HONG KONG FEDERATION OF BUSINESS STUDENTS

FEDNEWS





FEDNEWS 2017 is dedicated to
The Advisory Board,
Sponsors,
Guests,
Member Societies and
All Business Undergraduates.



FOREWORD

MR. SEBASTIAN PAREDES

CHIEF EXECUTIVE OFFICER
DBS BANK (HONG KONG) LIMITED

On behalf of DBS Bank (Hong Kong), I would like to congratulate the Hong Kong Federation of Business Students on its 2017 publication of FEDNEWS.

I was delighted to hear about the HKFBS' 33rd Inauguration Ceremony in March this year, which served to amplify the Federation's transformative and distinct goal of pioneering business leadership for the younger generations.

Furthermore, at the recent Swift Programming Workshop, HKFBS students attended seminars and programming tutorials to deepen their insight into the technology industry – something which resonates strongly with DBS as a bank that is at the forefront of leveraging digital technology to shape the future of banking.

Hong Kong holds its place firmly in Asia as a world-class international financial and business hub. Its reputation as the world's 8th largest trading entity is not only a testament to the city's dynamic business infrastructure and financial service efficiency, but also the vibrancy and excellence of its diverse human capital. As a bank born and bred in Asia, DBS is committed to this region and to growing our business in Hong Kong by leveraging the city's unique connectivity with China.

Nurturing young leaders with a keen business mind has always been a consistent goal shared by both HKFBS and DBS. The HKFBS 2017 Mentorship Programme runs on parallel tangents with DBS' successful Management Associate Programme. We are strongly committed to developing homegrown talent that will help build and sustain our company culture, and underscore the importance and influence of Hong Kong's business sector. I am confident and optimistic that the HKFBS will continue to be a fundamental partner in inspiring, cultivating and unleashing the potential of the future visionaries of our society.

Congratulations to the HKFBS on its 33rd anniversary, and I wish the Federation and its members every success in the years ahead.

FOREWORD

MS. CHOU, STEPHANIE

PRESIDENT

HONG KONG FEDERATION OF BUSINESS STUDENTS

SESSION 2017 -2018



Passion, perseverance and dedication are the key attributes to success. The predecessors of HKFBS sowed the seeds of the largest business student organisation 32 years ago; now we have a continuously growing membership base of more than 15,000 students, as well as recognition from world wide business firms. Taking the lead by providing opportunities that shape undergraduates into future business leaders, we constantly demonstrate our devotion with professionalism.

Even perfection has room for improvement. To continue our legacy, the 33rd Executive Committee aspires to not just serve all of our members, but to serve them better with innovation. Innovation is never only about coming up with ideas, but to turn ideas into reality. In the first half of our term of office, we held our usual social, academic and career activities, but also launched our first ever University Consultation Day that collaborated with all 9 business schools in Hong Kong for over 200 prospective students.

Through this publication, we proudly present activities that showcase our effort in carrying on the excellence of HKFBS. It includes comprehensive overview of events that were held, including inauguration ceremony, career workshops, wine tasting events, networking nights and much more; on the other hand introducing our upcoming functions that comprises of business competitions, students award, mentorship programme, gala dinner and orientation camp visits. We believe that you will be intrigued by our far-reaching events and be interested to be part of us.

On behalf of the 33rd Executive Committee, we vow to assist all business students with enduring spirit. HKFBS is not defined by the words I wrote here, but by the flourished outcomes and impacts made by the committee board. We endeavour to bring forward achievements, innovate with valour and accomplish with determination.

Wish you all a fruitful year ahead alongside HKFBS.

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INTRODUCTION

THAT BY

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

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 endeavour 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.

HKFBS consists of the Advisory Board, the Council, the Executive Committee and the Member Societies. The Advisory Board is a group of professionals who advise the council. The Council is the legislation, supervisor and judiciary body of the Federation. As the highest executive body, the Executive Committee is responsible for the running of the whole Federation. The Member Societies are the business students' organisations of the 9 local universities.

