



Annual Journal

Hong Kong Federation of Business Students
Session 2014 - 2015

FOREWORD



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

I was privileged when I was asked to offer some remarks to all of you in the Annual Journal for 2014. How time has flown! By any yardstick 2014 has been as eventful year to say the least.

In my remarks last year I referred to the relationship between the Mainland of China and Hong Kong with particular emphasis on how both economies gained from working in close partnership with each other over the years since the mid-70s and how we in Hong Kong should understand the policies and development of the Mainland and the vast opportunities that are ours for the taking.

We tend to take for granted the enormous advantages we have by being part of China as well as being in the midst of a thriving Asian economy when some developed and developing economies are still struggling with the consequences of the 2007/2008 crisis. I am sure that as business students you are well aware that economic growth does not happen without good policies and a lot of hard work by all of us.

2014 was a momentous year for all of us in Hong Kong. Constitutional reform, Occupy Central, woke all of us up. Initially most of the people might have thought that the students were demonstrating for democracy ie "real election" for the CE in 2017. But my understanding is that the students had and indeed have much more grievances. They were concerned about the social injustices, inequalities as well as the lack of opportunities and upward mobility, housing, retirement plan for the elderly.....the list goes on. The one lesson I learnt over the years is that to find a solution or compromise we must talk to each other; we must understand each other; we must respect each other's opinion but sadly that process has not yet begun! If we don't try we will never know whether we will succeed so I implore all of you, the future leaders of HK to start the dialogue as I implore the C Y Leung administration as well as our Honourable Legco Members to initiate the dialogue so that collectively we can find the way forward.

FOREWORD



Mr. Johnny Yiu

President

Hong Kong Federation of Business Students
Session 2014-2015

“The Continuum” – theme of our Inauguration Ceremony, which expresses the belief that Hong Kong Federation of Business Students (HKFBS) will pass on the blazing torch to serve all local business undergraduates. With the end of the 30th Session approaching, I would say my fellow Executive Committee Members have not only successfully passed on the torch, they have led the flame burn more vigorously than ever.

What we achieved this year was more than pleasing. We have strived to let local business undergraduates’ benefit the most from our functions; enriching their university lives in every aspect.

Earlier this summer, the Seoul Innovative Technology Insight Tour 2014 provided a valuable opportunity for our members to learn about the growing Korean businesses and culture; it was a unique experience for participants to exchange ideas with students from the Seoul National University and Dongguk Univeristy.

Organising the 2nd year of the Hong Kong Outstanding Business Students Award, we have exerted extra effort into modifying its structure and criteria; aiming to give local business undergraduates a formal recognition.

Throughout the year, Stepping Stone to Success Scheme 2014 expanded its connections with professionals from all fields this year, be it from the diversity of mentors to partnering firms. Having the largest public relations agency in Hong Kong partnering with our firm visit series and multinational cosmetic companies to support our workshop series are valuable to our members.

We have continued to express our gratitude to the backing of Member Societies through the Orientation Camp Visits 2014. By the substantial welfare distribution campaign, we hope to provide the greatest support to all business undergraduates.

This year’s Business Administration Paper has made 2014 a remarkable year with the aim to inspire and be inspired; countless innovative ideas under the theme “Market in between” contributed to create the best market niche are unquestionably impressive.

The Executive Committee has definitely endeavoured for the maximum benefits of our members, but we could not have achieved that far solely by our own. I would like to take this chance to thank our Advisors, Sponsors, Honourable Guests, Alumni and all members for your tremendous guidance and support. Together, we have yet created another splendid year of attainment.



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OVERVIEW

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

HISTORY

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

OBJECTIVES

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

Working with a team from different universities is challenging, yet stimulating. The challenging part is, to have meetings at some universities with unappetising food in canteens. The stimulating part is, to learn all kinds of slang originated from different universities; but honestly speaking, working with people with diverse culture have offered me the best learning opportunity.

The year was tough; on top of eating and sleeping, to keep track of the Federation’s ongoing projects has become the daily routine for me and my committee. During the year, I have spent as much time with my committee members as with my family; even though we argue at times, I have enjoyed every moment spent with their presence.

Looking back, working for the Federation is one of the most rewarding involvement I have had in my life. I am grateful for and proud of being a part of HKFBS.



YIU TIN HANG, JOHNNY
PRESIDENT | THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY



TANG CHI HO, IVAN
INTERNAL SECRETARY | HONG KONG BAPTIST UNIVERSITY

For a direct year two student, being an Executive Committee member of HKFBS is undoubtedly a risky decision since it needs to spend nearly all my university life to work for the Federation. After a year, I can proudly say that this is the most marvelous experience in my life. Being the Internal Secretary, I am responsible for operation of the Hong Kong Outstanding Business Student Award 2014. Thank you everyone who gave a friendly hand to HKOBSA especially my working partner, Phoebe Heung. I deeply hope that HKOBSA will be one of the best university functions in foreseeable future.

All the best to HKFBS and my beloved Executive Committee members. My university life won’t be so fruitful without all of you.



CHAN NOK HEI, IVAN
INTERNAL VICE PRESIDENT | CITY UNIVERSITY OF HONG KONG

It is a tough year, yet it is a fulfilling year!

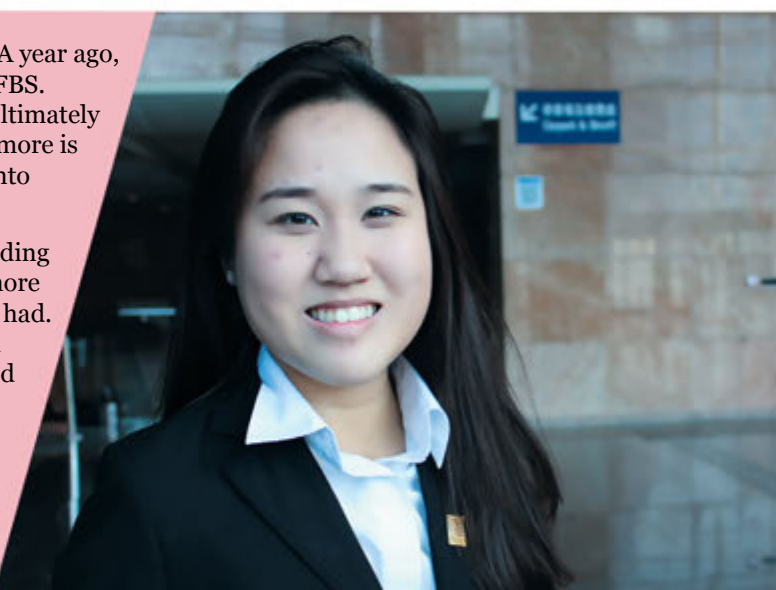
Spending a year in HKFBS, skipping numerous lessons and working at nights in the expense of personal life, facing countless challenges and difficulties, where I sometimes asked myself if joining HKFBS was the right decision. The answer is definitely yes, joining HKFBS is the best decision I have made in my university life! There were valuable trainings that lead me to become a better business student to prepare for future challenges. By mingling with business elites and students around the world, I made friends with different backgrounds and my network was greatly expanded. All of the above, could not be achieved without joining HKFBS!

