for me. As the Project Director of Orientation Camp Visits 2010, I had an invaluable experience working with different organizations. HKFBS has also provided me a platform to learn from many renowned business leaders and elites of different universities. Sow nothing, reap nothing. I believe our diligent sowing has yielded a harvest of achievement this year. Finally, I would like to take this opportunity to express my heartfelt gratitude to other Executives Committee members. Without your support and encouragement, I wouldn't be able to accomplish this much.



Wong Kwun Hung, Stephen
Human Resources Officer
City University of Hong Kong

Throughout this year, I have really gained a lot through being the the 26th executive committee of HKFBS. I was glad to be the Project Director of Orientation Camp Visits 2010 and the 27th Executive Committee Recruitment. Honestly, they are really challenging but I was fortunate enough to have the support from my teammates. Here, I want to express my sincere gratitude to all of them. Last but not least, all endings are also beginnings. May I wish the new cabinet, The 27th Executive Committee every success.

cME Video Competition 2010

Date: March - May 2010 Organized by HUNG MAN LOK DANNY



Interview skills and career planning workshop was conducted on March 19, 2010



The cME Video Competition was organized by HeadlineJobs, an affiliation of Hong Kong No.1 free newspaper "Headline Daily" and its sister website "hkheadline.com"; and co-organized by Hong Kong Federation of Business Students. Open to all local undergraduates, the competition aims to sharpen students' presentation skills as well as stimulate their creative thinking.

Participants were required to submit a resume in video format. The video would be posted online and subject



to public voting and the review of the panel. Winners of the competition would be presented with internship opportunities in the Standard Chartered and HeadlineJobs. Some workshops and training sessions regarding video editing and preparing for interviews were held to equip the students with skills for both the competition and for their careers.

Our Federation was responsible for the promotion to undergraduates of local universities and assisted in holding workshops and training sessions.

The 26th Inauguration Ceremony

Date: April 9, 2010 Time: 1900 - 2000 Venue: Rayson Huang Theatre, The University of Hong Kong
Organized by WONG HIU YING YAMMY and TONG KWAN YI KIWI



The 26th Inauguration Ceremony of Hong Kong Federation of Business Students was

held on April 9, 2010 at Rayson Huang Theatre, The University of Hong Kong. This event did not only mark the commencement of the 26th Executive Committee, but also acted as a platform to strengthen the network among the business community, the government sector and the students.

In this year's Inauguration Ceremony, we were honoured to have **Mr. Yau Shing-mu, JP**, Under Secretary for Transport and Housing, the Government of HKSAR as our Guest of Honour and **Mr. Michael Tien, JP**, Chairman, G2000

Group as our Honourable Guest Speaker. Their speeches inspired all the audience. On this remarkable occasion, the 26th Executive Committee promised to fulfill our ultimate objective to continue the Federation's vision and mission and to best serve our members.

We would like to take this opportunity to express our gratitude towards all the honourable guests and representatives from different student societies who gave great support and encouragement to the 26th Executive Committee.

Honourable Guests

Mr Anthony AU, BBS

Director
Hong Kong Cyberport Management Company Ltd

Mr T. C. Chan

Consultant
The Bank of East Asia, Limited

Ms Christina Cheng

HRM Manager
i-FinancialPro Group

Ms Chinny Cheung

Officer
Recruitment, China People Team
Ernst & Young

Ms Cora Cheung

Business Development Executive
Greater China Division
CPA Australia

Dr Samuel Chin

Regional Director
Fortis Wealth Management (HK) Limited

Dr Chris Chiu

Executive Vice President
Global Technic Enterprises, Ltd.

