


# FEDNEWS 2018

HONG KONG FEDERATION  
OF BUSINESS STUDENTS



The 34<sup>th</sup> Inauguration Ceremony  
Stepping Stone to Success Scheme 2018  
HSBC/HKU Asia Pacific Business Case Competition 2018  
University Consultation Day 2018  
Orientation Camp Visits 2018  
Jumpstarter IdeaPOP! | University Pitch Competition  
Business Administration Paper 2018  
CSR Challenge 2018  
Annual Dinner 2019

# FOREWORD

*“Thanks for Hong Kong Federation of Business Students to invite me to share my insights with the business undergraduate students in Hong Kong. For the new generation in Hong Kong, you are facing both tremendous opportunities and tough challenges at the same time. Let me elaborate here in this foreword.”*



**Dr. Toa Charm**

**Chief Public Mission Officer  
Hong Kong Cyberport**

Technological breakthroughs, such as, internet, cloud, blockchain, artificial intelligence, big data, and so on, have significantly lowered the entry barriers to any industries in the world. You can create new products, services and business models to solve tough problems, disrupt the traditional businesses, bring fun to the mass, help the poor, and even save lives. If you do it right, you can have financial freedom in early stage of your life. My advice for you is that being rich is not just enjoying your own lives but also enables you to have the power and abilities to make a difference to the poor, the unhealthy and the underserved people around the globe. With that as your life mission, you will have a much happier, self-fulfilling and fruitful life.

At the same time, technologies will eliminate lots of jobs including professional ones like doctors, lawyers and accountants. For sure that many of you cannot just follow the ways your parents do to make a living. Rather than worrying these, it's always good to take actions to fight against worries. My advice is to be a learning professional. It will have many cycles of technological waves in front of you. You need to have a good sense of what you need to learn and keep learning in your own lives. Not just the technologies are critical but also networking and interpersonal skills are extremely important for your whole career life.

*“Proactively engaging in Hong Kong Federation of Business Students is a great start to build your business network.”*

My last piece of advice for you is that innovation, integrity, trust and reputation are always the key critical factors for career success in the past, now and the future even in the AI world. Have a great journey!

# FOREWORD

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*“I would love to congratulate  
Hong Kong Federation of Business  
Students on its publication of 2018  
FEDNEWS..”*



Prof. Alicia Garcia-Herrero

**Chief Economist  
Natixis, Asia Pacific**

HKFBS plays a vital role in Hong Kong society, who serves all local undergraduates in business field and provides them a channel to gain an understanding of real business world. HKFBS has successfully held the 34<sup>th</sup> Inauguration Ceremony which aims to support business undergraduates in local 9 universities in their academic development and furnish infinite resources for them to figure out the problems they might meet.

Openness and freedom in Hong Kong's economy contribute to make it become the international financial and business center in Asia. Although Hong Kong is a small area, it is the 7<sup>th</sup> largest exporter of merchandise trade and 15<sup>th</sup> largest exporter of commercial service in the world in 2017. Fostering effective knowledge and thought-leadership, contributing to economic and social development in Hong Kong is also the mission of HKUST.

HKFBS offers professional training workshops, internship and consultation for local business students. Members could promote their practical capability, establish connections with other organizations and dig out more personal potential in HKFBS.

*“Congratulations to the 2018 FEDNEWS of HKFBS  
and wish HKFBS and its members great success and bright future  
in the coming year!.”*

# FOREWORD

*“Coming together is a beginning, staying together is progress, and working together is success.”*



Ms. Law, Karmen

**President**  
**Hong Kong Federation of Business Students**  
**Session 2018-2019**

It is my all-time favourite quote from Henry Ford that reveals the power of teamwork. An individual has his set of strengths and weaknesses. However, when a group of individuals work together, weaknesses would be eliminated and strengths would be enhanced. New heights of success could be reached through combining strengths of team members.

The 34<sup>th</sup> Executive Committee of HKFBS upholds this golden principle through dedicating our times and efforts consistently to achieve breakthroughs and new heights. We devote ourselves wholeheartedly in serving all business undergraduates from 9 local universities and aiming to help them in becoming future prominent leaders. We will promote and safeguard welfare of all members and act as a bridge between business organisations, the community and students in the hope of encouraging development of business students in Hong Kong.