As for my dearest Committee members, it is definitely my pleasure to work with all of you throughout the year! You guys are not only my best companions, but also my life trainers who shape me to become a better man. I just want to say thank you to all of you for being so patient to me and giving me continue supports! Our first journey is coming to an end, but I believe there are many more journeys ahead that await for us to experience together!

“Sometimes you make choices in life, sometimes choices make you.” A year ago, I took my choice in becoming one of the Executive Committee of HKFBS. Without that, I wouldn’t have experienced any of the moments that ultimately expanded my limits and shaped myself, for a way better one. What’s more is that I definitely wouldn’t be seeing how each of our proposals came into actions, and memories by now on.

Without sincere dedication and priceless efforts, Hong Kong Outstanding Business Students Award 2014 would not have been a success. It is more than just having a sense of accomplishment for the great job we have had. There were countless nights staying up late to get every piece of work done. There were also days that I went back and forth from school and offices. These would surely be missed.

We are the effect of our choices, but we must be the change we wish to see in life. By placing HKFBS as my first priority in my freshmen year may sound silly, yet I could tell you it is genuinely worth to go forth. I was much honoured to witness how great things are accomplished and how talents can be best used. I thank my fellow colleagues as a blessing in my life and may I wish the best of luck in all of your future endeavours.



HEUNG WING SHAN, PHOEBE
EXTERNAL SECRETARY | THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

“So we beat on, boats against the current, borne back ceaselessly into the past.” - F. Scott Fitzgerald, The Great Gatsby

That’s us. The 18 Executive Committees of the Hong Kong Federation of Business Students Session 2014-2015. We do not follow the current, we create it. Sometimes we are against it; always we lead the rest. From the spectacular 30th Inauguration Ceremony, Hong Kong Outstanding Business Students Award, Study Tour to Seoul, Orientation Camp Visits, Stepping Stone to Success Scheme, BA Paper, to our sublime 30th Anniversary Dinner, we marched into a brand new era in the academia.

Time flies and the caterpillars have become butterflies. We cannot thank enough our Advisors, Sponsors, Guests for their immense support, and last but not least, our 16,000 members for their vigorous participation. Now, the flair of 30 years legacy will be passed on to the 31st session of HKFBS. I cannot wait to see HKFBS to bloom.

1 Federation. 18 Executive Committees. 16,000 Members. No regrets.



PIN CHUNG KA, CYNTHIA
EXTERNAL VICE PRESIDENT | THE CHINESE UNIVERSITY OF HONG KONG



HO WAI YAN, RAY
FINANCIAL OFFICER | THE OPEN UNIVERSITY OF HONG KONG

In this fruitful year, I am glad that I could work with 17 Committees who comes from different universities. In these days we completed thousands of challenges one by one. Without their support, I couldn’t overcome all obstacles. What’s more, I learnt how to manage our budget and coordinate with others and these experience cannot be learnt from textbooks.

Being a financial officer is quite challenging for me, because this role needs to have extremely strong sense in number. But after series of trainings and practices, I could handle these job smoothly and starting to love my job.

The most unforgettable function for me is the study tour to Seoul. The trip can fostered the friendship between committees and gave me the chance to meet new friends in Korea. Visiting the Seoul National University and understanding local culture have given me unforgettable memories.

During my term of office, I have visited all universities and known more about their respective culture. Now, I can say that I will not get lost in any university.

Lastly, I would like to say a big “Thanks” to my teammates; I hope the next session committees can keep up the good work of HKFBS.



LEI WAI SZE, CANDY
ACADEMIC OFFICER | THE CHINESE UNIVERSITY OF HONG KONG

If you ask me what the most unforgettable experience is during my first undergraduate year, I will give this answer with no hesitation - joining HKFBS. Working for proposals for consecutive nights, having meetings from dawn to dusk and learning from failure almost every time when holding functions...all the benefits reaped are uncountable. And because of these experiences, I am now confident to tell you we have made our mark by working diligently.

Being the Project Director of KPMG BA Paper 2014 is undoubtedly the most challenging task yet opportunities could be found when encountering any difficulties. What I mean is not the opportunity to guarantee success in doing everything, but the opportunities to learn, to commit and to achieve. One year ago, I was unable to imagine how BA Paper could be successfully held, not to mention how I could grow so fast. My target is not to pass muster, but to make progress and to reach perfectionism. These two have become my mottos even after going through all activities. I will carry on making every endeavour and go from strength to strength in my school life and my future career.

The prosperous of HKFBS is the hard-fought outcome from the past Committee. I have conviction that our successors will keep abreast with the strides in the past and scale new heights in the coming year.

One year ago, our session teamed up for nothing but extraordinary perfection and breakthroughs. Enthusiasm took us further, bitterness made us stronger. Today, we are not disappointed.

I am earnestly thankful to be a part of HKFBS. The college provided us with tremendous stability and well – defined guidelines, while HKFBS offered us far more opportunities to challenge ourselves. This year, we took the lead and we broke new ground.

Compliment is never a given. It must be earned. The success of our functions was a result of the pursuit of excellence. I am proud to be the project director of a program that empowers business undergraduates to be agents of changes. For me, 2014 was an incredible year for learning. In face of all the arduous tasks, I was accustomed to a fast – moving environment where multitasking was the norm and deadlines were first priority. Gratefully, all these invaluable experience had made me a more competent person.

Together with the steadfast support offered from my committee members, the toxic mix of stress and frustration that hindered progress shattered quickly. That’s why I enjoyed every moment of my committees, our regular meetings were time well spent, which bonded us and bred a teamwork spirit that we could all harness at times of challenges.