Mr Edward Chiu

Assistant Director, Undergraduate Enrichment Programs
Faculty of Business and Economics
The University of Hong Kong

Ms Carolyn Chui

Executive Director of Investments
Merrill Lynch Private Client Group

Ms Michelle Fong

Assistant Administrative Officer (QP Liaison)
Student Education & Training
Hong Kong Institute of Certified Public Accountants

Mr Frankie Ho

Co-chairman of Professional Development Sub-committee
& Member of Student Affairs Sub-committee
ACCA Hong Kong

Mr Francis Hui

Investment Manager
Digital China Holdings Limited

Ms Belinda Kwee

Partner
Audit
KPMG

Mr Samson Kwok

Senior Marketing Executive
The Chartered Institute of Marketing

Mr Bernard Lai

Deputy Liaison Director - University
Professional Academic and Research Centre

Mr Tommy Lai

Agency Manager
Fortis Wealth Management (HK) Limited

Ms Jacqueline Lam

Learning & Development Manager
ACCA Hong Kong

Ms Agnes Lau

Manager
i-FinancialPro Group

Mr Keith Law

Vice President
Morgan Stanley Asia Limited

Mr Allan Lee

Co-chairman
Student Affairs Sub-committee
ACCA Hong Kong



Ms Lorraine Leung
Senior Financial Planning Manager
Centaline Wealth Management Limited

Mr Louis Leung
President
Wing On Associates
Wing On Professional Group

Ms Fiona Li
HR Manager
Digital China Holdings Limited

Mr Sean Lin
Senior Inspector of Police
Information Systems Wing
Hong Kong Police Force

Mr Derek Ling
I.T. Manager
Luk Fook Group

Mr Micky Lo
Director
Head of Regional Services
IT Security Governance
Global Technology and Operations
Deutsche Bank AG

Mr Rex Ma
Honorary Secretary
Lions Club of Hong Kong Pacific

Mr Tommy Mak
Manager
i-FinancialPro Group

Ms Yettie Ng
Senior Manager - Property Dept.
Hoo Wah Company Limited

Mr James Thompson, GBS
Chairman
Crown Worldwide Holdings Limited

Mr Richard Tsang
Chairman & Managing Director
Strategic Public Relations Group

Mr Caspar Tsui
Political Assistant to Secretary for
Home Affairs
The Government of HKSAR

Mr Alex Wong
Agency Manager
Fortis Wealth Management (HK) Limited

Mr Dickson Wong
Director
Dickson Wong C.P.A. Company Limited

Mr Emil Wong
Permanent Hon. President
Yuen Long Town Hall Management
Committee Limited

Mr Frankie Yeung, MH
Senior District Director
American International Assurance Co.
(Bermuda) Ltd.

Ms Ka-Man Wong
Principal Consulting Actuary
Council & Chair of Investment and
Risk Management
The Actuarial Society of Hong Kong

Ms Mary Wong
Manager
Campus Recruitment
Ernst & Young

Ms Rowena Wong
Chief
China Affairs and Donation Management
Hong Kong Hospital Authority

Mr Harry Yu
Partner
Audit
KPMG

The Orientation Camp Visits 2010

Date: August - Mid September 2010 Venue: Orientation Camp Sites
Organized by WONG KWUN HUNG STEPHEN and CHAN LEE LEWIS

If you ask a graduate to name a few most memorable moments in his/her university life, he/she would probably name the orientation camps. The camps mark the transition from secondary education to university and commencement of a new chapter in life. Understanding both the uneasiness and eagerness in the freshmen's hearts, their elder year comrades aim to guide them through the unseen and set them off with a remarkable beginning. Acknowledging the importance of beginnings, we too hope to be a part of this event that will become a memory savored through their life. With this we organized the Orientation Camp Visits.

The Orientation Camp Visits 2010 was successfully held in August and September 2010. This year, our promotion was stretched out to 9 local universities, including the The Open University of Hong Kong. Orientation Camp visits were regarded as the first interaction between the freshmen and HKFBS. During the visit, we introduced our upcoming functions, distributed the welfare package to the freshmen and showed what HKFBS can bring to them, adding more flavors to their fruitful years ahead.

This year, it is our honor to have ACCA, Hong Kong Chartered Secretaries and China Mobile Hong Kong to be our official sponsors and more than 30 companies to be our general sponsors. Also, we would like to express our sincere gratitude to our member societies, without their support, the function would not be able to succeed.



