

STRIVE SUCCEED SUSTAIN

ANNUAL JOURNAL

2012 - 2013



Foreword from Mr. Ronald Joseph Arculli, GBM, GBS, CVO, OBE, JP Independent Non-Executive Director of the Hong Kong Exchanges and Clearing Limited

Hong Kong would not have achieved its status today as a leading global business and financial hub without its human capital – the hard-working individuals and their entrepreneurship that have helped our city make significant progress away from simply being a manufacturing-based economy.

For the past decade, our young generation has been facing strong competition in carving out their career. Whilst 590,000 had completed university education among our population in 2001, more than 990,000 have attained the same level of education in 2011. The number of university graduates almost doubled in ten years’ time and more overseas talents are coming to Hong Kong to seek opportunities as well. Hence competition among young talents like you to join the best firms or to get the best jobs is very intense.

Whilst challenges may be great, so are opportunities. The centre of economic gravity is gradually shifting from the West to the East, especially after the financial tsunami in 2008. As business students in Hong Kong, there is much you can look forward to as our country takes up an increasingly significant global economic role in the years to come. The sustained economic growth in China has presented tremendous business and career opportunities and will continue to do so. As highlighted in the 12th five-year plan, Hong Kong will strive to make the best of its existing edge to further consolidate its status as an international financial and commercial centre. There is a sea of opportunities waiting for you north of the Shenzhen River. The only question is: are you ready and willing?

Fluent Putonghua will earn you the first licence to enter the China market. Break any glass ceiling that limits yourself to local opportunities. Our city is well-known for its ‘can-do’ spirit. I have confidence that you, as our next generation of business professionals, will continue to embrace this strong work ethic and dare to dream a bigger dream than our predecessors. Study hard and get prepared, and your chance is just around the corner.





Foreword from Mr. C K Chow

Chairman, Hong Kong Exchanges and Clearing Limited

Hong Kong is in the midst of a large-scale transformation as an international financial centre, and this transformation's success will depend upon the talent, contribution, and dedication of Hong Kong's young business professionals.

Our small but prominent city has served as the gateway to China for international issuers and investors, buttressed by our sound legal and regulatory regime, free flow of currency, and talented group of professionals. Indeed, those that have graduated in the past have built Hong Kong into one of the world's leading global financial centres, having finished in the top five in IPO funds raised globally for the past 11 consecutive years. But the baton is being passed to the next generation, and with it comes tremendous responsibility.

Hong Kong is standing at the precipice of the next big transformation: from a regional financial hub into a diverse, globally-competitive and comprehensive financial services centre. With the acquisition of the London Metal Exchange by Hong Kong Exchanges and Clearing earlier this year, along with China's long march to become the world's largest economy and the internationalisation of the Renminbi, Hong Kong is well-positioned to capitalise on new business opportunities and cement our city as a bright light in Asia and around the world.

But these opportunities cannot be grasped without the sound judgment, dedication, and vision of our young people. Indeed, no financial centre can compete without talented professionals, and Hong Kong is fortunate to have so many bright young people to count on in the years ahead. You will have the honour of carrying the torch of Hong Kong into the future.

The Hong Kong Federation of Business Students has played a valuable role in preparing Hong Kong's young professionals for a future in business, ensuring that our city has a talent pipeline that is not only able to maintain our current success, but boldly lead the city into the future.

I want to commend the HKFBS on its long-standing contributions to Hong Kong's business community, and all encourage students to fulfill their dreams as they make all of Hong Kong proud.



Foreword from Ms. Ting Karen

President, Hong Kong Federation of Business Students

Annual Journal marks the last function and the very last publication issued by the 2012-2013 session of HKFBS Executive Committee. Looking back to this year of our work, I am proud to say that, we, the 28th Executive Committee were able to fulfill our aim of this year ~ "Strive, Succeed and Sustain".

Strive – enhancing HKFBS's connection with outside parties and broadening the network of HKFBS was one of our aims. We have 13 new advisors added to our Advisory Board this year, coming from different fields of business. We gained invaluable insights and advice from our Honourary Advisors in better managing the Federation and catering the needs of our members through our yearlong functions. Foreseeing double entry of university students this year, we provided more quotas for all of our functions, varying from Workshops, Firm Visits and the Mentorship Program 2012.

Succeed – we aim at painting a new layer of colors successfully on HKFBS wall. I am more than confident that we refurbish the wall of colors with a brighter layer. With an increase in the number of members to 15,000 this year, we had succeeded in organizing the Orientation Camp Visits 2012 to reach out to our members in all the 9 universities in Hong Kong. We held another year of successful Business Administration Paper, having one of the highest number of participants throughout the 27 years.

Sustain – we hope to keep the traditions and the qualities HKFBS has held in the past years. With all the functions that HKFBS has previously held, we add another page of history into each function's portfolio. Through the selection of the next session of HKFBS in Recruitment 2012, the sustainability of HKFBS would be kept. The well established and legacy of HKFBS could be sustained and passed onto the future sessions of the Federation.

It was a year full of challenges, yet rewarding for all 16 of us. This year would not be such a success without our Member Societies, Sponsors, Honourable Guests as well as our Advisors' support. Thanks must be given to the parties above. The 28th journey is about to come to an end, and may we share our fruitful year in the following pages of our Annual Journal 2013.

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VOYAGE TO EXCELLENCE A WORD FROM NEW ADVISORS

Voyage to excellence would not be a smooth journey: you would encounter numerous obstacles that you need to overcome; you would need to fight down countless monsters before you get your trophy of achievements. Striving along is arduous. We, the 28th Executive Committee members, though spare no efforts to safeguard the interests of our members and demand excellence, cannot stand alone difficulties faced by external barriers.

As our aim of “Strive, Succeed, Sustain” this year states: we strive with our advisors’ enlightening advice; we succeed with their tremendous and unwavering support; we sustain with their promise of commitment.

Advisors are like lighthouse to our Executive Committee. Giving us advice even on the tiniest issues, they lend a hand to our Federation for the betterment of our functions. Hard as it may seem, with endeavours and assistance from our advisors, accomplishment can be attained.

Practical advice is given in the following pages to share with undergraduate our advisors’ prominent experience in the business field. We are sure that business undergraduates will shine brightly in their voyage – as excellence as they want themselves to be.

Heartfelt thanks to our Honourary Advisors.

ACADEMIC FIELD



Prof. SHEN Xu Hui Simon

Associate Professor and Director of
Global Studies Programme
The Chinese University of Hong Kong Faculty of
Social Science

It is my honor to become part of the Advisory Board of Hong Kong Federation of Business Students (HKFBS) this year.

It was a great experience chatting with the 28th Executive Committee during the dinner where we first met. It gave me the opportunity to learn more about not just business students nowadays but also university students. Coming from a politics background, I was surprised that HKFBS, which is a very business focused society, approached me. Yet through the discussion with the Committee, I am pleased that university students are interested in topics and news outside their majors. I am also impressed that HKFBS has been providing such a platform in developing its members in different prospects.

Last but not least, I wish HKFBS a very bright future and I strongly believe that the Federation will continue in providing excellent work and learning opportunities to their members.

BUSINESS FIELD



Dr. Raymond K.F. Ch'ien, GBS, CBE, JP

Chairman
MTR Corporation Limited

In Buddhist belief, once Nirvana is achieved, one cannot fall from grace. In secular business, achieving excellence is temporary, like passing a milestone. There is no guarantee one can reach the next milestone as the socio-economic-technological ground is shifting continuously and can cause one to stumble.

Look at Enron, Sony, Hewlett Packard, BP and AIG, all once mighty iconic companies, considered excellent industry leaders.