TSANG WAI SHAN, SOFINA
SOCIAL OFFICER | CITY UNIVERSITY OF HONG KONG

In HKFBS, we take pride in being a talent factory. One of the very tangible manifestations of that is that we always choose the route in which we learn something - it is one of our core values. But we are so much more than a talent factory. We are a leadership factory. We develop ourselves and our members to outstanding people and leaders.

In my year of office, I’m inspired by people and project directors who lead. We drive and passion for making a difference. Our synergy created an unquestionable resolve, even in the face of uncertainty. We have the relentless pursuit in creating a better tomorrow than today at what we do. And perhaps most importantly, we are investing in developing other people tirelessly - because we genuinely care about our members. That is also why I am so proud to be the Project Director of KPMG Business Administration Paper 2014. The experience is rewarding and important as I am taking up the role to inspire my generation of students with insights, vision and confidence, which are required to be successful.

What fascinates me about being an Executive Committee of HKFBS, is that there are so many ideas and resources - and it is a privilege to see them in action. Leadership is an integral part of our DNA and I believe as an organisation, and as an individual, we will have never ceased to inspire and to be inspired by our people.



CHAN KIN TING, KENNETH
ACADEMIC OFFICER | THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY



LEE KA PO, STELLA
PROMOTION OFFICER | THE CHINESE UNIVERSITY OF HONG KONG

I am always thankful for what HKFBS gives me as being one of the 30th Executive Committee members is truly an eye-opener. It brings so much sparkles and wonders to my world as I have never imagined that I could have so many opportunities to meet the privileged business elites in Hong Kong. Moreover, we organised a diverse array of large-scale business events, travelling among various hotels and universities, that trained me and my Executive committee members to become professional, skillful and all-rounded leaders and elites. It’s HKFBS who made my university life fruitful, meaningful and unforgettable.

“Nothing that comes easy is worth a dime.” It is never an easy task to sustain HKFBS’s legend. We, however, have never looked back and I am genuinely grateful for walking through this journey with 17 talented and dedicated friends. All the laughter, tears and profound memories that experienced with all of you during our Session are so precious and everlasting that I would never forget them in my lifetime.



CHAN WAI LAM, ALLIE
SOCIAL OFFICER | CITY UNIVERSITY OF HONG KONG

There comes a time when all must come to an end. As much as I want to deny it, heartless time will mark the end of my year as an Executive Committee member of HKFBS, something I’ve grown accustomed to for the past year. I’ve been blessed to be able to serve as part of the team.

It has been a tremendous opportunity and honour to work with my 17 teammates, always flooding each other with countless encouragements, joy and laughter through the days and nights. And taught me that the spirits of togetherness upheld by the effort of every individual could really conquer all.

This year’s experience had provided me with skills of evaluation, observation, analysis and literary comprehension, learning to observe issues at different perspectives, taught me not only being part of a team fighting together yet another episode of my life to learn the lesson of challenging oneself.

Yet the most important of all, gained friendship will never be lost. I will always remember the moments spent with my 17 companions, because it’s an experience that you hold on for the rest of your lives. And perhaps in the darkest moments of our lives, it will remind us that there will be the trace of fond and enduring remembrance to warm the heart.

One year ago, I was a non-local student seeking for a degree in Hong Kong. One year later, I find myself really get involved into the Executive Committee of HKFBS and treated Hong Kong as my second hometown.

HKFBS has provided me with numerous chances in practicing my interpersonal skills. These experiences transformed me into an experienced Promotion Officer. Being one of the two person-in-charge of all promotion works, 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 17 Committee members for their help and patience.

I am proud to say that, we are the 30th session of HKFBS.



GAO QI, PATRICK
PROMOTION OFFICER | LINGNAN UNIVERSITY

I'm not sure why are you reading this particular column; Perhaps you are one of my colleagues, my friends or simply an acquaintance who wants to know how my journey was for the year in HKFBS.

So here's my positive response - it's a rewarding year.

Credits to a passionate exco from the 29th session who brought me to this family. I will never forget the moments of frustrations while I was staring at my monitor in the midnight, figuring out what my next step should be in order to obtain enough budgeting for my event. At the same time, nothing could obliterate that feeling of excitement when my team succeed in achieving our targets collaboratively. With sweats and tears, it's been a year, and we've taken the lead in making the Federation's projects to higher levels. I'm quite sure there's a value-tag of everything in your life, and what I value most here are the 17 companions that have accompanied me during the brightest and darkest times of my life. Thanks for enabling me to be a better me. So thank you,

And thank you.



WONG LOK HIM, AMBROSE
MARKETING OFFICER | THE UNIVERSITY OF HONG KONG



WOO HO CHEUNG, CLARENCE
HUMAN RESOURCES OFFICER | HONG KONG SHUE YAN UNIVERSITY

One year of being the Executive Committee member of HKFBS took much time from my daily life, nonetheless, it was one of the most fruitful and worthiest years in my life.

HKFBS is a big family which combined with elites from nine local universities. We are elites of both organising functions and having fun. We play together, learn together and inspire each other. I am sure that it would be the best part of my university life and it is the feeling that I cannot find elsewhere but here. Being a Human Resources Officer, I try all my best to help all of the HKFBS' functions with my limited power. The satisfaction of seeing the success of every functions cannot be described in any word in the dictionary.

Time flies and it comes to an end of 30th Session of Hong Kong Federation of Business Students. I am most honoured to be a part of the Executive Committee of 30th Session and it is my pleasure to share a part of my life with my committee.

Thanks you my fellows, or my close friends; our friendship will never come to an end. It is no regret that I could spend the one-year invaluable journey with you all.



WU KIU YAN, QUEENIE
MARKETING OFFICER | HONG KONG BAPTIST UNIVERSITY

It has been a fruitful year for me. None of the time are a waste to me, every moment is a new lesson for me to learn and grow up. It is very lucky to be the person-in-charge of the inauguration ceremony and annual dinner, which happen to be the first and the last function. The preparation works of both functions have given me a lot of valuable experiences. Before this year, I don't know how hard it can be to organize an inauguration ceremony, I don't know I am capable of coping with it at all. But after all I made it through, I learnt so much that I can hardly explain.

What's more are the friends I have made throughout the journey. I am so lucky that the other 16 share the same belief, hoping to hold a perfect function, and paying attention to every tiny detail. It is certainly not an easy journey, but it is so graceful to have 16 of us to support each other and get through all of the ups and downs. I cannot imagine to achieve all of these without them. This year is definitely the most unforgettable year of my life.

