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The Official Magazine of The British Chamber of Commerce in Hong Kong **Issue 47 Mar- Apr 2017**

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March – April 2017

The Official Magazine of The British Chamber of Commerce in Hong Kong

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The British Chamber's Sterling Members



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Cheung Kong Infrastructure





Dear Members,

I hope you managed to find some time to relax over the Chinese New Year break, and for those of you in Hong Kong, to enjoy the unseasonably good weather.

The focus of this edition of the magazine, education, is an issue of central importance to Chamber member companies. For a number of years, the Chamber led the campaign among the international business community to increase the provision of international school places in Hong Kong.

But there are always new issues on the agenda. There is rising concern about the shortage of affordable international education: with the decline in traditional expatriate packages, and the rise of the start-up and SME community, many international business people find the cost of much of the international education available a major constraint. There is the question of standards of English. This is not a new issue. But Hong Kong's role as an international finance centre, its ambitions as a start-up and fintech hub, and as a super connector for China, including in relation to the Belt and Road strategy put a renewed emphasis on good standards of business English.

In many respects standards of education in Hong Kong are high. But how to move towards a broader development-focused curriculum, including leadership training and sports is receiving increasing attention. And the impact of technological change, including on many more traditional white-collar jobs, has important implications for the education system.

You will find many of these issues covered in articles in this edition of the magazine. If you would be interested in discussing or contributing any articles about these topics going forward, please do contact the Chamber team.

It has been a busy period on the events programme. Just to pick out a few items, we held a sell-out

panel discussion looking at the opportunities for green finance in China, as part of our China Insider series, sponsored by HSBC. Lady Barbara Judge, one of Britain's most prominent female business leaders, gave a truly inspiring talk on her career and the lessons she had learned. I am grateful to Barclays for their sponsorship of our excellent Inspirational Women series. And the following day we had another sell-out event looking at the business implications of developments in artificial intelligence.

Looking ahead, and on a lighter note, we are delighted to be able to welcome Sir Ian McGeechan as a speaker at our Britcham & KPMG Rugby Dinner on 6 April. This is always a terrific evening and the insights offered by Sir Ian, as a former British Lions player and manager, should really add something special to the event.

Just these few events demonstrate the great range and diversity of the Chamber programme. I do urge you to take advantage of it.

A handwritten signature in dark ink, appearing to read 'Mark Greenberg', with a stylized flourish at the end.

Mark Greenberg

Chairman,
The British Chamber of
Commerce in Hong Kong

$$\frac{dy}{dx} - \frac{x}{1-x^2}y = \frac{x}{1-x^2}$$

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Joint study shows massive entrepreneurship increase



New research by the professors of The Chinese University of Hong Kong (CUHK) Business School's Center for Entrepreneurship (CfE) and the Hong Kong Baptist University (HKBU)'s School of Business shows that entrepreneurship in Hong Kong and Shenzhen is on the rise. Hong Kong has experienced "staggering" growth in entrepreneurship in recent years, said the report.

Almost 60% of adults in Hong Kong said they had considered start-up opportunities, according to a study of 66 economies, part of the worldwide Global Entrepreneurship Monitor initiative. That was an increase of almost 300% since 2009.

"There is a growing start-up culture and start-up investing culture that's being built," said report co-author Dr Marta Doweiko, Assistant Professor at Hong Kong Baptist University.

Grand Hyatt Hong Kong appoints Richard Greaves as General Manager



Grand Hyatt Hong Kong announced the appointment of Mr Richard Greaves as General Manager, effective 1 March 2017.

Mr Greaves is a Hyatt veteran, having started his career as a Management Trainee at Hyatt Carlton Tower in 1984, and is currently General Manager of

Grand Hyatt Shanghai and Area Vice President for the Shanghai region. His first encounter with Grand Hyatt Hong Kong was in 1996 when he was Executive Assistant Manager – Food and Beverage.

"It is truly an honour and a privilege to have the opportunity to return to Grand Hyatt Hong Kong. I am delighted to be joining a dynamic team, to be able to support them to be their best and contribute towards the continued success of this famed hotel after its recent renovations.", said Richard.

Save the date: Britcham & KPMG Rugby Dinner

Join us for the annual Britcham & KPMG Ruby Dinner on Thursday 6 April at the Hong Kong Football Club!

As always, guests can expect a lot of laughs, big prizes, plenty of beer and one of the best curry buffets in town.

This year, we are very honoured to invite Sir Ian McGeechan to join our dinner. A household name for all Rugby lovers, he is regarded as one of the worlds finest coaches, and the face of The British and Irish Lions.



Women's Foundation show stereotypes limit girls' opportunities in STEM



The Women's Foundation (TWF) has released new research demonstrating that among Hong Kong girls, there is a persistent negative stereotype that STEM (Science, Technology, Engineering

and Mathematics) subjects are more suitable for boys. Subsequently, these stereotypes bear some responsibility for limiting girls' choices to pursue STEM subjects and careers.