Sustainability takes more than just being smart. An enduring company, essentially the people in it, cares about making profit honestly. No stakeholder, shareholder, customer, employee is to be deceived. No harm is to be done.

Those who disregard the long term ramifications of one's actions, while in hot pursuit of short term gains, will likely not see the long run. Witness China's indigenous dairy companies.

A well crafted Mission and Vision statement is mere vanity if a company does not stay true to it. Excellence is hard to achieve, keeping it is harder.

Everyone has the innate wisdom of what is right and wrong. Enduring leadership requires the courage and humility to consistently heed the advice of one's own conscience.

I wish the aspiring women and men of HKFBS Bon Voyage!



Mr. Rico Chan

Partner
Baker & McKenzie

It has been my great pleasure to be involved with the Hong Kong Federation of Business Students. Having acted as a mentor over many years, I've come to believe that excellence is not simply being better than someone else, but is a continual process of bettering oneself. The voyage to excellence is then, an exercise in persistence. To keep striving to improve, and even when you have reached the top, to persist, innovate and look for new ways of improvement.

We, in Hong Kong, are very lucky to be living and working in the financial centre of Asia and a safe, liberal and vibrant place. Our potential to be excellent is virtually unfettered. As a legal practitioner in HK, I encourage you, in your voyage to excellence, to persist not only in seeking improvement for yourselves, but also for our society and its core values such as fair play and the rule of law.



Mr. Larry E Cowle

Director of Corporate Development
Epicurean Management Limited

Today is an Excellent Day,

The man became great. He continued becoming greater until he was exceedingly great. (Genesis chapter 26 verse 13.)

Is this excellence? I dare say each person will define excellence differently. From experience I know that as we grow and mature in life our definition of excellence changes and becomes better defined than it is today. Each and every graduate entered there colleges seeking degrees in their desired fields in the pursuit of excellence through education.

Your journey in the pursuit of excellence has begun and from this day forward you will forge your own definition of excellence, some will aspire to greater heights and some will choose roads less traveled. In either case the pursuit of excellence is not lost it is simply achieved to different standards.

Your mission is to take what you have learned and achieved to date and continue to add excellence to it while pursuing excellence at every opportunity you have.

For the graduates today this is one excellent day!



Mr. Robert Grandy

Managing Director
Financial Services, Asia Pacific
Board Consulting, Asia Pacific
Korn/Ferry International

Greetings HKFBS members from the world of executive search. Our business seeks to provide our corporate clients with a range of recruitment, leadership development and retention services, and many of you will get to know our industry well, either as candidates for executive positions, or as leaders dealing with your own organization's talent issues. You will be operating in a world quite different from the easy growth period of 1996-2007 and will have to develop your experience and skills to operate in a 'smart growth' environment where only the top players will be successful.

To this end, and to increase your profile with executive recruiters, it will be necessary for you not only to have the right academic credentials but to develop your career so that you're able to show that you can operate across business areas and domains, that your interests are wide and that you're able to connect the dots to solve problems. Consultants from my business will be watching your development along these lines, and hopefully playing a large role in your future job prospects.



Mr. James Hong

Director & General Manager, Marketing
& Corporate Strategy Office
Sony Computer Entertainment Hong Kong Ltd

Voyage to Excellence – a sailing journey of success towards a brilliant yet unknown future.

Youth and intelligence are your most precious assets, embrace and exploit them wisely. I recalled my university life was full of commitment, enjoyment as well as adventurous: Commitment, to dedicate my best on learning; Enjoyment, to take pleasure in extra curriculum activities; Adventurous, to make use of my leisure to travel despite limited budget of a schoolboy. If there is a chance, get out of your comfort zone and explore the infinite possibility of this beautiful world.

If I could make it, you could make it too!



Ms. Carrie Leung

Chief Executive Office
The Hong Kong Institute of Bankers

2012 was a fruitful year for the Hong Kong Federation of Business Students (HKFBS). It is my honour of being the advisor of HKFBS. I always encounter students asking me to share the essence of successful leadership. Learning from my experience, we are facing with a versatile environment. There is not a single best style of leadership that can be applied in all situations. Effective leaders have to employ different leadership styles to deal with the changing complexity of the situation and the varying characteristics of the group. Therefore, successful leaders are those who possess an open mind to communicate with people, diagnostic ability to understand the situation and flexibility in applying the right management style to the right situation.

To succeed in the voyage to excellence, I highly encourage students to actively participate in different activities (e.g. those organized by HKFBS) for gaining exposure to the diversified environment and shaping their own leadership skills in order to meet the challenges ahead.

At last, I wish HKFBS and its fellow members a successful 2013!



Mr. Patrick Lo

Partner
RSM Nelson Wheeler

Congratulations to the 28th Executive Committee of the HKFBS for their excellent achievements in the Session 2012-2013. Through organizing workshops, firm visits and interactive seminars with advisors from the business community, the Federation helps fellow members to prepare themselves well for their next, and perhaps the most important, challenge in their lives. That is, to start their career and this will probably take the next 40 to 50 years before retirement. Good advice from advisors and a better understanding of the business community can ensure a good start and a better chance of choosing the right path, which can sometimes be very bumpy. I trust the 29th Executive Committee will inherit the good work of this Committee and continue to provide invaluable support to the business students of the 9 local universities in Hong Kong.



Mr. Calvin Mak

Founder & C.E.O.
Rhombus International Hotels Group

It is a great honor to be an Advisory Committee Board Member of HKFBS.

There are fundamental qualities to help one stay ahead of challenges: attitude, determination and commitment to personal development. With these qualities you be able to excel and attain your personal and professional goals. Seeing the excitement, dedication and hard work of all the undergraduates combined with those who have completed their studies to eagerly face new challenges and opportunities is a satisfying and rewarding feeling. I wish you every success in whatever endeavors you choose and look forward to working with you all.

Keep learning, Keep dreaming and Never give up!





Mr. Gary Ng

Vice President
Lenovo Group Limited

Let me do a little survey here... what is the first electronic devise you use when you wake up? A smartphone, a tablet? And what would it be back in 5 years ago?

Technology trend changes swiftly, and same for PC industry that customers' demand and competitive landscape shift rapidly. It would be a very challenging task for a company to stay ahead and outperform in all aspects continuously... but LENOVO did it.

In 1984, it was just a little company formed with 25,000 RMB in a guard house in China. Lenovo is now a \$US30 billion PC company, the world's largest PC maker, serving customers in more than 160 countries, whilst it is STILL GROWING, still gaining PC market shares in all geographies, it is also penetrating into mobile internet area (PC+) and has already become PRC's No. 2 smartphone player in about two years' time.

Lenovo is committed to INNOVATION. It embraces NEW IDEAS and NEW THINKING, solidly executes its clearly defined strategy. It also encourages its global team from different backgrounds and cultures to be DOERS, and take OWNERSHIP for what they do. It is these commitments that have led the company to continue to grow, to lead and to win.

If I could share Lenovo's 5Ps culture its global team is practicing.

- We PLAN before we pledge.
- We PERFORM as we promise.
- We PRIORITIZE company first.
- We PRACTICE improving every day.
- We PIONEER new ideas.

We do what we say. We own what we do.

This is the recipe for Lenovo's success, it can also be a recipe for your success as well.



Mr. James Tien, GBS, OBE, JP

Chairman
Manhattan Holdings Limited

Hong Kong has always thrived as a City of Business.

Many like myself came from the Mainland in the late 1940's, and therefore had the good fortune to witness the booming of Hong Kong for the next 50 years. Those were the days when business opportunities were waiting to be exploited everywhere. But there were no short cuts. Pace was fast, expectation high and only hard work would get one to one's goal.