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HKUST



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ZHKFBS



















MEMBER SOCIETIES



THE ASSOCIATION OF BUSINESS STUDENTS (ABS)

Hong Kong Baptist University



BUSINESS ASSOCIATION (BA)

The University of Hong Kong



BUSINESS ADMINISTRATION SOCIETY (BAS)

Lingnan University



THE SOCIETY OF BUSINESS ADMINISTRATION (BASO)

The Chinese University of Hong Kong



BUSINESS COLLEGE AND DIVISION SOCIETY (BCDS)

City University of Hong Kong



THE BUSINESS STUDENTS' UNION (BSU)

The Hong Kong University of Science and Technology



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The Hong Kong Polytechnic University



THE SOCIETY OF BUSINESS ADMINISTRATION (SBA)

Hong Kong Shue Yan University



STUDENT ASSOCIATION OF BUSINESS AND ADMINISTRATION (SABA)

The Open University of Hong Kong

TIMELINE OF FUNCTIONS

THE 33RD INAUGURATION CEREMONY

MARCH 2017

STEPPING STONE TO SUCCESS SCHEME 2017

MARCH 2017 - FEBRUARY 2018

UNIVERSITY CONSULTATION DAY

JUNE 2017

ORIENTATION CAMP VISITS 2017

AUGUST 2017

BUSINESS ADMINISTRATION PAPER 2017

OCTOBER 2017 - FEBRUARY 2018

CSR CHALLENGE 2017

NOVEMBER 2017 - FEBRUARY 2018

HONG KONG OUTSTANDING BUSINESS STUDENTS AWARD 2017

NOVEMBER 2017 - FEBRUARY 2018

ANNUAL DINNER 2018

FEBRUARY 2018

THE 33RD INAUGURATION CEREMONY



he 33rd Inauguration Ceremony of Hong Kong Federation of Business Students has been held successfully on 18th March, 2017, at Rayson Huang Theatre, The University of Hong Kong.

Aligning with our theme of this year's Inauguration Ceremony, Estelle, the 33rd Session vows to continue our efforts to light up the paths to guide our members from the 9 local universities and to stretch their potential to the fullest.

The successful Inauguration Ceremony marks the new beginning of the Federation, as we strive to uphold the professionalism established by our predecessors, as well as to excel in all areas. The sincerest gratitude and appreciation must be expressed to our honourable guest speakers, distinguished guests, student representatives and the past Executive Committee members. Without your continuous and sive support, our success could not be obtainable. The 33rd Session will persevere with its professionalism in organising functions and events for our 15,000 members in the coming year.

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This year, we were honoured to have Mr.Woo Kwok Hing as our Guest of Honour, with Mr. Shih Wing Ching and Mr. Kenneth Fok as our Honourable Guest Speakers.









Stepping Stone to Success Scheme

2017 (S4) is a comprehensive scheme that prepares students for the real business world by providing them with various components. The scheme spans from April 2017 to January 2018.



students to understand the opeartions of organisations in different industries. By gaining fundamental and internal knowledge about businesses, students can better plan their career paths.

MENTORSHIP PROGRAMME 2017

to match up with mentors who could p business insights. It also allows stude business undergraduates from the 9 lo

WORKSHOP SERIES emphasises or development. A wide range of workshops focusing on multiple are organised.

NETWORKING SERIES provides op for students to meet business elites from fields. Networking events prepare structure business, meetings or cock so that they have a first-hand of the first-han

EXECUTIVE ROUNDTABLE FOR ELITES provides an opportunity for students to gain experiences from and discuss business issues with business elites, entrepreneurs and professionals. It also helps facilitate the sharing of knowledge and experience among students

STEPPING STONE TO SUCCESS SCHEME 2017

MENTORSHIP PROGRAMME 2016

Outure of Tomorrow

7 allows students provide them with the nts to meet other local universities.

and prominent elites.

all-round diversified eas will be

portunities m different cudents for tail events experience.





9 UNIVERSITIES BUSINE























SS EDUCATION IN 1 DAY

he University Consultation Day (UCD) was successfully held at HKTDC SME Centre, Hong Kong Convention and Exhibition Centre on 28th June, 2017. We received an overwhelming number of application with more than 200 high school students signing up for this new event.

With the official support from the 9 university business schools and student ambassadors, individual consultation, information session and official admission brochures were featured. Students were actively engaged and raised questions regarding programme choices.



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competition held annually by Hong Kong Federation of Business Students since 1986. It mainly consists of 5 stages -Opening, First Round, Semi-Final, Grand Final and Award Cocktail. This year, we aim to equip participants with essential business knowledge and enhance the interflow of innovative ideas between students and elites from the academic and business fields

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The highlight of CSR Challenge has always been its volunteering session, it provides students with a chance to reach out to the target group and acquire first-hand knowledge towards the current situation. Besides, it is a great opportunity for our future pillars to learn how to serve others and care for the needy.