The First Prize of lucky draw was a Sony Ericsson Xperia™ X10 mini.

Route of Visits



Visits Schedule

A: LU	Aug 8
B: CUHK	Aug 16
C: CityU	Aug 20
D: PolyU	Aug 23
E: HKUST	Aug 25
F: HKBU	Aug 29
G: OUHK	Sep 1
H: HKSJU	Sep 5
I: HKU	Sep 13



HSBC Insurance Halloween Charity Parade 2010

Date: October 30, 2010 Route: From HSBC Main Building to Central Star Ferry Pier
Organized by LEE WING SZE IDA



The HSBC Insurance Halloween Charity Parade 2010 was successfully held on October 30, 2010 at HSBC Main Building. We are very honored to be invited to represent the local university students to participate in the event. As one of the supporting organizations, HKFBS attended the souvenir presentation, Kick-off ceremony, the parade as well as the After party.

\$1000 was donated to support the beneficiary, Hong Kong Cancer Fund, in expanding and renovating the Cancer Patient Resource Centre in Tuen Mun Hospital. Hence, our support towards the Hong Kong Cancer Fund has not only enabled us to make a modest effort to help alleviate the hardship of cancer patients, but also increase the public awareness of the great work of the Cancer Fund.

This is the first year for HKFBS to attend charity event and there shall be more opportunities ahead for us students to contribute to those who are in need in the community. We hope HKFBS can be the pioneer among the student bodies to increase the awareness of social responsibility as well as introducing the varieties of business social activities to students.

Principal Sponsor 主力贊助

HSBC Insurance 滙豐保險

Beneficiary 受益機構

香港癌症基金會

Supporting Partners 合作夥伴

IGOR'S, SAMSUNG, Toys R Us, etc.

Media Partner 媒體夥伴

Various media partners.

Platinum Sponsors 白金贊助商

Prudential, SCOR, etc.

Gold Sponsors 金贊助商

Allianz, CIGNA, Edison Morgan, etc.

Silver Sponsors 銀贊助商

ING, Invesco, etc.

Sponsors 贊助機構

Various sponsors.

Participating Bodies 參與機構

HKFBS, etc.

Design Partner

monopoly

Event & Promotion Partner

Various partners.

Stepping Stone to Success Scheme 2010

Chiefly organized by YIP KA CHUN JASON; Organized by HUNG MAN LOK DANNY, KEI KIT SHING LAWRENCE, YAM WING NA JULIA and YIU SHING WAN KEN

Executive Roundtable for Elites
- Dr William Lo



Firm Visit Series
- Campbell's



Stepping Stone to Success Scheme (S4) is a comprehensive programme that includes Mentorship Programme, Executive Roundtable for Elites, Firm Visits and Workshops. The scheme aims at providing an opportunity for our members to develop their mindsets for their future career and familiarize with the operations of the real business world.

Workshop Series
- shu uemura



Mentorship Programme 2010
- Opening Ceremony



Stepping Stone to Success Scheme 2010

Mentorship Programme 2010

Date: October 14, 2010 Time: 1800 - 2200 Venue: Royal Plaza Hotel, Mong Kok
Organized by YIP KA CHUN JASON AND YAM WING NA JULIA

Mentorship Programme 2010 focuses on the aspect of interaction.

It provides a golden opportunity for business students to look beyond the classroom and build up a long-lasting relationship with successful business leaders and professionals.

Mentorship Programme aims at helping the participants to develop their business minds of thinking and assist them in future career planning by inviting knowledgeable business leaders or professionals to share their working experiences to the mentees, mentors can know more about today's young people's points of view, therefore the Mentorship Programme is said to facilitate two-way communications and ideas exchanges. Besides, it provides a bridge for mentors to communicate with business undergraduates.

The Opening Ceremony of Mentorship Programme 2010 was successfully held on 14th October 2010 at Royal Plaza Hong Kong Hotel. It was a memorable night that mentors and mentees first met each other in a formal dinner. Thanks must be given to our mentors who have given us great support, as well as mentees from all eight universities. Without their presence, the ceremony would not be a success.