It is widely recognized that Hong Kong's strength has always been its people. We have no natural resources to speak. We are short of land to house the millions who choose to make this place their home. We can only earn our keep from what we make and do.

Look around us and we will see that competition is growing faster than we realize. We used to have the advantage of being bilingual in English and Chinese. Now English is used everywhere in Asia, and with the opening up of China, talents in every field are maturing fast.

So there is no more room for complacency. Our young people need to be alert to what is happening around them so that they can stay ahead of the competition.

Having been in politics for all these years, I can see that often process speaks louder than result. But my heart belongs in business, as I truly believe that for a society to grow and better, results are what we need to aim for and achieve.



Mr. Philip Tsai

Partner (Audit)
Deloitte Touche Tohmatsu

Bravo to the excellent job that the committee members have been performing in serving the Federation!

Time and time again I have been asked if I have any success secrets to share. I would often say that it is crucial for young people to take three simple steps in everything they do: (1) choose something that you like, (2) aim high, and, (3) break down a goal into smaller chunks.

A goal backed by an innate, genuine desire is the first step towards success. If you are passionate about what you are doing, you are likely to commit to making the essential effort in achieving that goal without feeling compelled.

And in aiming high, you will stretch to give your best and hopefully reach your full potential.

Your goal may appear humongous, unachievable and discouraging. But by breaking it down into smaller chunks which are more palatable and could be achieved in a shorter timeframe, you will able to work your way towards your ultimate goal while enjoying the satisfaction of success every step along the way.

I wish the Federation and the Committee a fruitful and fulfilling year in 2013.



Ms. Judy Wong

Partner (Assurance)
Ernst & Young

It is my pleasure to become one of the advisors of the Hong Kong Federation of Business Students (HKFBS) this year.

The experience when I first encountered with the HKFBS as one of the judges for the 'Business Administration Paper' in 2009 was unforgettable. A very unique society with members from nine local universities, the HKFBS deeply impressed me by the variety of activities organized by the committee members for developing potentials of students, enriching their business sense and broadening their social network. It truly reflected the good organization skills, enthusiastic and dynamic attitude of the committee members.

I accepted to become one of the advisors without slight hesitation when I received the invitation earlier this year. It is of my strong belief that HKFBS will continue brightening the paths of many youths.

Last but not least, I would like to take this opportunity to express my appreciation to all the committee members for all their hard work and contributions over the year!



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 students in Hong Kong
- To establish cordial communication and relationship with other kindred organization, business organizations and the community

ALL IN ONE - THE 28TH EXECUTIVE COMMITTEE

A year of HKFBS has brought a group of university students from strangers to colleagues, from colleagues to friends. As a team, we went through challenges and hardships; yet we also enjoyed successes and content from a year of work with the recognition from guests and participants. As a group of good friends, we shed tears and were once tortured by the heavy workload together; yet we also smiled and laughed when we made fun of one another.

It was just simply one year ago, we started sailing as a team in the 28th journey of HKFBS. Time flies and we are now reaching the end of our journey.

As the Executive Committee of HKFBS, our emotions are closely tied to the fruits of our hard work – functions we organized: Stepping Stone to Success Scheme, Business Administration Paper, Recruitment, Annual Dinner, etc. There were ups and downs, when our heartbeat escalated with the number of participants and amount of sponsorship, and our morale sank to the bottom when unexpected challenges were encountered. However, nothing compares to knowing what we have done have really pushed the business student community forward. Our biggest satisfaction came when we knew participants have really gained knowledge, network, insights, and friendships through the functions we organized. With that in heart, all hardships were worthwhile, all compliments became secondary.

As Executive Committee members ourselves, the hard and soft skills learnt from writing proposals, meeting business and political elites, organizing functions, working as a team etc., are what we gained throughout this whole year. These are things that HKFBS gave us the opportunity to be enlightened. These are skills that no one can take away from us and will be useful not only in career but also in daily lives.

We are proud to be the 28th session of HKFBS, we are proud to have added another chapter to the history of HKFBS and we are proud to be part of it.

One year of working in HKFBS is a challenging yet worthwhile experience. I forgot how many times I lied to my mum that I got school work so as to attend weekly Federation related work; I forgot when was the last time to sleep before midnight or have more than 8 hours of sleep; I lost count of how many times I was waken up by phone calls and text messages. Marching to the end of our session, the once thought of dreading to end the session diminishes.

Working as an Executive Committee member might be regarded as one of the most rip-off jobs, unpaid yet required to put in full devotion. However it is not the case for me, I gain more than simply monetary rewards. I built friendship and reached out to 15,000 members from the 9 local universities; I had the invaluable opportunity to meet and talk to renowned business elites at such a young age; I learnt better emotional control, work efficiency and leadership; I had the chance to witness ideas and thoughts from ink and paper to reality. A year in HKFBS was the 16 of us, making a dream come true and becoming part of HKFBS's history. Parting with a thing that used to be part of my life, there will surely be a lot of things for me to miss, but I will always remember, "Don't cry because it's over. Smile because it happened."

TING KAREN
PRESIDENT
THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY



HKFBS is like a family to me. Being a late-comer to the 28th session, I was like a new blood being injected into the Federation.

Being the only Executive Committee member from Hong Kong Shue Yan University, I am not standing alone in fighting against the obstacles we encountered. I am supported by my fellow colleagues. We cried through hardships, but we sailed sucessively through them with our cooperation and endeavours.

A silver lining always comes out after the dark sky. With love, we search for stars - betterment of activites. Adapting to the double intake of students is not an easy task, massive expansion of available seats for out functions posts a headach to us. However, we are united as one - I sincerely hope that the upcoming session will continue to shine brightly, brighter than us and outshine us.

Heartfelt thanks to all my fellows. I am honoured to be one of the warriors fighting against the enemies together.

LAM YU HIN, LUKE
PROMOTION OFFICER
HONG KONG SHUE YAN UNIVERSITY

"Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves." By Dale Carnegie.

HKFBS provides me a precious chance to equip myself for future career. I have a firmer grasp of the business environment, and my own character. Cooperating with executive committee members from various universities and parties gave me an adventurous university life.

Through sharing of joy and tackling of challenges together, may I hereby pay my sincere gratitude to my fellow Committee members.

LEUNG HO YAN, YANMI
MARKETING OFFICER
THE OPEN UNIVERSITY OF HONG KONG



To fully exert one's potential, enthusiasm is often as important as competence. A job can be done so much better when it is done with passion. Being an Internal Vice President was a challenging task, which not only involved organizing functions, but making sure that they were successful. I found my colleagues were often a source of support and inspiration, and their feedbacks were helpful in helping me navigate through uncertain courses. Thanks to HKFBS, I had an enjoyable and fruitful year, made many friends, and learnt more about what I can achieve.

SIU MAN HIN, WINSON
INTERNAL VICE PRESIDENT
CITY UNIVERSITY OF HONG KONG



A year has simply passed too quickly and I cannot believe it is already the time to write my reflection for our session.

It is a long journey: we have organized many remarkable events, from Inauguration Ceremony to Annual Dinner. Being an HKFBS Executive Committee member is undeniably one of the most important decisions I have ever made. It teaches me a lesson: don't be afraid to try, believe in yourself and go ahead. I will never forget how wonderful this year is. May I wish the 29th HKFBS go along their journey in the following year as what our mission this year: Strive, Succeed, Sustain!