“No one can whistle a symphony. It takes a whole orchestra to play it.” Teamwork maximizes our strengths and eliminates our weaknesses. Working as a team allows us to build on each other’s ideas and working styles. By not being limited by our own way of thinking and combining various ideas, it often leads to better solutions.

*“In the coming year, we, the 34<sup>th</sup> Executive Committee are determined to strive for betterment in executing new events and live up to our full potential at all time through organizing various activities for our members.”*



# CONTENTS

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- 06** Introduction of HKFBS
  - 07** Advisory Board
  - 14** The 34<sup>th</sup> Executive Committee
  - 18** Member Societies
  - 19** Timeline of Functions
- 

- 20** The 34<sup>th</sup> Inauguration Ceremony
- 22** Stepping Stone to Success Scheme 2018
- 24** HSBC/HKU Asia Pacific Business Case Competition 2018
- 26** University Consultation Day 2018
- 28** Orientation Camp Visits 2018
- 30** Jumpstarter IdeaPOP! | University Pitch Competition
- 32** Business Administration Paper 2018
- 34** CSR Challenge 2018
- 36** Annual Dinner 2019

## — INTRODUCTION —



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, coordination 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 organisation of the 9 local universities.

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HKSAR

**The Hon. Jasper Tsang,  
GBS, JP**

Former President, Legislative Council  
HKSAR

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HKU



**Samson Huang**  
Internal Vice President  
CUHK



**Alyssa Lui**  
External Vice President  
HKUST



**Claudia Lin**  
Internal Secretary  
CITYU



**Matthew Hui**  
External Secretary  
HKUST



**Nicole Sit**  
Financial Officer  
OUHK



**Catherine Lee**  
Academic Officer  
HKU



**Cynthia Li**  
Academic Officer  
HKUST



**Kelvin Cheng**  
Social Officer  
HKSYU

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Social Officer  
HKUST



**Henry Chan**  
Promotion Officer  
LINGU



**Sidney Cheung**  
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**Katy Li**  
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**Bella Sin**  
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**Alex Yu**  
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**Jacky Li**  
External Affairs Officer  
CITYU



**Jessica Tse**  
External Affairs Officer  
CITYU





CITYU



HKBU



HKSJU



LINGU





CUHK



POLYU



HKUST



OUHK



HKU

## 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



### **FACULTY OF BUSINESS STUDENTS' ASSOCIATION (FBSA)**

The Hong Kong Polytechnic University



### **STUDENT ASSOCIATION OF BUSINESS AND ADMINISTRATION (SABA)**

The Open University of Hong Kong



### **THE SOCIETY OF BUSINESS ADMINISTRATION (SBA)**

Hong Kong Shue Yan University

# **— TIMELINE OF FUNCTIONS —**

The 34<sup>TH</sup> INAUGURATION CEREMONY

*March 2018*

STEPPING STONE TO SUCCESS SCHEME  
2018

*March 2018 - January 2019*

HSBC/HKU ASIA PACIFIC BUSINESS  
CASE COMPETITION 2018

*April 2018 - June 2018*

UNIVERSITY CONSULTATION DAY 2018

*June 2018*

ORIENTATION CAMP VISITS 2018

*August 2018*

Jumpstarter IdeaPOP! | University Pitch  
Competition

*September 2018 - January 2019*

BUSINESS ADMINISTRATION PAPER  
2018

*October 2018 - February 2019*

CSR CHALLENGE 2018

*November 2018 - February 2019*

ANNUAL DINNER 2019

*February 2019*



# THE 34<sup>TH</sup> INAUGURATION CEREMONY

## Halcyon

**The 34<sup>th</sup> Inauguration Ceremony** of Hong Kong Federation of Business Students was successfully held on 24<sup>th</sup> March, 2018, at Rayson Huang Theatre, The University of Hong Kong.