To fully unleash the potential of a prolonged mentor-mentee relationship, it is vital to keep them in touch after the Opening Ceremony. To reach this goal, our Executive Committee members have been playing the roles as coordinators between mentors and mentees. These coordinators act as a linkage between the two parties, keeping track of their meeting, and in some cases helping them to arrange the meetings.

Apart from meeting professionals, the unique nature of HKFBS also provides mentees a chance to make friends across universities. Being the sole organization that aims at providing benefits for business students of all 8 universities in Hong Kong, the combination of mentees in our Mentorship Programme has been arranged in a way that encourages inter-university communication - where students from different universities are put together under the guidance of the same mentor, thereby maximizing the benefits for our members.





Since 2003, when Stepping Stone to Success Scheme commenced, it has been the eighth year and Mentorship Programme has become more popular year by year. The proliferating applications for Mentorship Programme have been a great encouragement to us.

To cater for the rising demand from students, the Executive Committee has strived their very best to invite mentors. This year, we have successfully invited 79 business elites to be our mentors, including **Mr. James E. Thompson**, Chairman of Crown Worldwide Holdings Limited; **Mr. Micky Lo**, Director, Head of Regional Services, IT Security Governance, Global Technology and Operations, Deutsche Bank AG and **Mr. Samuel Yung, MH, JP**, Founding President of Hong Kong Professionals & Senior

Executives Association.

Achieving this result is no one man effort. Only when combining the strengths of our enthusiastic and caring mentors, proactive and devoted students, can promising relationships be established among them, allowing students to understand the business environment and develop their career effectively.

May we express our earnest gratitude to all who have paid effort to contribute to the success of the programme, and blessings be with you always.

Stepping Stone to Success Scheme 2010

Executive Roundtable for Elites

Date: October to November 2010 Organized by HUNG MAN LOK DANNY

Executive Roundtable for Elites is a brand new component of S4 this year. It allows elite students to have chances to meet and interact with different well-known business leaders in small groups' format. Not only does the experience enrich students' exposure to professional dialogues with senior professionals, but it also allows them to ask questions on personal life experiences and career paths. This year, we were most honoured to have invited different business leaders from different fields to conduct a series of dialogues with the themes of Emerging Markets, Financial Crisis, Corporate Social Responsibility, Global Marketing or Strategic Management.

Prominent guests

Oct 14, 2010



Mr. Bernard Chan, JP
President
Asia Financial Group

Oct 22, 2010



Mr. Samuel Yung, MH, JP
Founding President
Hong Kong Professionals
and Senior Executives
Association

Oct 27, 2010



Mrs. Rose Tong
Managing Director, Human
Resources
UBS AG

Nov 29, 2010



Dr. William Lo, JP
Chairman
Strategenes Limited



Firm Visits Series

Date: September 2010 to January 2011 Organized by KEI KIT SHING LAWRENCE

Firm Visits aim at providing opportunities for students to have a closer interaction with their potential employers. Firm Visits offer students chances to reach the unreachable places, to understand the real-life business operations and to develop fundamental business knowledge.

With the support from different sectors, we were honoured to present to our students with opportunities in visiting corporations of different industry, ranging from Aviation, Catering & Hospitality, Design, Finance, Media etc.

Firm Visits are organized as the following:

Hong Kong Exchanges and Clearing Limited
Sep 9, 2010

The Campbell Soup Company
Sep 29, 2010

Cathay Pacific - Cathay City
Oct 19, 2010

Bloomberg L.P.
Nov 2, 2010; Jan 19, 2011



Hong Kong RFID Centre (SCIC)
Nov 5, 2010

Ocean Park Hong Kong
November 26, 2010

Swire Hotels Group - East Hotel
Nov 27, 2010

Skyhigh Creative Partners
Nov 30, 2010

Swire Hotels Group - Tin Heng Estate
Jan 12, 2011

Workshops Series

Date: August 2010 to January 2011 Organized by YIU SHING WAN KEN

A series of workshops was held to equip students with different kinds of soft skills, which can help them prepare for their future career.