TSANG YUEN TING, CLARA
INTERNAL SECRETARY
THE HONG KONG POLYTECHNIC UNIVERSITY



Looking back, this year has simply passed too quickly. I would never picture myself in formal suits, chatting with prominent figures before I went into university. Fact speaks for itself. University life is undeniably one of the happiest periods in your life. It is not only true in the sense that I made new friends, had new encounters; but more importantly, I experienced something unique – working with colleagues from 9 local universities is not plainly what you have in mind. Yes, I face failures but what makes me feel lighthearted is the process of seeing myself growing into a more mature person. Without challenges, you would not know how far you will reach and where your limits are.

CHUNG SUET YEE, ZOE
EXTERNAL VICE PRESIDENT
THE UNIVERSITY OF HONG KONG

FU TSZ HO, JACKY
ACADEMIC OFFICER
THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY



Being an Ex-Co is a give and take process. In the past year, I had several overnights, skipped 20+ lessons, overused my computer, spent more than \$2000 on committee occasions, and another \$2000 on traffic, gained pounds but lost even more muscles. It was the hardest and most underpaid job I could imagine for a college student. But knowing that I can now walk into any business big shot and talk with confidence, write proposals and draft emails with my eyes blindfolded, smoothly rattle off the culture of any local university, and have met some of the brightest minds in business at the age of 20, I'm proud of my choice.

WONG YAT HO, JASON
HUMAN RESOURCES OFFICER
THE UNIVERSITY OF HONG KONG



Hong Kong Federation of Business Students is a platform providing lots of chances for its committees to practice their innovative ideas through organizing different functions, and show their communication skills when dealing with different Sponsors and business and political elites. As a Human Resources Officer, I have to allocate the resources for different functions in order to utilize all materials and make use of our helpers and organizing committees to accomplish the programs successfully. Throughout the year, there are many joy and sorrow we have experienced, many obstacles we have overcome and many happiness we have shared. This is a fruitful year with unlimited valuable memories, it is hoped that the 29th Executive Committee can do more and better.

One year ago, I was a freshman who would blush when facing strangers. One year later, I am capable of communicating with students from 9 local universities and guests from different fields. HKFBS has provided me with numerous chances in practicing my interpersonal skills. These experiences transformed me into an experienced Public Relations Officer. Being a personal in charge of Orientation Camp Visits, I am allowed to train my leadership and team cooperation skills, which are important for my future development. It is my honour to become one of the Executive Committee members of HKFBS. I would like to send my deepest appreciation to the other 15 committee members for their help and consideration. I am proud to say that, we are the 28th HKFBS.

CHAN YUEN MEI, AKI
PUBLIC RELATIONS OFFICER
THE HONG KONG POLYTECHNIC UNIVERSITY

People say, studying in university is always one of the most remarkable chapters in life. It is so true that I am glad to have spent the whole of my last year with HKFBS. Together with the other sixteen Executive Committee members, here we learnt to be perseverant, reliable and committed individuals. Although we have been through ups and downs, we worked and turned impossibilities into reality. Special thanks should be given to the other EAO Daniel, to be with me when life is sometimes so challenging. You will always be my best partner. Although our session is coming to an end, we will stay together because of bonding we have built and it will never break. Last but not least, our warmest wishes to the 29th session, to be like us – to strive, success and sustain.

LEE YI WAI, DAPHNE
EXTERNAL AFFAIRS OFFICER
THE CHINESE UNIVERSITY OF HONG KONG

Last year, I joined HKFBS solely because I wanted to try all the “5-must-do” things in University, thinking that I must be able to experience a lot. Today, I know I did make a right choice. Even though I gave up a lot to fully devote into the Federation, it is worthy. Throughout the year, I worked on large-scale functions I never imaged, chatted with people I only saw on television before, faced extremely sudden and emergent situation, shared all ups and downs with my colleagues... Being the Academic Officer, in charge of BA Paper, I spent many nights thinking about and working on every details, aiming at making it a perfect competition. Working with, gaining support from, sharing laughter and tears, facing obstacles and challenges with everyone are all memorable and touching moments I will never forget. I am really glad that I spent this year with HKFBS.

CHEUNG LAI YEE, CELESTE
ACADEMIC OFFICER
THE UNIVERSITY OF HONG KONG

Time goes fast, I, as an External Affairs Officer, am glad to be one of the family members of HKFBS. The Federation really has given me a lot, unforgettable experience, friendship, social network and achievements etc. I experienced so much that I had never expected before, such like approaching famous and successful people and share their road to success with us! Throughout the year, we devoted most of our time and pay much efforts in organizing different functions to all local business undergraduates and offering opportunities to approach the real business. From Mentorship Programme, workshops, firm visits to Business Administration Paper, although organizing these functions were very challenging and have to traded off a lot, it formed a rewarding experience for me. I am proud to be one of the executive committee of HKFBS. Doubtless, our next session of committee members will sustain the success of HKFBS and serve our members.

LONG HIU FAI, DANIEL
EXTERNAL AFFAIRS OFFICER
LINGNAN UNIVERSITY

“The softer the harder to learn.” That’s a remark by Mr. Philip Tsai, our Honorable Advisor which I can’t agree more with. Thanks to the myriad of opportunities offered by HKFBS, I’m able to polish on an array of soft skills be it acquired through coordinating a mentorship programme or networking with business elites. All along, this is a no simple voyage. Yet, I’m thankful to be in the company of my fellow committee members to face challenges and embrace the jubilation of success. Once again, profound friendship has been proven to be the best agent to keep the team going. That’s the spirit you can’t find elsewhere, but here.

LI WAI KI, VICKY
SOCIAL OFFICER
LINGNAN UNIVERSITY

In a month’s time, three years of university journey will be half completed.

Being part of HKFBS, working with brilliant minds from the nine universities, is one of the best things that enriched my university life. I am grateful for the opportunity to be the Project Director of Stepping Stone to Success Scheme. Presenting to invite for sponsorship that amounts to more than what I can currently earn in one year, gaining support from hundreds of business professionals, making my idea of creating the Internship Series come true, all these are exiting and invaluable experiences. I would not have realized my potential without striving to achieve, and I would not have understood myself that much without encountering the challenges.

Nonetheless, happiness is best shared, I’m thankful to have the 28th Executive Committee as my companion along the way, building friendship that is not limited to my own university.

LAM WAI SHUEN, CATHY
SOCIAL OFFICER
THE CHINESE UNIVERSITY OF HONG KONG

After spending a year in HKFBS, I learnt a lot of things that I have never thought of. Being a Promotion Officer is undoubtedly a challenge to me, from zero knowledge in Photoshop to be able to design publications for all functions. This is a skill that I would not have learnt if I did not join HKFBS. Now, whenever I see my designs being published, I feel so satisfied. Apart from acquiring skills, I gained 16 lovely friends in HKFBS, that I treasure a lot. Even though coming from different universities, we could still work effectively together. Although our session is coming to an end, I hope our friendship would never change.

YEUNG WING, VENUS
PROMOTION OFFICER
HONG KONG BAPTIST UNIVERSITY

University is far beyond only acquiring knowledge but also exploring your interest and challenging your limits. Thanks to HKFBS, it is my first time to really shoulder responsibility and walk my own path.

HKFBS is a mini-society, it provides me with opportunities to experience and embrace diversity. Diversity brings thoughts of great minds and innovation, respect different ideas, think from different angles and out of the box!

Last but not least, what can be more heartening when you take graduation photos across the 9 local universities with your closest friends whom you have fought with when you were young? Dear committee members, thank you for spending this unforgettable one-year journey with me.