This year, CSR Challenge 2017 w of the past two years and contin and inspirational experience

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ill continue the success nue bringing insightful e to all participants.

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HONG KONG OUTSTANDING BUSINESS STUDENTS AWARD 2017

Provides an invaluable chance

G KONG OUTSTANDING BUSINESS STUDENTS AWARD 2016



participants will go through two rounds of interviews and the Youth Business Elite Forum, where the finalists will compete in the form of individual presentation and impromptu speech with an assigned case. Only the most impressive one will be awarded the Hong Kong Outstanding Business Students Award.



KFBS Annual dinner 2018 is an annual joint-university dinner targeting business students from all 9 local universities. It is not only to commemorate the events held by HKFBS in the past year, but also to express our heartfelt gratitude towards Member Societies, Guests and Advisors for their continuous support throughout the year.

It provides a valuable opportunity for Hong Kong business undergraduates to widen their social circles by networking with talents from other universities and elites from the academic, business and government fields.



INTERVIEW

SIR DAVID K.P. LI, GBM, GBS, JP Chairman and Chief Executive The Bank of East Asia, Ltd.



HKFBS: What are the necessary qualities to enter, stand out and succeed in the banking industry?

Dr. Li: Students should be willing to commit to their company in long term. I would also recommend them to spend time and effort in getting Certified Banker, the three-level qualification developed and run by the Hong Kong Institute of Bankers (HKIB), to learn the basics of finance. Having interest and being aware of what is happening in the world is also important. Moreover, they should acquire good interpretation skills and be hardworking. In order to succeed in this industry, one should be able to withstand long hours of work and think of helping others instead of taking advantage of other people.

HKFBS: Corporate social responsibility (CSR) has been heavily emphasised in today's banking industry. How can banks contribute to the society? Also, does your company have any big future plans regarding CSR?

Dr. Li: Actually not only banks should have CSR, but also individuals. Everyone has to pay back to the community and the individual action of giving back is fundamental to a good society. One should realise how lucky oneself is for having the opportunities to receive education and have clean clothes to wear while some others have to live in sub-divided flats. CSR means caring for the society and it is not only in the form of donation. Our company demonstrates out CSR by providing scholarships and internship opportunities for university students, care projects for elderly, after school care service centre etc. We also subsidise students in Chinese rural villages to learn computer skills. We are still working on some new projects.



HKFBS: Finance Technology (FinTech)
has been really popular recently. Is
this a challenge or an opportunity to
traditional banking industry? How can
banks cooperate with FinTech
corporates?

Dr. Li: At this age of transformation, banks need to reconsider how to provide services to the customers. For instance, should we open more branches? How do we acquire information and contact the customers? How to attract customers?

At this age when the society is changing, the banking industry is truly facing a challenge. To overcome this challenge, banks have to move with time. Our company have been working on digital banking, which is advanced in mainland China and India. With digital banking, all transactions can be conducted using mobile phones so that one does not need to bring a huge amount of cash while travelling.

HKFBS: Nowadays, a lot of students studying in Hong Kong universities come from mainland China and they are very strong academically in general. What are the respective advantages of mainland students and local students? How can local Hong Kong students equip themselves?

Dr. Li: A lot of firms in the banking industry like to hire mainland students as they are very focused, hardworking and have good language skills. On the other hand, local Hong Kong students are less obedient yet are more flexible and have wider outlook. They are trained under a system with more freedom and thus have slightly more creativity in general. To better equip oneself, students should get a good degree and have good results.

HKFBS: In comparison to the old days, what are the benefits of Hong Kong students nowadays?

Dr. Li: Hong Kong students nowadays can enter the Chinese market easily. They speak fluent mandarin. They also have more opportunities to get out of Hong Kong and get to communicate with students from other countries to broaden their horizons.

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institutes acknowledge and accept as on par with their own. Respected and recognized all over the world, QP is more than just top of its league. It's quite

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INTERVIEW DATES

First-Round

16 - 17 September, 2017

Second-Round 24 September, 2017

Third-Round

7 - 8 October, 2017

*Application starts from 1 to 14 September, 2017





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