Little by little, we walked far. I am always inspired and amazed by all the functions we have organized, and the attitude that we endeavor to excel in every pieces of work. It's truly honored to join the federation, which provides me with the widest platform to explore about business, people and most importantly—myself. Only if I spend this year with HKFBS, I can have the invaluable opportunity to become a better me.

As the project director of the Study Tour, I strived to organize an inspiring and memorable trip. There were obstacles and frustrations, yet what makes everything worthy is the enjoyment of our participants and buddies. Every year we hope to give our members new explorations and connections. As the new generation, such international exposure and insights are important for them to out-perform their peers.

One of the crucial parts of HKFBS must be the collective intelligence created by 18 of us. It is woven between the lines of our values.

HKFBS brought 18 of us together, and nothing could obliterate the memories between us.



TONG WING LAM, CANDY
EXTERNAL AFFAIRS OFFICER | THE UNIVERSITY OF HONG KONG

I never regret anything in life, especially joining HKFBS.

Throughout the year, what I have overcome was more than I've ever expected. Yet, I totally understand that what I have overcome is directly proportional to what I have gained. I'm grateful for all the challenges and lessons that HKFBS has provided me, which have significantly sharpened my soft skills.

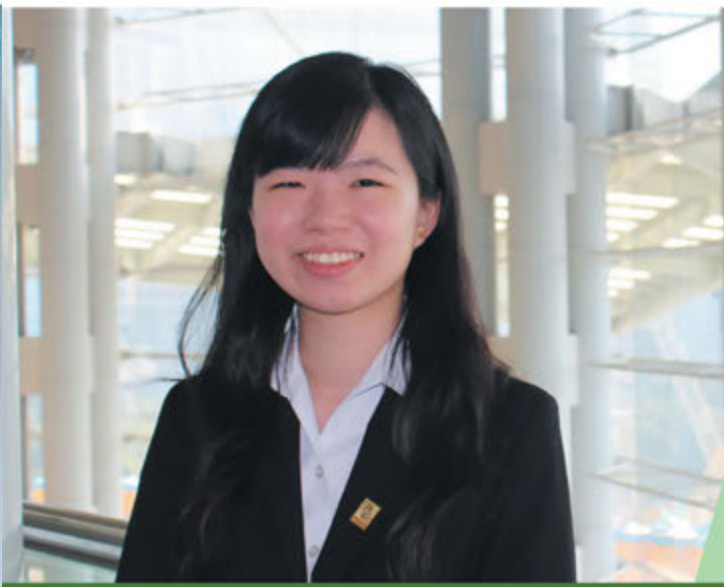
Having the precious chance to meet my dearest peers from 9 local universities is one of the most brilliant things in life. I will never forget the time we spent together and the way we shared awesome ideas and stories with each other. Time flies, yet the invaluable memories never fade.

It's undoubtedly a magnificent year full of inspirations. I'm always lucky and blessed to be one of the 30th Committee of HKFBS.

Although the time has come, I don't call it an end. May the 18 of us remember that "We can even burn brighter than the sun just because we are young". The show time has just begun.



TANG YAN YIN, CREAMY
PUBLIC RELATIONS OFFICER | HONG KONG SHUE YAN UNIVERSITY



CHUNG UEN LING, KARINA
EXTERNAL AFFAIRS OFFICER | THE HONG KONG POLYTECHNIC UNIVERSITY

It was always wonderful looking back in this fruitful year with my beloved Executive Committee members. I would not forget the time when we first met, and when we were really the "freshmen" as working in the Federation. We learn, grow, and surely, play together, which contributed to the enjoyable memories of my university life.

It is truly worthwhile to organise the study tour when we saw our participants and buddies enjoyed in the event. Study Tour is the second function of our Session. With little experience in holding functions, we try our best to contact with Sponsors and co-organising parties, which were new to us. We, external affairs officers, always think that Study Tour is a diversified project, with new destinations, new goals, and new challenges every year. It is also an enjoyable one, with the friendship built in the trip, it means a lot to me.

Thanks to my colleagues supporting me in this freshmen year. Without your encouragement, I could never be the one I am today. I am sure that we would share our happiness together in the years to come.



The 30th Inauguration Ceremony

The 30th Inauguration Ceremony of Hong Kong Federation of Business Students was successfully held on 1st April, 2014 at Rayson Huang Theatre, The University of Hong Kong. Not only did the ceremony signify the commencement of the Executive Committee of 30th Session, but it also served as a platform for intellectual exchange between the business elites, the government sector and the students.



It is our greatest honour to have Guest of Honour - Mr. Paul Tang Kwok-wai, JP, Honourable Guest Speakers - Dr. William Lo, JP, The Honourable Jasper Tsang Yok-sing, GBS, JP and Mr. James E. Thompson, GBS witnessed the remarkable occasion with the new Session of the Federation. We would like to take this opportunity to express our sincere gratitude towards all the Honourable Guests, Sponsors, past Executive Committee members and representatives from the Member Societies and other business student societies.

The 30th Session promised to continue the success of the Federation. To best serve all the members and strengthen the network among the business community.





Stepping Stone to Success Scheme 2014

From June 2014 to January 2014, S4 is a comprehensive programme organised by HKFBS every year, which aims at equipping students with a deeper understanding of the real business operations. This year, the scheme includes Mentorship Programme 2014, Executive Roundtable for Elites, Firm Visit Series, Internship Series and Workshop Series. The scheme aims to provide opportunities for students to expose to the real business world, acting as a platform for business professionals and business students to interact and exchange experiences.



Mentorship Programme 2014



This year's theme is "Transcend mediocrity; Cultivate supremacy." To rise beyond our limits and finding specialty was always our aspiration, which hopes to inspire business students through learning from successful leaders and professionals from the society, and to mingle with students from the 9 local universities. We aim to enhance participants' exposure, broaden their perspectives and preparing them for any adversities and challenges in the future.

We are honored to have over 100 representatives from diverse fields, which include Accounting, Banking and Finance, Consultancy, Government and Legal, Hotel, Human Resources, Information Technology, Insurance, Management, Marketing and Public Relations to be our mentors.