SHIU LEONG HONG, NELSON
EXTERNAL SECRETARY
THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY





THE 28TH EXECUTIVE COMMITTEE



THE 28TH INAUGURATION CEREMONY

The 28th Inauguration Ceremony



The 28th Inauguration Ceremony of Hong Kong Federation of Business Students was successfully held on 13th April, 2012 at Rayson Huang Theatre, The University of Hong Kong. This event not only marked the commencement of the 28th Executive Committee, but also acted as a platform to strengthen the network among the business community, the government sector and the students.

This year, we are honoured to have Mr. Paul Tang, JP, Secretary for the Civil Service, the Government of HKSAR as our Guest of Honour, and Mrs. Sophie Leung, OBE, GBS, JP and Mr. Samuel Yung, SBS, MH, JP as our Honourable Guest Speakers. On this remarkable occasion, the 28th Executive Committee promised to fulfill their responsibility to continue the Federation's vision and mission and to serve the members.

We would like to take this opportunity to express our heartfelt gratitude towards all the Honourable Guests, past Executive Committee members and representatives from business student societies for their support and encouragement.



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OFFICE
最強三寶



Orientation Camp Visits 2012





For every freshman, Orientation Camp marks the start of a new university life. New friends, new culture and new environment come to them. Orientation Camp assists freshmen to familiarize themselves with the campus environment and adapt quickly to their university lives. With this special occasion, we launched a visit campaign named 'Orientation Camp Visits 2012', in which we visited Orientation Camps of the 9 local universities.

The campaign was held from August to September 2012 and it served to welcome our new members and introduce the Federation's whole year functions to them. During the campaign, a brief presentation was given to introduce activities offered by HKFBS to enrich their university experience. Welfare packages, including our annual publication--FEDNEWS and coupon booklet--FEDPrivilege, were also distributed to our member as a welcoming gift.

We are honoured to have ACCA and Hong Kong Institute of Certified Public Accountants to be the Official Sponsors and more than 15 companies to be the other Sponsors. We would also like to express our gratitude to our Member Societies, without them, the campaign would not be so successful.





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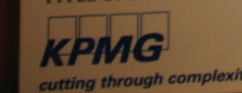
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OVERVIEW OF BUSINESS ADMINISTRATION PAPER



Business Administration Paper (BA Paper) is a 27-year tradition of interuniversity academic exchange. Students from all 9 local universities are invited to take part in the interflow of intelligence and creativity.

As an inter-university business plan writing competition, KPMG BA Paper 2012 had approximately 300 teams of participants taking part this year. With the participation of foreign universities since the 2000's, BA Paper provides an international arena for the brightest minds.

This year, we are delighted to have KPMG as our Title Sponsor.



FIRST ROUND

This year, with the theme “Angles of Venture”, participants were required to turn a seemingly impossible idea into a lucrative business. Participants first needed to submit a 5-page executive summary of their idea. The best entry from each university was chosen to enter the Semi-Final.



SEMI-FINAL

Semi-finalist teams were required to expand their 5-page executive summary into a 15-page detailed version. They were also invited to deliver an oral presentation of their ideas to the Evaluation Committee. Four teams were to be shortlisted to proceed to the final round of selection – the Grand Final.

After fierce competition, representatives from CUHK, HKU, PolyU, and HKSYU were chosen by the Evaluation Committee to enter the Grand Final.



GLOBAL ROUND

Teams from foreign universities were eligible to join the competition as well through the Global Round. Where they would go through similar selection processes, and the winning team from Global Round would be invited to Hong Kong to participate in the Grand Final along with the local Finalist teams.

After careful selection by the Evaluation Committee, representatives from the National University of Singapore were chosen to be the Global Round winners.

GRAND FINAL

The four local Finalist teams and the winning team from Global Round were required to further expand their proposal into a more comprehensive version. On 20th January, 2013, teams presented their ideas on stage at Hong Kong Convention and Exhibition Centre, to deliver their final strike for the ultimate glory.

The team from HKU was eventually crowned Champion of KPMG Business Administration Paper 2012, with HKSYU winning the 1st Runner-up and NUS winning the 2nd Runner-up.





RESEARCH CENTRE

Our Information Provider, Wisers, provides participating teams with free access to their e-databases of “Wisers Information Portal”. Participants were given a valuable treasure chest of business insights.

SLOGAN CHALLENGE

All teams were required to submit a decorated picture with a slogan to promote their business on Facebook to collect “likes”. Teams with the most “likes” would be awarded a cash prize.

It was an invaluable opportunity for the spread of brilliant ideas and intellectual exchange among all participants.

PROMOTION CHALLENGE

Promotion items of the business of Semi-finalist teams like videos or posters were uploaded online. They were to be voted by the public. The team promotion material with the most votes would win the Best Advertisement Award.

This year, BA Paper provided a valuable opportunity for students to showcase their incredible creativity, and share it with students from other schools and the business field. Providing a chance of recognition of high-quality work from students has always been our main objective. We would strive to continue the tradition of excellent work in the future.

WORDS FROM WINNING TEAMS



Champion - Team 209, The University of Hong Kong

On a repetitive and monotonous school day, Fion came to Vivian, Simon and Philip and said something exhilarating was going to happen. They were curious to know what Fion meant, but Fion told them that she was actually talking about a case competition. ‘Huh, case competition again? It’s grandpa’s stuff!’

‘Brush your eyes! This is a competition with an unique and inspiring theme!’

This marked our first encounter with KPMG BA Paper 2012—Angles of Venture.

It is a journey where we explored hidden opportunities in the market.
It is a journey where we revolutionized our old way of thinking about business ideas.
It is a journey where we broke through our limits.
It is a journey where we laughed together all the way till the end.
It is a journey where we turned impossibility to possibilities.

Time flies, three months have passed in the blink of an eye. We sowed the seeds of faith and irrigated them with great care. Now, we finally get to enjoy the fruit of success. Thank you, HKFBS, for organizing such a remarkable competition. Special thanks to our team advisors, Dr. Vichy Ho from the University of Hong Kong and Mr. James Cheng from KPMG, for their unconditional support throughout our journey.





First Runner-up - Team 205, Hong Kong Shue Yan University

We are more than delighted to join KPMG Business Administration Paper organized by HKFBS this year. This is undoubtedly an unforgettable experience for all of us. We offer our heartfelt thanks to HKFBS, who has been committed to organize such a meaningful event as well as the title sponsor, KPMG, for their support. We would also like to express our deepest gratitude to all the members of the evaluation committee, and the support from our university, our families, our peers and other teams.

The topic - “Angles of Venture” inspires us: a ridiculous idea may be feasible. Creativity has been very important in the business world. We have learned through this worthy process, from screening our business idea, doing research, writing the proposal, running numerous presentation rehearsals, to finally presenting and answering questions on the stage. All those challenges make us grow. We do value these memorable days – bitter but sweet.

From the first stage until present, we love our suggested idea – “Foster Tour”. We hope to actualize it as it gives positive message to all teenagers, enabling them to rethink what they have and leading them to value their possessions. No doubt after the presentation of idea, we know how to value every chance we have and hope that we would contribute to our society after graduation.



Second Runner-up - Team 309, National University of Singapore

This opportunity that HKFBS has granted us is truly remarkable. We are especially grateful for their kindness, generosity and hospitality while hosting us in Hong Kong. Having our final presentation at the HKCEC was indeed memorable and enjoyable. As the only foreign team which participated in the finals of the HKFBS KPMG BA Paper 2012, we were extremely intimidated but honored to be able to compete against representatives from other Hong Kong universities. We particularly cherish our interaction with the HKFBS representatives and the local Hong Kong finalists as they made us feel at ease in a foreign land. We also appreciate the theme “Angles of Venture” as it was a thought-provoking theme which encouraged us to innovate and reconsider existing businesses and products. It was particularly enriching as we enjoyed every finalist team’s presentation and fielded questions from both the business and academic evaluation panels. Beyond the intensity of the competition, we are glad to have gained valuable insights and fresh perspectives as the panelists shared their thoughts and recommendations with us. Most importantly, we have forged new friendships with the HKFBS representatives and our fellow finalists and will leave Hong Kong with an unforgettable experience.