Halcyon, a bird that is scintillated by legends with its abilities to calm rambunctious winds and mute violent storms, is the chosen theme of the event, granting HKFBS rosy hope to serve our 9 local universities and their respective business schools and establishing immovable pillars to silent the finite difficulties business students might face in their academic development and social growth with the infinite resources the Federation provides.

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 extensive support, our success could not be obtainable. The 34<sup>th</sup> Session will persevere with its professionalism in organising functions and events for our 15,000 members in the coming year.

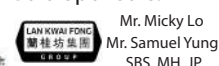
### Diamond Sponsors:



### Platinum Sponsors:



### Gold Sponsors:



### Catering Sponsor:







This year, we were honoured to have Dr. Law Chi-kwong, GBS, JP as our Guest of Honour, with Mr. Jonathan Zeman and Mr. Victor So Hing-woh, SBS, JP as our Honourable Guest Speakers.



**FIRM VISIT SERIES** allows students to understand the operations of organisations in different industries. By gaining fundamental and internal knowledge about businesses, students can better plan their career paths.

**MENTORSHIP PROGRAMME 2018** allows students to match up with mentors who could provide inspiring business insights. It also allows students to connect with business undergraduates from 9 local universities.

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

**NETWORKING SERIES** provides opportunities for students to meet business elites from different fields. Networking events will help promote the exchange of knowledge and insights on current business affairs.

**INTERNSHIP SERIES** offers students the chance to take initiative and experience working in different companies and organisations. The programme offers Summer Internship and Winter Internship.

**WORKSHOP SERIES** emphasises on all-round development. A wide range of diversified workshops in areas such as Bloomberg Training, Professional Training and Career Sharing are organised.



**STEPPING STONE TO SUCCESS SCHEME 2018** is a comprehensive scheme that prepares students for the world by providing them with various components. The scheme spans from April 2018 to January 2019.



# STEPPING STONE TO SUCCESS SCHEME 2018

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# HSBC/HKU Asia Pacific Business Case Competition 2018

**The World's Largest  
Business Case Competition  
for undergraduate students**

## About the competition

The HSBC/HKU Asia Pacific Business Case Competition is HSBC's flagship Future Skills project in Asia Pacific to enhance the traditional strengths of the case method of teaching by moving the business case from the classroom into a global competition format. As one of the world's largest business case competitions for undergraduate students, more than 85,000 students from universities across the world have participated in the competition and its local competitions to date. And many more have benefitted from learning with the cases developed for the competition. Moreover, nearly 1,000 business executives, including HSBC senior executives, have served as volunteer judges and mentors.





## CASE COMPETITION ON TOUR



## HSBC/HKU HONG KONG BUSINESS CASE COMPETITION 2018



## HSBC/HKU ASIA PACIFIC BUSINESS CASE COMPETITION 2018



[competition.acrc.hku.hk](http://competition.acrc.hku.hk)

**迅捷環球控股有限公司**  
**SPEEDY GLOBAL HOLDINGS LIMITED**  
(於開曼群島註冊成立的有限公司)  
(Incorporated in the Cayman Islands with limited liability)  
股份代號: Stock Code: 540



ART Group  
Holdings Limited.



香港貿發局



**University Consultation Day (UCD)** was successfully held at HKTDC SME Centre, Hong Kong Convention and Exhibition Centre on 27<sup>th</sup> June, 2018.

This year, we are glad to have the official support from business schools of 9 local universities and to receive an overwhelming response from high school students. Besides individual consultation, presentation session, and official admission brochures, we have also featured a special sharing session by JUPAS Calculator, sharing the insight of current JUPAS trends. Students were actively engaged, raising interesting questions regarding programme choices throughout the event.

Supporting Organizations:







# Orientation Visits

Orientation Camp V  
spotlight of the Federal

It is not only a visit to t  
at the 9 local universit  
welfare distribution car  
with our Memb

A big welcome to all

Diamond Sponsors:



A TIMEX WATCH

**Coca-Cola**

**CPA**

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

**KPMG**

**Levi's**

**美心** **Maxim's**



HEALTH + HYDRATION

Participating Sponsors:

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**around**

**Alpha Zone YCC**

**Airborne**  
愛德華

**Casipoy** EL



# Orientation Camp & 2018

Visits 2018 is a  
operation during summer.

the Orientation Camps  
sities, but also a mass  
campaign co-organised  
mber Societies.

all business freshmen.