Grooming Workshops
Make Up Forever
Aug 9, 2010; Aug 10, 2010

Chanel
Sep 21, 2010

Shiseido
Oct 18, 2010

shu umeura
Nov 19, 2010; Nov 26, 2010

Students got a chance to learn how to do a simple makeup for job interview so they can leave a good first impression to employers. This year, we received more than 500 applicants and more than 150 students joined these workshops.

Investment Banking Interview Workshop with Entrenet
Jan 9, 2011

Students got a brief introduction to investment banking to allow them to better prepare themselves for this popular field if they feel interested. The response from students for this workshop is tremendous, attracting numerous applicants from different universities.

Wine Tasting Workshop
Jan 12, 2011; Jan 17, 2011

Participants are taught how to appreciate a glass of wine and to have a proper table manner through a formal dinner. Participants enjoyed a good time at the Crown Wine Cellar and learned a lot during the workshop.



CHINA MOBILE HONG KONG BUSINESS ADMINISTRATION PAPER 2010

The 25th Inter-University Business Plan Writing Competition

Opening Ceremony
Training Session
Semi-Final
Oral Presentation Day



Bill Gates, Steve Jobs and Mark Zuckerberg got the
when they were at university. What's your idea?

China Mobile Hong Kong Business Administration Paper 2010

Date: October 2010 to January 2011 Organized by HUI WAI YIN ANGELA and LAI SZE MAN KELLY

Creating Business Opportunities with Mobile 2.0



Business Administration Paper is one of the most representative competitions of Hong Kong Federation of Business Students. Over the past 24 years, Business Administration Paper has well performed its function by providing an invaluable opportunity to encourage inter-flow of academic ideas among members and to foster interaction between the business community and our members.

We are more than delighted to have **China Mobile Hong Kong** as our Title Sponsor and **IBM China/Hong Kong** as our Function Advisor this year. Support from sponsors is crucial to the success of such events. Not only do they provide us with financial support, but also invaluable advices that helps to shape our function to better suit today's business environment.

Theme:

As the world is moving to an electronic-based epoch, web applications have taken up a significant position in our lives. They have evolved from one-way information feed to two-way flow of information – now generally known as Web 2.0 applications. Not only can users be passive readers retrieving information, but also “prosumers” – contributing information via the Internet. Facebook, Youtube and blogging are

common daily life examples of Web 2.0 application.

Meanwhile, the surge of 3G network developments and the invention of mobile devices such as smartphones have marked a new era for telecommunication industry, with the evolution of Web 2.0 applications to Mobile 2.0 applications. Mobile devices can gain access to the internet as long as network coverage is available, where users can enjoy a myriad of Mobile 2.0 applications, such as email reader, social networking services, or e-newspaper. With the increasing popularity of such applications/platforms, business opportunities emerge.

In this competition, participants play their roles as corporate consultants, proposing a feasible and comprehensive business plan with Mobile 2.0 applications – integration of Web 2.0 applications and wireless devices on mobile data services. Their plans could be a brand new venture, or an extension of currently existing business of a mobile operator. It is expected that by adopting the proposed approach, the business could achieve progressive growth, such as in sustaining profitability, growing public exposure and thus capturing more market shares.

Note: Knowledge in computer programming is NOT required.

China Mobile Hong Kong Business Administration Paper 2010

Opening Ceremony

Date: October 9, 2010 Time: 1000 - 1145

Venue: Centenary Room II-III, G/F, Marco Polo Hong Kong Hotel



Left to right:

Guest of Honour

Mr. Jeremy Godfrey
Government Chief Information Officer
Commerce and Economic Development
Bureau
The Government of the HKSAR

Honourable Guest Speaker – Title Sponsor

Dr. Tiger LIN Zhenhui
Chairman and CEO
China Mobile Hong Kong Co., Ltd.