FIRM VISIT SERIES

Firm Visit Series offer a unique opportunity for business undergraduates to visit the working place of renowned companies, enabling them to have a glimpse of the real business world before entering into society. Encompassed during the firm visit period was the sharing by company representatives. We are firm that face-to-face interaction between company representatives and students would be beneficial as their experience provide a very good guidance to ways of solving the obstacles they may encounter in the future. This year, we were honoured to have several local and international firms supporting us, including Crown Worldwide (HK) Limited, Prudential, Ernst & Young, KPMG and MTR. Again, we would like to express our greatest gratitude to the corporations for supporting us.



MENTORSHIP PROGRAMME



Mentorship Programme 2012 officially commenced on October 17th at the Grand Opening at Royal Plaza Hotel. This year, we are pleased to have expanded the scope of the Mentorship Programme by including new fields of mentors, adding up to 11 different fields, namely, Accounting, Banking and Finance, Consultancy, Government and Legal, Hotel, Human Resources, Information Technology, Insurance, Management, Marketing and Public Relations.

We would like to thank the support from the 90 devoted mentors, who contributed their time and experience in nurturing the younger generation, acting as lighthouses to guide students in their voyage of life.

The Grand Opening was held in the form of a buffet dinner at Royal Plaza Hotel, we are delighted to have Mr. James E. Thompson, Chairman of Crown Worldwide Group, and Mr. Dominau Au, General Manager of Career Times Online Limited as our Honourable Guest Speakers at the night, to share their words of wisdom with students.

The Grand Opening acted as the first encounter of mentors and the 240 mentees. Further regular gatherings are also arranged by our executive committee members who acted as coordinators of the mentor-mentee groups to facilitate both parties to make the most out of the programme.

Through the Mentorship Programme, we believe that mentees can gain valuable insights in overcoming challenges and hesitations on the way, and lifelong friendship can be developed across the generations.

INTERNSHIP SERIES

The Internship Series 2012 is introduced as a new element of the Stepping Stone to Success Scheme this year, with an aim to provide students with an opportunity to gain first-hand experience in real business operations.

In the first year of the programme, we are delighted to have three companies as our coorganisers of the Internship Series, namely Manulife (International) Limited, Athena Best Financial Group and Prudential Assurance Limited.

After preliminary screening, HKFBS nominated potential students to the coorganisers. Five nominees were successfully recruited as summer interns at Manulife (International) Limited and twenty gained an internship opportunity in Athena Best Financial Group.

Below are some of the feedbacks from the interns:

Calvin Tong,
Mathematics and Business Management, HKUST

"I was equipped with solid foundation of MPF regulations, financial products, use of huge database systems" ... "This was a challenging task because we needed to deliver, effectively and instantly, complex messages to clients in a professional manner" ... "I trust this will be an invaluable asset of my career and even my daily life"

Ho Man Sing,
Risk Management and Business Intelligence, HKUST

"I closely cooperated with other teams and team members to ensure timely solution of customer requests"... "It is an opportunity for me to explore around a financial institution. It definitely built a foundation for my future career."

We are happy to have the support and trust from our coorganisers in the first year of this programme and we are optimistic that the Internship Series can grow remarkably in the years to come.



EXECUTIVE ROUNDTABLE FOR ELITES



Elite Series – the predecessor of Executive Roundtable for Elites, was a large forum that brought together prominent business figures and students. After undergoing a series of transformation, we have evolved to today's Executive Roundtable for Elites.

Coming to the 3rd year of Roundtable, not only that we continue our mission in bridging great entrepreneurs with

business students, but also receive tremendous support and advice from the business field and understand their viewpoints on current social issues.

We are honoured to invite Ms Randy Lai (Managing Director, McDonald's Restaurants (Hong Kong) Ltd.), Ms Sarah Kwok (Talent Acquisition Partner, UBS AG), Mr Danny Mok (CEO, Grey Group Hong Kong), Mr Paul Tang (Chief Economist, The Bank of East Asia) and Dr. Raymond Ch'ien (Non-Executive Chairman, MTR Corporation

Ltd.) as our guests this year. Students' active participation and guests' kind response have made the six sessions remarkable. We hope students have benefited from executives' prominent experience, with which they can achieve another height of their life.



WORKSHOP SERIES

University education should be beyond pure academics. HKFBS is dedicated to equip business students with both soft and hard skills by offering all business undergraduates free learning opportunities. To mould students into better shapes, Workshop Series aims at providing a learning platform in addition to the four walls of a lecture room. Collaborating with 12 co-organizers, we are able to deliver 20 workshops this year and we endeavour to continuously provide free and comprehensive options to our members.

INSIGHTS FROM CELEBRITIES

INTERVIEW WITH MR. BERNARD CHAN, GBS, JP, PRESIDENT ASIA FINANCIAL GROUP



We are honoured to have the chance to interview Mr. Bernard Charnwut Chan, GBS, JP. He is a Hong Kong politician and businessman as well as a member of the Executive Council. He was a member of the Legislative Council (Legco) from 1998 to 2008. He chairs three government advisory bodies: the Antiquities Advisory Board, the Advisory Committee on Revitalizing Historical Buildings and the Hong Kong Council for Sustainable Development. Outside politics, he is President of Asia Financial Group and its main subsidiary, Asia Insurance.

Knowing that you have studied in the US, what are the differences between the education system in Hong Kong and US?

First of all of, I do not think that there is any education system that best be other than another. Each education system has its own advantages, yet there is always room for improvements. But I can see that Hong Kong has been improving in a way that it encourages students to discuss and analyse rather than just purely acquire academic knowledge. I believe that the process is the most important when learning, not just the results.



However in order to implement the importance of “process” to the education system, the first step that should be taken, is to change the concept and way of thinking of society. Even though we acknowledge the importance of process, in fact the results are still the benchmark for most of the people in society. Hence it is not the problem of whether which education system is better, we should first change the mindset of society before we can comment on what education system will be the best in different countries.

What made you take Arts as a major in university?

The main reason for me to take Arts, instead of that mainstream subjects e.g. Science and Business that most Asian took, as the major was due to the health condition at that time. In order to graduate as quickly as possible, taking lectures for Arts major was the fastest way for me to gain enough credits to graduate in university. Yet the hardest thing after graduation was how society accepted me or treated me. Especially when I attended functions related to business, people usually stopped asking or chatting with me after knowing my university and my major. Therefore I was quite ashamed of myself since people were not recognizing my knowledge and ability.



However everyone praises me for taking such a special major now, society starts to accept majors that are not so main stream. I believe that it is a good thing to society, as diversity is what a society should have. It is exactly because I am not majoring in business, allowing me to take up so many responsibilities and duties in society. I have different backgrounds as the general public, enabling me to adapt to different positions.

What are the must-do things in your life?

I will consider myself as a very lucky person. I am able to do a lot of work and jobs that people might only be able to do at the age of 60. This luck is also partly due to the ability of me in grabbing different opportunities, from heritage to environment, wherever there are opportunities for me to learn more and to work on different issues, I never give up and will work on it. It is through working on different issues and taking up different positions in the society, that have lifted up my horizons. So the must-do thing in my life will simply be continuing in what I am doing. I believe that the current mentality in openness and willingness to new and different challenges will give me more learning opportunities for me to better equip myself.