## Diamond Sponsors:

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De Bags Ltd Mr. Micky Lo



NETWORKING &  
STARTUP SHOWCASE &  
KEYNOTE SPEECH &  
PANEL DISCUSSION &  
FINAL PITCH &  
**MORE...**

***Jumpstart your dream  
with 10 presentations***



**J**UMPSTARTER IdeaPOPP is for all university students who aim to nurture a pool of young entrepreneurs with an entrepreneurial mindset. Participants will undergo comprehensive pitch training to learn the best practices for jump-starting a business plan, network with industry leaders, and interact with other young entrepreneurs.



**A BOOST!  
MEET YOUR MENTORS**

Grab this exceptional networking opportunity to pair up with experienced mentors who will help you look through the market and find potential gaps in your business plan.



**A LIFT!  
2-WEEK BOOST**

Powered by Metta from the IdeaPOPP, this entrepreneurship translation program will help you realize your dreams.



**dream  
on slides**

# JUMPSTARTER IdeaPOP!

University Pitch Competition

**Powered by  
HKFBS**

**Smart City  
Retail  
Advanced Technology  
Financial Services**

IdeaPOP! is a pitching competition  
events in Hong Kong. We  
off business elites  
I mindset.

go  
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with  
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reneurs.



JUMPSTARTER  
夢想本港聯展



## BOOTCAMP

etttta. The top 20 teams  
aFPOP! will receive an intensive  
neurship crash course that will help  
atte their innovative business ideas into  
ality.



## A JUMPSTART! PITCHING OPPORTUNITIES

Outstanding students will be invited to  
pitch their business ideas during different  
occasions, including the JUMPSTARTER  
held in January 2019.

# BUSINESS ADMINISTRATION PAPER 2018



KPMG Business Administration Paper is an annual international business competition held by HKFBS. It consists of 5 stages, Opening Ceremony, First Round, Semi-Final, Grand Final and Award Cocktail.

This year, we aim to equip participants with essential business knowledge and enhance the exchange of ideas between student elites and business professionals.





INNOVATIVE  
INQUISITIVE  
IMAGINATIVE



## WHY BA PAPER?



A chance to expand your network and mingle with business and academic elites




Over 1,300 participants from 9 local universities as well as foreign teams



Generous amount of prizes including \$15,000 cash prize and internship opportunities

Apply before 20<sup>th</sup> October, 2018



**CSR Challenge** is the first function across all business students organisations in the territory that dedicates efforts to promote corporate social responsibility. It aims to inspire and nurture university students in serving the community as well as to raise their awareness towards ethical and responsible business practices.

Being the pioneer who promotes the importance of corporate social responsibility, CSR Challenge 2018 will continue the success from the past three years to provide invaluable hands-on activities to realise students' potentials.

**CSR  
CHALLENGE**



Understand and acquire first-hand knowledge of the situation by joining the volunteering or experiential learning session

Exchange ideas and share their own views towards the specified topic for innovative solutions



# *Annual Dinner*

## *2019*





**H**KFBS Annual Dinner 2019 is an annual joint-university dinner targeting business students from 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.



# HKBS

HONG KONG FEDERATION OF BUSINESS STUDENTS

# RECRUITMENT

## THIRTY-FIFTH EXECUTIVE COMMITTEE



Compulsory Interview Dates

First-Round: 15, 16 Sep 2018    Second-Round: 23 Sep 2018    Third-Round: 6, 7 Oct 2018



# HKFBSS

HONG KONG FEDERATION OF BUSINESS STUDENTS

## RECRUITMENT

THIRTY-FIFTH EXECUTIVE COMMITTEE



Compulsory Interview Dates

8 First-Round: 15, 16 Sep 2018 Second-Round: 23 Sep 2018 Third-Round: 6,7 Oct 2018







SESSION 2018 - 2019



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Hong Kong Federation of Business Students (HKFBS)



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