"As a business undergraduate in Hong Kong, I am glad that I participated the Mentorship Programme organised by HKFBS. I had a great exposure to elites from different field. I would like to thank my mentor, Miss Andree Lee for offering many valuable opportunities to learn and sharing her own experience which are inspiring to me. Once again I am thankful for having the chance to join the Mentorship Programme. A fruitful opportunity to help us grow and learn." - Jessica (HKU)

"Success is something you attracted by the person you become." The motivational quote of Mr. Jim Rohn sums up my feedback towards the Mentorship Programme 2014. It is honored to meet my mentor, Mr. Eric Sin, as well as other business elites in this programme which has offered a priceless opportunity to gain life-changing inspirations from mentors during this three-hour quality time. Enriching my business knowledge towards the e-commerce business field and sharing their working experiences, they guide the way to reflect myself and map out my future pathway. It is no doubt that they inspire my life as perfect role models and pave my way to success." - Melissa (CityU)

INTERNSHIP SERIES

The Internship Series is an indispensable part of the scheme, offering students a platform to learn and experience about daily business operations at various companies and firms. Students can gain relevant and precious work experiences, as well as gaining deeper insights of the real business world. This year, we have successfully cooperated with these renowned business firms

- ACE Life Insurance Company
- Ageas
- AIA International Limited
- Bloomberg
- Bond West Consultants
- BuyForMe
- David Lai & Co.
- FWD
- iBoss
- Innoverz Limited
- Manulife (International) Limited
- Next Step Connections
- Noble Apex Wealth Ltd.
- Octopus Recruit



EXECUTIVE ROUNDTABLE FOR ELITES

Executive Roundtable for Elites provides a chance for students to discuss business issues that they are interested in with prominent business leaders. Business students exchanged ideas with current prominent social figures as well as their counterparts from different universities.



FIRM VISIT SERIES

Firm Visit Series offer students chances to reach the unreachable places. Students can better plan their future career development through understanding the real-life business operations and developing fundamental business knowledge by exploring different industries in the business sector.



WORKSHOP SERIES

The series equip students with essential skills and knowledge for their personal developments. A diverse range of workshops has been organized to allow students can acquire specific skills to better prepare for their future career developments.

Wine Tasting Workshop
- Crown Wine Cellars

Professional Grooming & Image Workshops
- Too Cool For School
- Etude House
- Maybelline
- L'Oreal

Coffee Tasting Workshop
- Pacific Coffee

Bloomberg Training Workshop
- Bloomberg L.P.

CV Writing & Job Interview Workshop
- Deloitte





HUANG MEI YU,
CAROL



KWAN SHUK HAN,
ARIEL



KWAN PAK NGO,
LEO

HONG KONG OUTSTANDING BUSINESS STUDENTS AWARD 2014

HKFBS | MAY - JULY 2014



LEE TAT HUNG,
PETER



CHAN TSZ LOK,
NICHOLAS



GAN LIN,
JESSICA



CHELSEA MO



LIN XUAN,
JASMINE



WONG WAI TAK,
VICTOR



DON'T BE DIFFERENT; BE OUTSTANDING.

HKFBS has the vision to recognize outstanding business students, and advocate the great potential in students through Hong Kong Outstanding Business Students Award 2014. By that, we act a vital role in serving as the pioneer to give foremost recognition to undergraduates who had stood out and taken up challenges that no one has ever done before.

HKOBBSA brings students to prominence. The award recognizes the city's best business undergraduates, enhances public awareness of business education and improves students' all-around development.

7th June,
2014

INTERVIEW SESSIONS

The Interview session consisted of a Group Interview and an Individual Presentation. A representative was selected from each local university to receive the title of Hong Kong Outstanding Business Student.

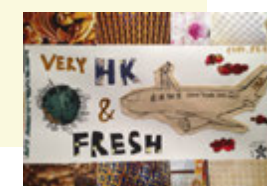
In Group Interview, five representatives of each university were chosen to discuss a business-related question, i.e. Corporate Social Responsibility which required decent communication and critical thinking skills.

In Individual Interview, they were given a short period of time to solve a business case about individually and get themselves prepared for a presentation afterwards.

14th - 21th
June, 2014

PROMOTION CHALLENGE

Each student had to design a poster for the awards' title sponsor Hong Kong Airline (HKA) on the theme "Fresh + very Hong Kong". The posters were uploaded to HKFBS Facebook site and were judged on the number of "LIKES" they obtained.



5th July,
2014

The Youth Business Elite Forum



The best student from each university was chosen to enter to the Grand Final. A case study from HKA was given in advance to allow students apply knowledge in classes and train their enterprise insights. By competing for the overall Champion, the First runner-up and the Second runner-up, students had showcased their talents in providing different ways to improve HKA's business class market share. Chelsea Mo from the Hong Kong University of Science and Technology was awarded first

prize, followed by Nicholas Chan from the Chinese University of Hong Kong and Ariel Kwan from Hong Kong Baptist University.



WHAT HAVE YOU LEARNED FROM HKOBSA? HOW DO YOU THINK IT WILL BENEFIT YOUR FUTURE CAREER?

Through listening to the presentations done by other candidates as well as the judges' comments, I learnt more about how to improve my presentation skills and the content of my presentation. After our presentations, the judges raised some concerns for example regarding the practicality of our suggestions or the actual objective of our strategies. I learnt that we have to consider the feasibility of the suggestions and establish a strong linkage between our analysis and our strategies. These comments would help me when I am conducting more in-depth analyses and when I am thinking of strategies to improve various real-life situations in the future.

WHAT WAS THE HARDEST PART OF THE COMPETITION?

The hardest part of the competition was to conduct

analysis on the airline industry and to come up with strategies that meet the company objectives within a limited time period. I was not very familiar with the airline industry when I joined this competition, and the analysis I have done could be more in-depth and comprehensive. There was one candidate who did a detailed comparison between the airlines supported by statistics, it was a very structured presentation and there were a lot that I can improve and learn from the other candidates.

WHAT ADVICE CAN YOU GIVE FOR PARTICIPANTS IN NEXT YEAR'S HKOBSA?

The topics for example CSR and the airline industry are things that are relatable to us, therefore we should constantly update ourselves with what is happening in the world.