Honourable Guest Speaker – Functional Advisor

Mr. Raymond Chu
Senior IT Architect
IBM Software Group
IBM China/ Hong Kong Limited

The Opening Ceremony of China Mobile Hong Kong Business Administration Paper 2010 successfully marked the commencement of the inter-university business plan writing competition. We were very honoured to have **Mr. Jeremy Godfrey**, Government Chief Information Officer of Commerce and Economic Development Bureau, HKSAR, as our Guest of Honour and **Dr. Tiger Lin**, Chairman and CEO of China Mobile Hong Kong and **Mr. Raymond Chu**, Senior IT Architect of IBM China/Hong Kong as our Honourable Guest Speakers representing the Title Sponsor and Function Advisor respectively. They delivered inspiring speeches sharing their insights regarding Mobile 2.0 during the ceremony.

Training Session

Date: October 9, 2010 Time: 1245 - 1515

Venue: Centenary Room II-III, G/F, Marco Polo Hong Kong Hotel



The ribbon cutting ceremony marked the commencement of China Mobile Hong Kong Business Administration Paper 2010



To better equip participants with the necessary skills and knowledge to work with the designated theme, a training session was held in the afternoon following the Opening Ceremony.

Trainers with different expertise were invited to give the speeches on different topics. This year, we have invited 3 guest speakers to talk on different aspects of the theme this year, such as business opportunities of mobile network in China, fundamental ideas about Mobile 2.0 and how does it work commercially, and humanity aspects of the technology. Interflow of ideas is seen by participants' enthusiasm in further enquiring our speakers during the Q&A session.

"Innovation in the Ubiquitous Digital Eco"

Dr. Tiger LIN Zhenhui, Chairman and CEO, China Mobile Hong Kong Company Limited

"IT Trends Toward Mobile 2.0"

Mr. Raymond Chu, Software IT Architect, IBM Software Group, IBM China/Hong Kong Ltd.

"More about Web 2.0 - the humanity aspect"

Prof. Prasanna P Karhade, the Hong Kong University of Science and Technology

China Mobile Hong Kong Business Administration Paper 2010

Semi-Final

Date: January 8, 2011 Time: 1300 - 1800

Venue: P4803, City University of Hong Kong

The Semi-Final was an internal selection to choose four finalists to enter the Oral Presentation Day. Evaluation Committee from eight universities attended the Semi-Final to choose the four best teams entering the Final – Oral Presentation Day. After the whole day assessment, four finalists were picked – City University of Hong Kong, Hong Kong Baptist University, Lingnan University and the University of Hong Kong.

The four finalists were required to submit a detailed business proposal within two weeks. The submitted proposals were then handed to the Evaluation Committee of the Oral Presentation Day. This panel consists of Professors from the eight universities and renowned business professionals.

Next, the finalists presented their proposal on stage in the Oral Presentation Day, and answered questions raised by the Evaluation Committee panel.





Oral Presentation Day

Date: January 30, 2011 Time: 1300 - 1730

Venue: Hong Kong Convention and Exhibition Centre

After a series of selection, the final stage of the competition, Oral Presentation Day, will be held on January 1, 2011 at Hong Kong Convention and Exhibition Centre. Students from the eight universities, representatives from sponsors and member societies will be invited to join the occasion. A foreign team will also be invited to join the final round of this competition competing for the championship.

The function shall begin with a March In. Members of the Evaluation Committee are accompanied by the organizing committee of China Mobile Hong Kong Business Administration Paper 2010. A short video will then be shown to introduce the function. We are honoured to have a representative from the Title Sponsor and **Mr. Raymond Chu**, the Function Advisor respectively as our Honourable guest speakers. **Ms. Angela Hui**, one of the Project Directors of China Mobile Hong Kong Business Administration Paper 2010, will also share her feelings being the Project Director.

The highlight of the function comes when the four finalists start presenting their business plans, making their every endeavor to impress the Evaluation Committee. The presentation and Q&A session will undeniably be the best part of BA Paper which carried out the objective of fostering the interaction between our members and the business community. The Evaluation Committee will provide feedbacks to the finalists which enhanced their knowledge on presentation, not to mention the analytical skills and critical thinking skills which are vital to sharpening one's competitive edge.