INTERVIEW WITH MR. CHEUNG KIN CHUNG, GBS, JP, SECRETARY FOR LABOUR AND WELFARE, HKSAR



We are very honoured to have Mr. Matthew Cheung Kin Chung, GBS, JP, Secretary for Labour and Welfare, to share with us his personal story of working in the Government as well as his insights on current social issues. To enjoy further sharing by Mr. Cheung, please visit our website at www.hkfbs.org.hk.

You have devoted your whole career serving the Government in the past 40 years. Why do you have such a strong commitment in public service?

I graduated from the University of Hong Kong in the 1970s. As I like writing, I joined the Government Information Services (GIS). It provided me good exposure especially during a London attachment. I came back to set up a new section to explain the government policies to overseas journalists when Hong Kong faced refugee influx challenge. After 7 years with GIS, I switched to the policy making stream as an Administrative Officer. This became my life-long career. Even with tempting offer by head-hunter years after, I declined by saying “I am wedded to the public service”. I am a strong believer in Hong Kong and our good governance. With passion and commitment, you can embrace any challenges.

There has been a phenomenon that there are jobs vacancies but still a lot of people remain unemployed. Are there any measures that the government plans to carry out to encourage citizens to join the work force again?

There are many factors contributing to this phenomenon, including opportunity cost to work, skill mismatch, individual job-seekers' aspiration, etc. It is noteworthy that the implementation of Statutory Minimum Wage (SMW) since May 2011 has encouraged more people, in particular lower-skilled female workers, to join or rejoin the workforce. It is true that wage differentials among lower-skilled jobs across different sectors were narrowed after the implementation of SMW. Employees in some labour intensive trades might prefer other jobs with a more favorable working environment.

The buoyant economy also exacerbated labour demand. There were also views that large enterprises with better recruitment packages and career prospects had a better edge over small and medium enterprises in attracting talents. Having said these, I would like to stress the need for our youngsters, as well as their parents, to undergo a paradigm shift in their choice of career. With a rapidly ageing population in Hong Kong, the “silver hair market” will provide ample opportunities in the elderly care industry. The construction industry is another bright spot. With the various major infrastructure projects proceeding to construction phase, it is expected that more job opportunities will be provided in the construction sector.

Given so many challenges ahead in the field of labour and welfare, is there any particular one that you think is the most difficult to solve?

Promoting the healthy development of our labour market, enhancing labour rights and protection commensurate with the pace of Hong Kong's socio-economic development and continuously fostering harmonious labour relations will remain the key directions of our labour policy. In pursuing these goals, I will, as always, strike a reasonable balance between the interests of employers and employees.

The competition for business opportunities has been keener in the recent decades. What is the competitive edge of the labour in Hong Kong over her competitors in the neighboring cities like Singapore and Shanghai?

It is important to maintain Hong Kong's competitiveness and ensure that our manpower keeps up with economic development. Hong Kong is again ranked the world's freest economy in the Fraser Institute's Economic Freedom of the World: 2012 Annual Report. Hong Kong's labour force is dedicated, competitive, hardworking, and adaptable. The local talent, which is motivated and highly educated and well versed with the business culture in the fast-growing Mainland cities, plays a crucial role in the economy. Moreover, the government periodically undertakes measures to enhance the skills of our workforce, which in turn improves the quality and productivity of businesses.

INTERVIEW WITH MRS. FANNY LAW, GBS, JP, NON-OFFICIAL MEMBERS, EXECUTIVE COUNCIL, HKSAR

We are very honoured to have Mrs. Fanny Law, GBS, JP, non-Official Member of Executive Council of HKSAR, to share with us her experience as well as her insights about her work and life. Her end note for students is that we should all have the attitude of ' 自省、自強、自信、自尊、自律、自學 '.

We know that you have a very heavy schedule. How do you balance your workload with your family life? Have you received any “complaints” from your family?

I am very privileged and lucky to have a very considerate family who understands my situation. When I am working, my husband would, say go to my office to read. He himself is also very busy given the role of being a doctor. For example, if I know he would be back at 8.30pm, I would be back before 8.25pm. In that way, I would still be earlier than him. In terms of balance, I would travel with my family members every year though my sons are currently working overseas. This is a very good chance for family reunion.

Why would you choose the road of being a politician?

I would not characterize myself as a politician. I was studying Science all the way through my education. I remembered I did a test after my career path back when I was about to graduate in HKU. The result was that my characters are suitable for being a government official or social

worker because of my passion. I first started my work at government at ICAC and when opportunity came, I switched and become an AO. The system did not involve so many political elements when I started working, you can view it as a government work instead of political one.

Although the past cannot be changed, what decision would you revert if you are given such an opportunity to do so?

There are two things I would like to change. Firstly it is about my own self. I was studying at St. Mary's Canossian School when I was young. Back then I was a Christian under the influence of my school. However, after going to a service trip for teaching the underprivileged people, I made friends with Protestant and I found out they make the emphasis on relationship and interaction on religion. Secondly, it is about my work. I have stepped out from the government for around five years already. I found out I was having a too-high standard on myself as well as my colleagues. I tend to work very fast and people may, therefore, cannot follow my pace. If I were allowed to change, I would try to understand my subordinates more and “put myself into their shoes”.

It has been said that "glass ceiling" has posted an invisible boundaries for high caliber women to climb up the ladder in work. Do you think it exists in Hong Kong?

I don't think so. There are mainly three reasons for that. Firstly, many women have the perception that they should not overrun male. Secondly, the existence of materiality leave gives the illusion that female are less likely to climb up the ladder. A time gap exists when they return to work. Thirdly, I believe each gender has their own role and god has given women a role – to raise children and look after her family.

What are the qualities that you think undergraduates should have in order to get into the government?

I think it is important to learn to ask the right questions and spot out potential problems. Being proactive and ambitious are characters that you need to have. You need to adapt to changes quickly. When you go into higher positions, you still have to keep learning, as everything you face ahead would be brand-new. I would suggest you to go for the Internet given the vast amount of information online for things you need to learn.



INTERVIEW WITH MR. LAM WOON KWONG, GBS, JP, CONVENOR, EXECUTIVE COUNCIL, HKSAR



Mr. Lam Woon Kwong, GBS, JP is currently Convenor of the Executive Council and Chairperson of the Equal Opportunities Commission. We are privileged to have the chance to interact with him on current social issues as well as his own personal experience.

What are the most difficult things in your life?

We face different difficulties at different times. For example, when I was at your age (University students' age), the most difficult thing was definitely to be admitted into university, especially when there were only 2 universities in Hong Kong. Looking back now, there were in fact a lot of choices to make in one's life, while these choices decide how one should take his next step. There are of course a lot of times that you will be uncertain of what will happen next after the choice is made. Therefore it is hard for me to use the concept of difficulty or easiness to distinguish things that happen in my life. At work, it is usual for one to face challenging and difficult tasks. However even if you find the work that you are doing hard today, looking back to it 3 years later, it might just be a piece of cake. I am a person that works best under pressure. I usually get very focused under pressurized and very difficult situations. Therefore, I have a mindset that difficulty is good because it brings out the best



of me and this is also proven by scientists. In my view, the most difficult part of one's life often does not come from work or politics, what is the hardest would be to manage family and personal relationships.

Homosexual marriage is illegal in Hong Kong; there was a parade held by the homosexuals fighting for the equality last month and you have openly agreed on their right to do so. Does it mean that you support the legalization of homosexual marriage in Hong Kong?