- Chelsea Mo (HKUST),
Overall Champion of HKOBSA 2014



迷人的白色雪景、精彩刺激的滑雪體驗、冷暖交融的飄雪溫泉，今個冬日就與港航一起盡情享受！

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|-------------------------------|----------------|-----------------------|---------------------|--|
| 香港至札幌 Hong Kong to Sapporo | HX 690 | 09:30 | 14:55 | 逢週二、三、六及日 Every Tuesday, Wednesday, Saturday and Sunday |
| | | 12:00 | 17:30 | 逢週五 Every Friday |
| 札幌至香港 Sapporo to Hong Kong | HX 690 | 15:55 | 21:05 | 逢週二、三、六及日 Every Tuesday, Wednesday, Saturday and Sunday |
| | | 18:30 | 23:30 | 逢週五 Every Friday |

*當地時間 All local time

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Seoul Innovative Technology Insight Tour 2014 was successfully held in late June. The aim of the 5-day tour is to provide students with valuable opportunity to reach out beyond Hong Kong to a wider international community. Participants gain insights of innovative technology in South Korea, as well as its traditions and customs. Through visiting a special selection of firms and interacting with students from top university in Seoul, participants can grasp this golden chance to understand more about the renowned innovative technology industry in South Korea.

The tour can be divided into four components, including Buddy Programme, Discussion Forum, Firm Visits Series and Sightseeing Series. The Buddy Programme, one of the highlights of the tour, connects our participants with Korean students. We were honoured to cooperate with student bodies from Seoul National University, Chung-Ang University and Donggok University, so that Hong Kong students can gain in-depth understanding of Korean customs and embrace foreign culture.

Seoul Innovative Technology Insight Tour 2014



"Why study tour?", a common question that pops up after telling my 2014 summer plan. Instead of a crazy shopping trip to Seoul - that every 20s girl feels extremely fascinated with, I choose something I can't experience after graduation, the HKFBS tour. Zero distance to KIA Motors production, chats and campus visits with students from SNU, Seoul city life with 20 gents and ladies from different universities ... what I reap isn't anything an ordinary travel could offer, never.

- Claudia Ng (HKSYU)

I think the most memorable part of the study tour was visiting several universities in Seoul. We paid a visit to Seoul National University and made friends with some of the students there, and it really helps us gain a better understanding towards the lifestyle and culture of the local people. It also helps broaden our horizon and develop genuine friendship with those student representatives and other participants. I was pleased to be selected to join this study tour as this trip was fruitful and definitely something to remember.

- Desiree Yeung (CityU)



Systematic. Curiosity. Energetic. These were the impression I got from HKFBS while meeting them in Seoul. With their everhungry desire to explore and experience in new environment, it was a pleasure to meet the HKFBS faculty and hope that our encounter in Seoul would not be our last.

- Jay Shim (Chung-ang University)

Thanks to the invaluable support from the sponsors, foreign firms and universities as well as our participants. Without their tremendous assistance, we could not make this year study tour a remarkable one.





Orientation Camp Visits 2014 is a mass welfare distribution campaign to the orientation camps of our Member Societies. It not only served as a welcoming event to all freshmen from 9 local universities, but also a platform for our Federation to mingle with freshmen from the 9 local universities.

During the visits, 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 members as a welcoming gift.

Thanks to the following sponsors: ACCA Hong Kong, Crown Worldwide Holdings Ltd., Hong Kong Institute of Certified Public Accountants, Prince Jewellery & Watch, Sky100 Hong Kong Observation Deck, Yoho Hong Kong Limited, our Orientation Camp Visits 2014 will be as successful as ever.



Orientation Camp Visits 2014



KPMG BUSINESS ADMINISTRATION PAPER 2014

The Market In-Between

"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things." - Steve Jobs

Assumptions:

Participants are expected to choose a company and help it to create a new market niche that is in between two categories of existing products or services. The business idea put forward must complement the company's existing industry, whilst having its own unique selling point, target market and positioning.

Participants are required to write a thorough business plan to propose how the product or service will succeed and be able to attract new customers.

Quick examples outlines:

| | |
|---------------------|---|
| Apple's Ipad | A niche between smart phones and laptops |
| Apple Action News | A niche between traditional newspaper and television news |
| SNAP HK / Instant20 | A niche between photo booth (purikura) and photo studio |

KPMG 2014/15 Graduate Recruitment

Students from **all disciplines**
are welcome!

MY FUTURE,
MY SAY
我的未来, 我做主



Opening Ceremony and Training Session

The Opening Ceremony of KPMG Business Administration Paper 2014 was successfully held on 26th October 2014 at Hotel ICON. The Ceremony marked the official commencement of the competition and was graced by the presence of nearly 500 undergraduates and 30 Honourable Guests. The essence of the Ceremony and the most inspiring moment should be the sharing sessions of Guest Speakers. It was a time for learning, equipping and reflecting. Mr. Jim Chim and Ms. Emma Reynolds were invited to give talks on elements of creativity and self experiences in founding business. The sharing won thunderous applause from students.

Internal Assessment

Participants were required to write a 5-page Executive Summary for internal assessment by the Academic Evaluation Committee. The Evaluation Committee selects 8 local teams and 2 foreign teams to enter the Semi-Final.

Promotion Challenge

In the Promotion Challenge, teams wrapped their ideas into appealing and interesting advertisements in Facebook to win votes. Everyone can enjoy the right to vote and decide which team would be the ultimate winner. The Best Promotion Award went to Team 7264, Team 7005 and Team 7834.



Bloomberg Aptitude Test (BAT) Challenge

The BAT Challenge was newly introduced to the competition this year in order to let students be familiar with their abilities in finance and business. The Challenge required students to finish the Bloomberg Aptitude Test and the most outstanding 20 performers in the Challenge were awarded.

Global Entry

The introduction of Global Entry has enriched BA Paper since early 2000s. It has much to do with fostering the exchange of creative business ideas between local and foreign undergraduates. The Champion of Global Entry, JiNan University, was invited to the Hong Kong to join the Grand Final and compete with local Finalists and bring us new insights.



Partial List of Partnered Foreign Universities:



Semi-Final

Under the guidance of KPMG business mentors, the local and global Semi-Finalists were guided to expand their executive summary and finish a full proposal for their own ideas. On the Semi-Final day, they delivered an oral presentation to the Academic Evaluation Committee and sought advices from them. Being the cream of the crop, the four shortlisted local teams, together with the best team of Global Entry, were chosen to enter the Grand Final to compete for the ultimate Champion.





The Grand Final

After several rounds of rigorous assessment, the 4 local Finalists and 1 global Finalist were shortlisted for the Grand Final. The teams were given opportunities to present their ideas to all participants and Evaluation Committee from academic and business fields.