China Mobile Hong Kong Business Administration Paper 2010

Evaluation Committee – Academic Field



Hong Kong Baptist
University

Dr. Michael Young

Associate Professor
Department of Management
Hong Kong Baptist University



City University of
Hong Kong

Dr. Ron Chi-Wai, Kwok

Associate Professor,
Department of Information Systems,
City University of Hong Kong



Hong Kong Shue Yan
University

Dr. Ricky Wing Fu Szeto

Associate Professor & Head (Admin),
Department of Business Administra-
tion,
Hong Kong Shue Yan University



Lingnan University

Dr. Paul Whitla

Assistant Professor,
Department of Marketing and Interna-
tional Business,
Lingnan University



The Chinese Univer-
sity of Hong Kong

Prof. Alfred K.C. Ma

Assistant Professor,
Department of Finance,
The Chinese University of Hong Kong



The Hong Kong Poly-
technic University

Dr. Gerald Chau

Assistant Professor,
School of Accounting and Finance,
The Hong Kong Polytechnic Univer-
sity



The Hong Kong Uni-
versity of Science and
Technology

Prof. Prasanna P Karhade

Assistant Professor,
Department of Information Systems,
Business Statistics and Operations
Management
Hong Kong University of Science and
Technology



The University of
Hong Kong

Mr. Edward Chiu

Assistant Director
Undergraduate Enrichment Programs,
Faculty of Business and Economics,
The University of Hong Kong

Chairman of Evaluation Committee

Representative

China Mobile Hong Kong Company
Ltd.

Evaluation Committee – Business Field

Ms. Susanna Chiu

Vice President
HKICPA

Ms. Rosanna Choi

Chairman
ACCA Hong Kong

Mr. Raymond Chu

Senior IT Architect
IBM Software Group,
IBM China/Hong Kong Limited

Dr. Derek Ling

IT Manager
Luk Fook Group

Dr. William Lo

Chairman
Strategenes Ltd.

Representative

China Mobile Hong Kong Company
Ltd.

Representative

Education First Limited





Awards

Champion

HK\$20,000 Cash Prize
Internship Opportunity
Jewelry
Trophy

1st Runner-up

HK\$8,000 Cash Prize
Jewelry
Trophy

2nd Runner-up

HK\$4,000 Cash Prize
Jewelry
Trophy

Best Presenter

HK\$1,000 Cash Prize
Trophy

Best Audience Choice

will be elected by the audience on Oral Presentation Day and will be awarded with a Trophy.

The best three teams from each university will be awarded with **Certificates of Merit**.

The Oral Presentation Day will be concluded with a souvenir presentation and photo-taking session.

May we express our heartfelt gratitude to all parties who have helped to make this event a great success. We wish the 25th BA Paper all the best!

Annual Dinner 2011

Date: January 24, 2011 Time: 1830 - 2100 Venue: Royal Plaza Hotel, Mong Kok
Organized by TONG KWAN YI KIWI and WONG HIU YING YAMMY

Everything that has a beginning has an end. Whilst Inauguration Ceremony marks the commencement of a session, Annual Dinner symbolizes the success of the year. Yet the success relied builds on top of past Executive Committees' effort, and the tremendous support from the business community and member societies. To thank them would be the least we can do to recognize their generous support throughout the years.

We organize the Annual Dinner as a channel to show our heartfelt gratitude to all honourable guests and member societies for their continual support and give thanks to our past Executives Committee for their hard work. Honourable guests from academic and business fields, and representatives of students' societies and students from the 9 universities would be invited.

Another objective of the grand occasion would be in developing students' confidence in communicating with senior professionals and enable our members to build up friendships with their peers in different institutions. We also aim to foster the interaction between business students and the business community on this joyful and memorable occasion.



25th Anniversary Annual Dinner

Date: 1st February 2010 (Monday)
Time: 7:15 p.m. - 10:30 p.m.
(Cocktail begins at 6:30 p.m.)
Venue: Star Room, Level 42, Langham Place, Mongkok, Kowloon
Price: \$280 per head

The 25th Anniversary Annual Dinner is an annual gathering which serves as a platform for the interaction between business undergraduates and the business community.