Equal Opportunity Commission is against discrimination in any aspects. The concept of anti-discrimination is to have mutual human respect. If you respect people, there will not be discrimination. There are 4 ordinances in Hong Kong that govern against discrimination. They are sex, disability, family status and race. Age and sexual orientation are the next aspects that many in the society have asked us to legislate for. I understand that there are strong views among some sectors against legislating for the protection of homosexuals against discrimination. But let's think in another way, are homosexuals harming society? Out of the 60 years of my life, I have encountered many homosexuals, yet I see no difference in them. In fact I would not know that he/she is a homosexual until he/



she says so. They lead normal lives as everyone. Their sexual orientation is a personal choice and I believe that it comes with their birth, like using left hand for some. Why should they be discriminated for a natural inclination that does not affect anybody else other than the partners themselves? Our Commission is keen in setting laws to protect homosexuals, yet we have never taken the stance of promoting marriage between homosexuals. We draw a line here because when it comes to marriage, there are more social and legal considerations and we better let the community achieve a bigger consensus first. We do not want to further complicate the law against discrimination, so at this stage, we have no intention in calling for laws to allow same sex marriage.

What is the biggest achievement in your life?

I don't think I have achieved anything that can be called "great" in my life, at least I could not recall any particular achievement. Yet I regard myself as a people's person. I like working on small things that can benefit people or society, no matter how small it is. I see those small things as achievements in my life, as looking at people benefitting from what we have done makes me happy.

INTERVIEW WITH MS. CARRIE LEUNG, CHIEF EXECUTIVE OFFICER, THE HONG KONG INSTITUTE OF BANKERS



We are very honoured to have Ms. Carrie Leung, CEO of the Hong Kong Institute of Bankers, to share with us her personal experience as well as knowledge in the banking field.

Do you think Hong Kong can remain as an international financial center given such a strong competition from neighboring cities like Singapore and Shanghai?

We can first look into the elements an international financial center needs: product, infrastructure, legal regulatory framework and labour. What makes Hong Kong stand out is that it achieves top scores in all those elements while other cities may only excel at a particular aspect. For example, Hong Kong has positioned herself as an offshore RMB center, accumulating a large pool of RMB deposit. This allows us to develop different financial products while other cities may not possess such a competitive advantage. What Hong Kong should do is to "run" faster than other cities based on our advantages. Then, there is nothing to fear about the strong competition.

It has been said that AQ, EQ and IQ are equally important. Which "Q" do you think is the most essential element for the role of a CEO?

I would say this is situational. Applying the appropriate "Q" at the circumstances is most important thing. As a CEO, we also need to possess all of the above "Q"s



in order to deal with diverse situations.

Male has dominated the banking sector. How do you cope with the imbalance of male-to-female ratio and what advice would you give to female university students who want to go into the banking sector?

There are different banking sectors. Private banking, retail banking, investment banking, you name it. I would not approach the situation in terms of ratio. Rather, this is the result based on ability and performance. Investment banking, in particular, emphasizes analytical and technical skills. It seems that more boys are choosing those streams the banks generally prefer. By natural selection, more of them end up going into the sector. Interview performance, academic results and team mixtures are also other influencing factors.

For girls, I would recommend you to understand more about the characteristics that banks would like and acquaint yourself with those skills.

University students are said to have poor financial planning. How would you advise them to better manage their money?

I would say this is related to consumption psychology and it is important to have good spending habits. I totally understand that students are undergoing great changes when their role turns from

being a secondary school student into an undergraduate. There are obviously more social and networking activities. Changes in their fashion styles, dating, etc. mean spending a lot more money. Some students may not be able to cope with the changes in spending patterns. When it comes to financial planning, it is important to understand what your situations are. Exchange of ideas among peers is a good way to handle the problem.

Given the continuous rise in the price for flats, what would you advise us to prepare ourselves?

It is important to have savings before thinking about investments and purchasing flats. As a student, it is important to analyze your spending habits. You also have a choice for the time period of purchasing flats – there have been ups and downs in the real estate market in history! Moreover, it is never a good idea to borrow money for investment. Those who lost money in stock market are not going to tell you they had that experience - it is a kind of lost of face! As a concept for you, you also need to put aside a portion of money as contingency fund when you grow up to deal with emergent situations!

INTERVIEW WITH THE HON RONNY TONG KA WAH, S.C. MEMBER, LEGISLATIVE COUNCIL, HKSAR



We are very honoured to have The Hon Ronny Tong Ka Wah, S.C., to share with us his personal story of success as well as his insights on current social issues.

We know that you are a senior counsel and also current member of the Legislative Council of Hong Kong (Legco). What advice would you give to students to encourage them to step out of their comfort zone?

I would not say I am very brave; I would rather regard myself as stubborn in the sense that I always endeavor to achieve what I want. If you do not try, you would never know whether what you are after is good for you.

My story is well known. I had never thought one day I would become a barrister. I remembered a discussion with my secondary school mates about the careers we would like to have in the future. One of my friends said he would like to be a lawyer. Frankly, his English is more fluent and his public speaking skills trained by debate team was a lot better than I was. It never occurred to me I could be a lawyer, too. The biggest dream I had at that time was to study history in university to become a teacher or a civil servant.

I still remember vividly that I had a fever of 104°F when I sat for the History paper in the matriculation public exam and I failed the exam. As a result, although I was matriculated, I could not gain entrance to any university faculties.

At that time, Mr. Alan Tam and I were playing in a band together. My friend told me HKU had newly started law degree programme with only 14 people applying when there were 28 places. He even lent me \$100 and brought me a form. There were 3 spaces to rank our choices of programme. I wrote “Law” on all of the blanks as I knew no other faculties would be willing to take me. Maybe this had moved the professor and granted me an interview. One of the professors decided to offer me a space because we had a good rapport with each other on the topic of jazz music. The 20-minute interview turned out to be a hearty dsicussion on jazz music.

On the first day of my lecture, I felt asleep as the lecturer was simply too boring. My advice is never fall asleep in lessons! The worse thing was my friend tricked me by kicking my chair, making a loud “punk” sound when I fell onto the ground. Everyone, including my wife ho was then my classmate, laughed hysterically. From then on, I decided not to attend lectures any more. Interestingly though, I came first in class starting from year one.



It has been said that you decided not accept any criminal cases after the case of Au-Yeung Ping-Keung v The Queen. Why would you have such a decision?

The case was seemingly a case of injustice. The appeal of the case was dismissed and legal aid in Hong Kong at thta time did not cover the expenses to appeal to Privy Council in UK. I remembered vividly that Mr. Au-Yueng was crying, telling me he was innocent when I went to visit him in the cellar of the court. At that moment, I truly believed it was unnecessary for him to lie when all appeal avenues had been exhausted. His words made me feel very uncomfortable with the injustice in the legal system. I had been asking myself if it was my fault that led to such injustice as criminal offence was not my specialty.

Regarding the hot issue of Mainland mothers giving birth to babies in Hong Kong, you have openly condemned the need to seek interpretation of Basic Law from the National People’s Congress. Do you think is there any other possible solutions to this headache?

Giving birth itself is a human right but giving birth in Hong Kong is not as the mainland mothers can do so in their own city. Resources of a city should be used for the good of its own people, not those from outside. Seeking interpretation of Basic Law from NPC is not workable as law is clear. Law needs to evolve along with society. Indeed amendments of law can be done locally and through Immigration Ordinance (Cap. 115), just like the US where you cannot get onto the plane bound for US if you are pregnant. Private hospital can increase their charges to reduce the demand. All of these changes can solve the problem.

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香港中文大學工程學院副院長黃錦輝教授

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SESSION 2012-2013