The Grand Final was held at Hong Kong Convention and Exhibition Centre on 4th January 2015. We are more than honoured to have more than 20 members in the Evaluation Committee panel. The panel consists of experienced professors from local universities and leaders from different business sectors.

Every team had made fabulous presentations of their market in-between and courageously answered the challenging questions from the evaluation panel. After the cut-throat competition, the team of Lingnan University was crowned the Champion. The teams from The Hong Kong University of Science and Technology and The Chinese University of Hong Kong were selected to be the 1st Runner-up and the 2nd Runner-up respectively.

KPMG Business Administration Paper 2014 has once again provided a playground for enhancing the interflow of new ideas as well as to breed creativity among participants. Students with creative mindset are always welcome to share their innovative ideas on Business Administration Paper this platform!

Congratulations to all winners and we hope that all participants have had a great one in the experience of KPMG Business Administration Paper 2014.



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INTERVIEW WITH MR. C.Y. LEUNG GBM, GBS, JP

Chief Executive
HKSAR

It is our great honor to have the Chief Executive of HKSAR, Mr. C.Y. Leung, GBM, GBS, JP, sharing his mission, success and experience as a leader and a successful businessman.

From your accumulated experience both as a businessman and political leader, how would you compare leading a company, and leading a government? Are there skills that are shared amongst the two? Did you encounter any difficulties adapting to the change of identity?

I believe that that both are quite similar, as they both deal with human beings. The key of both positions is to organize and motivate people, provide a vision for and to manage the people.

During your visit to the 18 districts for your campaign, what was the most engraving memory to your mind?

During my campaign trail, I went to Tin Shui Wai and held a public forum. It was a very rewarding trip and I was quite surprised to up to 1000 people joining me and asking all sorts of questions. When I left, some middle-aged housewives came up to me and said, “if you become elected as the Chief Executive, don’t forget us and come back to visit us!”



As the ultimate leader of Hong Kong, can you share with us your the gains and losses of your journey? How do you manage to deal with the pressure and stress?

It is a stressful job, because all the decisions made affect all the people in Hong Kong, and I am responsible for Hong Kong and the Central Government. My stress managing mechanism is to sleep. I have one rule for my sleep, and that is to leave all your worries and problems behind before you lay on your bed.

There are definitely lots of gains and losses along the way, and the most valuable thing that I have lost is my family life. As a businessman, I had the chance to travel a lot, but since I was elected, I lost a lot of time with my family. To compensate for this, I decided to travel whenever I can, to spend as much time as I can with them.

On a personal side, how do you maintain a good work-life balance and spend time with your wife and three children? Did you adopt a different strategy now than before, when you were handling your business?

For my body, I like to exercise to maintain good health. And to refresh my mind, I like to potter the garden every night before I sleep, and treat it as a relaxation mechanism, growing fruits, flowers and vegetables.

Have you got any advice for undergraduates or teenagers like us? What message would you like to deliver to encourage, and motivate us?

All the sectors in Hong Kong must work together to sustain the international financial center that Hong Kong has developed to be as. We have to aim to be high flyers, to fly higher and farther. Hong Kong has pinned a lot of hope on the young generation now. Thus we have to treat the world as a global village and restrain from confining ourselves to Hong Kong only.

The most important factor in the real world is your attitude. Grades are important, but it has a diminishing importance. You will need good grades and an impressive CV for acquiring your first job offer, but as your career develops, grades become less and less important. Instead, it is your attitude and willingness to try. Restrain yourself from being too risk adverse. One must be able to withstand sufferings and hardships and be motivated to work more. If you work 2 hours more than others everyday, you will work 30% more and stand out from others.





INTERVIEW WITH MR. THOMAS WOO

President
The city'super Group



It is our great honor to have the President of the city'super group, Mr. Thomas Woo , sharing his mission, success and experience in the retailing industry.

Back in the 90s, what inspired you and Mr. Ishikawa to set up city'super which was completely different from the conventional supermarket industry in Hong Kong, like Parkshop and Wellcome?

The unique nature of city'super was actually derived from the idea of a department store, which was omnipresent in Japan. Mr. Ishikawa and I then decided to create a department supermarket. We drifted from the traditional style of a supermarket, and instead, treated food like fashion, as if it was a luxury. As Hong Kong's economic growth became prominent, and living standards rose, we experienced the 'first wave of luxury', where everyone wanted to brag with luxurious goods like cars, brands, jewelry. We took advantage of the 'second wave of luxury', where people started to spend on oneself, on education, travelling, and, food. Thus we decided to bring goods from all around the world, starting with food. We target all the food-lovers out there, and, unlike a supermarket, we satisfy wants rather than needs.



You've said that the most important element in one's career prospect is passion, how do you maintain your enthusiasm in the retail industry for so many years? Have you thought of trying something new or switching to another industry?

Passion is a crucial determinate of our lives. It should not only be used to find a right job, but also to form a right attitude and behavior of an individual. Passion is our life mission, our target, and our drive in life. Since my graduation, I had a strong passion for fashion, and I pursued it with no regrets. But as I progressed to a different stage in life, my passion changed, and there is nothing wrong to follow a new passion. To be a leader, you must have passion. As long as it is something that carries your interest, it will encourage and motivate you, leading you to success.

After taking over city'super and being the president, can you share with us your set of management philosophy? And what it takes to be a young entrepreneur / business leader?

Other than passion, a leader must have a clear vision and purpose of their company. I can clearly distinguish between profits and our purpose. Profits are like blood to our body, it is a necessity, but it is not a purpose of living. A leader must focus on their aspirations, and not be blinded by monetary values. If we only focused on profits, we would not be a sustainable business. Our purpose is to enrich and diversify our targeted customer's lifestyle. We have a long-term vision, to provide products for endless years, and to develop a concrete hereditary nature of city'super. Our first priority is our customers, ensuring to provide the best experience to them. Our workers are our second focus, followed by our shareholders, and lastly Corporate Social Responsibility values. My final advice to young entrepreneurs is to remind them to never neglect the give-&-take principle.