Honorable guests from different business sectors including Banking & Finance, Accounting, Consulting, Marketing, Hotel Management, Legislation and Aviation, etc. will be joining us at our Annual Dinner.

APPLY NOW at www.hkfbis.org.hk/ad
Application Deadline: 28th January, 2010
Should you have any enquiries, please contact us at annualdinner@hkfbis.org.hk

Sponsors of the Year 2010 - 2011

The 26th Inauguration Ceremony

Platinum Sponsors



Gold Sponsors

The Orientation Camp Visits 2010

Official Sponsors



Other Sponsors



Stepping Stone to Success Scheme 2010 - Mentorship Programme 2010

General Sponsors



China Mobile Hong Kong Business Administration Paper 2010

Title Sponsor Official Sponsor Internship Sponsor General Sponsors



Annual Dinner 2011

Diamond Sponsors



Silver Sponsors



THE POWER OF CHOICE

Introducing a complete spectrum of cross-border communications services from China Mobile Hong Kong.




China Mobile Hong Kong offers a powerfully integrated suite of China-Hong Kong communications services. No matter what your needs are, we can provide a perfect solution for you.



**"1-Card-Multi-Number"
Monthly Plan**



**Prepaid
"1-Card-Multi-Number"**

 **BlackBerry.**

**Cross-Border
BlackBerry
Service**



GPRS Mobile Data



IDD and SMS

• For services and charging details, please enquire at China Mobile Hong Kong Shop.

• BlackBerry®, RIM®, Research In Motion®, SureType®, SurePress™ and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Used under license from Research In Motion Limited.

China Mobile Hong Kong Co. Ltd.
24-hour Customer
Care Hotline **2945 8888**
Corporate
Sales Hotline **9204 7777**
www.hk.chinamobile.com



In accountancy, QP is in a league of its own.



In the world of elite education, the Ivy League commands the utmost respect. In the world of accountancy, it's the Hong Kong Institute of CPAs. Qualifications in the accounting profession don't come any higher than the Hong Kong Institute of CPAs' Qualification Programme (QP). When you qualify with the Institute, you enter the elite of the accountancy world with a qualification other top

institutes acknowledge and accept as on par with their own. Respected and recognized all over the world, QP is more than just top of its league. It's quite simply in a league of its own. Make it the success ingredient in your career. Call our hotline on 2287 7228, or get more information from our website at www.hkicpa.org.hk.



C P A : T H E S U C C E S S I N G R E D I E N T



Hong Kong Institute of
Certified Public Accountants
香港會計師公會

They Mean the World to You



We understand the importance of making your relocation experience as smooth as possible. After all, we're not just relocating your possessions, we are helping to relocate what's most precious in your life. Crown Relocations is a leading provider of domestic and international moving and settling-in services with over 180 locations in 55 countries.

Well Connected. Worldwide.™

**Household Shipment • Online Tracking • Insurance • Immigration Assistance
Home and School Search • Orientation Tours • Intercultural Training**

Call us at **(852) 2636 8388**
or visit **crownrelo.com/hongkong** for details.

CROWN 
RELOCATIONS



ALWAYS the best
Japanese cuisine
in town!



New Location:
2/F, 1 Lan Kwai Fong

Reservations: 2804 6800

www.kyotojoe.com

a member of
Lan Kwai Fong
蘭桂坊
entertainments
www.lkfe.com

BE FREE TO SPREAD YOUR WINGS

At ACCA we believe an
accountancy qualification
should be globally relevant and
transferable. Our qualifications
prepare you for what lies ahead.
Whatever your ambitions.
Wherever your career takes you.

ACCA

PREPARED TO
BE DIFFERENT



FIND OUT MORE ABOUT
THE ASSOCIATION OF
CHARTERED CERTIFIED ACCOUNTANTS

+852 2524 4988
students@hk.accaglobal.com
www.hongkong.accaglobal.com