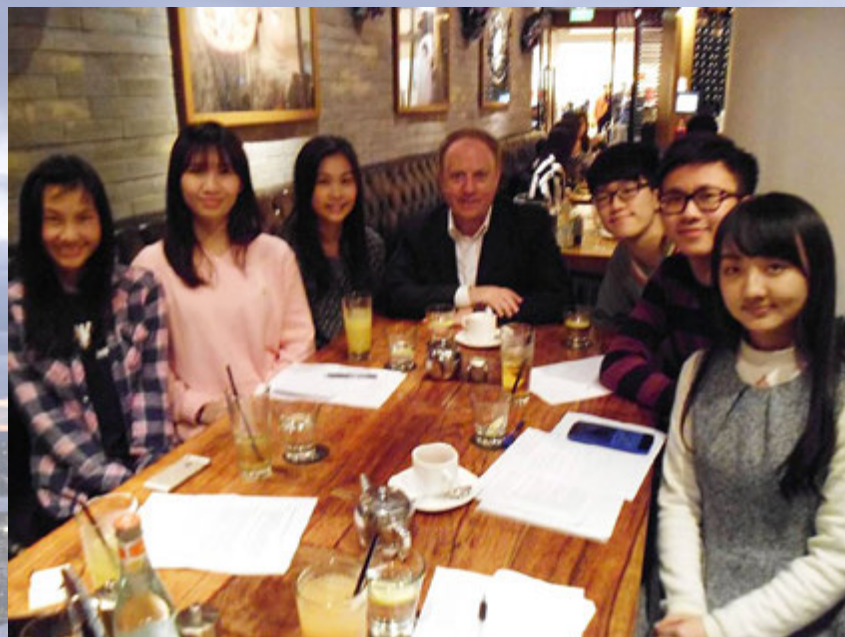
You were a sales associate for two years when you started your career at Seibu, but nowadays, it's hard to ask a fresh graduate in Hong Kong to stand on the sales floor. How would you view this phenomenon? What are your advices?

If you had the passion for something, you have to grasp a solid, concrete base of the subject matter. As a sales associate, I learnt how to serve, it formed my solid foundation of my career. It is evident that a lot of youngsters today want to jump-start into managerial posts. I hope that they can realize fame and recognition are not the only things that will lead to true success. To build a career, one must hold patience. If you are unwilling to start from the bottom, you won't be able to understand the basics of the career, so how can you move to the top?

It turned out that city'super has been a huge success locally and in recent year, it has expanded in Mainland China and South East Asia, so what is the next step for the company?

We are constantly reflecting upon our business, and forming new goals to achieve, to continue improving our company. The three lines under city'super, our supermarket, LOG-ON, and cookedDeli, demonstrates flexibility in our business. The three components of our business may seem interlinked, but they in fact can be independent of each other. In the coming years, we wish to incorporate new content into the brands. We hope to be more innovative, and expand into China as well. We do, however, keep in mind of overexpansion, and quality remains our main goal, rather than the size of our company. This promise is the ultimate reason for our ability to retain our customers.





INTERVIEW WITH MR. CHRISTOPHER BRADLEY

Executive Director
Ernst & Young

It is our great pleasure to have the Executive Director of Ernst & Young, Mr. Christopher Bradley, sharing his success and experience in the accounting industry.

As such an experienced management consultant, what would you consider as the core quality of being a good leader, to implement successful management strategies?

Being a good leader, to me, it's about being a bit of a people champion. I used to aspire to senior people that I want to become, so you want to look at leader, and aspire to become them. You will start to recognize their characteristics, and realize that each one of them is different. Then like a puzzle, you can place each piece of the leaders that you admire, including how they dress, how they talk, or how they present to a wide group of audience, and build your own characteristic together to become the leader that you aspired to be since a young age. It is all about learning along the way, and picking up knowledge as you go across them.

Since graduating, you have worked professionally at countless companies; so evidently, you prefer to challenge yourself in experiencing different working environments. What would you define as the main difference between staying loyal to one company, as opposed to the path that you chose?

Earlier in my career, I believed in loyalty for organisations, and I believe that you have to show your commitment at a younger age. But then you reach a point, where as you mature, companies become

loyal to you, and then as they commit to you, you commit with them. And it is important that you can realise when a company is no longer supporting your career development, it is time to start scouting for other avenues and opportunities. One should not limit or restrict themselves to one company because of loyalty. It is best to acknowledge your opportunities and evaluate which path will open up the most beneficial windows to you.

You have previously worked at various places in Europe, what was the motivation or force that led you to extend your career into Asia? What was the most significant difference between England and places like Qatar and Hong Kong? How do you cope with the cultural differences?

I have always enjoyed travelling, but the main drive that pushed me to move into Asia, was the Financial Crisis of 2008, which encouraged me to move to Singapore as I saw better prospects in the tiger economy of Asia. Unfortunately, my wife and I wanted a more vibrant city, and that led to our consequent move to Hong Kong! In England, you often see a lot of people that are quite aggressive and swift in speaking their opinions. Whereas, in Qatar, perhaps due to its religious influences, there is great respect for authority, and they hold a lot of cultural values. For example, it is disrespectful to show your feet, or crossing your leg. I find cultural differences very exciting, and I believe you need to have an appreciation of all the differences and work as a team, where everyone operates and functions differently. When you are given an opportunity, don't immediately reject anything, value the chance because it may open up other avenues and experiences. Don't be afraid of changes or differences.

What are the most valued qualities that firms, such as the Big Four accounting firms, look for in recruiting people?

Despite not the only determining factor, but good education is definitely a requirement of these companies when they choose applicants to hire. On top of this however, they look for the applicant's character. So present all the evidence showing that you have put yourself outside of the box, and did more than just working hard and studying. You have to be more than just book-smart. Join extra-curricular activities, join the debating team, and commit to some sports. Don't be afraid to talk about family, or life experiences in your applications and interviews, just make sure that you fully represented what shines through about your characteristic, to convince them to hire you. Always look for opportunities to put yourself in a challenging position, and evaluate how you adapt, learn, and then share your experiences with the firms!

What advice do you have for teenagers like us?

Don't set a model answer now for what you want to do as your career. The answer comes with life experiences. Try to work at different companies, and never cease any internship opportunities. The world is changing, innovations are changing, and how we work is changing, so don't be so quick to determine concretely what you want to do. Take some time to experiment in order to find your true interest.



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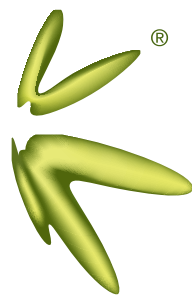
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PRESIDENT OF HKFBS
(2ND SESSION, 1986-87)

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- MONTE KAM
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COMPLIMENTS OF...

MR. HORACE MA,
FINANCIAL OFFICER OF THE 7TH
SESSION AND COUNCIL CHAIRMAN
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