Dr Dannii Yeung from City University of Hong Kong and Dr Mario Liong, conducted a study on factors influencing adolescent girls' choice of STEM subjects. Nearly 1,000 Form Three female students and 146 STEM and class teachers from 13 schools participated in the study via self-administered questionnaires.

The study, commissioned by The Women's Foundation and supported through Goldman Sachs Gives, also uncovered differences between girls-only schools and co-ed schools in the attitude of students, teachers and parents towards girls in STEM.



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China bucks global trend with record high fintech investment in 2016



Investment in venture capital (VC)-backed Chinese fintech companies hit a record high in 2016, bucking the global trend, said KPMG in a recent report.

Investment activities in VC-backed fintech Chinese companies declined to 25 deals in 2016 from 40 deals a year ago, but, deal values increased 42.6% year to on year to hit a record high of US\$6.7 billion said the report. The strong performance was largely boosted by three Chinese VC mega-deals in the first half of 2016.

Globally, investment activity in VC-backed fintech companies fell 14.3 percent to 1,076 deals, while deal values declined 46.8 percent to US\$25 billion, largely due to the absence of merger and acquisitions and private equity investment.

In the future, data and analytics is set to be a key focus of fintech investment in Asia in 2017, the report noted. The ability to access and analyse customer data is an important enabler to the success of many fintech product offerings.

Real time payment options are also expected to drive significant fintech activity in Asia over the next few years as customers increasingly demand better options.

The 2017-18 Hong Kong Budget includes Education and IT supports



On 22 February, Hong Kong's Financial Secretary Paul Chan delivered his maiden budget announcement – the last under Chief Executive Leung Chun-ying's administration.

While the Budget provided few surprises, it offered an overview of recent government achievements and ongoing programmes in a wide range of fields.

Included among the highlights, the government announced it would set up a tax policy unit to examine the international competitiveness of Hong Kong's tax regime and address the problem of a narrow tax base, and study ways to improve the development of pillar and emerging industries through tax measures.

There would be no change to salaries tax, but the tax band margins would widen from HK\$40,000

to HK\$45,000. There would also be increases in dependency allowances, a greater deduction ceiling for self-education expenses in Hong Kong, and a tax deduction for the purchase of regulated health insurance products.

Mr Chan also announced the extension of the application period for the special concessionary measures under the SME Financing Guarantee Scheme to 28 February 2018, a reserve of HK\$10 billion for supporting innovation and technology development in Hong Kong; the provision of HK\$700 million to strengthen vocational and professional development of principals and teachers, and enhance support for local post-secondary students, and the allocation of HK\$300 million to expand the multi-faceted Excellence Scholarship and the International Youth Exchange Programme to broaden young people's horizons.



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Distinguished Speaker: The Rt Hon Liam Fox MP, Secretary of State for International Trade and President of the Board of Trade

5 January 2017 – Hennessy Room, 7/F, Conrad Hong Kong,
One Pacific Place, 88 Queensway, Admiralty



At the beginning of the year, Secretary of State for International Trade, Dr Liam Fox, briefed the Chamber on the British Government's plans for the UK to forge a new role for itself in the world.

Dr Fox noted that there had been concern expressed that, on 23 June 2016, Britain voted for insularity. However, as proven by the creation of the Department of International Trade, Dr Fox believed this view could not be further from the truth; rather, he said, the UK will be more internationally engaged than ever before.

Dr Fox outlined that the British Government's ambition is to put Britain at the centre of the argument for global free trade and noted a fruitful discussion on this topic over the last few days here in Hong Kong.

At a time when growth in global trade is slowing, Dr Fox explained that Britain and its closest free trading allies, such as Hong Kong, must stand firm against rising protectionism.

During his visit, Dr Fox explained he would be meeting with companies which have strong UK-Hong Kong ties such as Detroit Electric – a Hong-Kong owned company, based in Leamington Spa in the UK, that has recently launched an electric supercar, and is now taking advantage of the UK's highly educated workforce to invest and expand their engineering operations.

As the UK focuses on further developing its ties internationally, Dr Fox explained that the Department for International Trade wants to offer more support to UK companies that want to export to Hong Kong, and do more to engage investors – from Hong Kong and mainland China – to take advantage of opportunities in the UK. He went on to note that Hong Kong is Britain's ideological partner in free trade.

Dr Fox noted that Hong Kong companies, and especially all the members of The British Chambers of Commerce, are in a unique position to facilitate further trade between the UK and China and drive Anglo-Chinese commercial collaboration.

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Open For Business – The Business Case for LGB&T Inclusion

24 January 2017 – 18/F ICBC Tower, 3 Garden Road, Central



On 24 January, the Chamber held a panel event to discuss the business case for LGB&T inclusion in the Hong Kong workforce and the importance that acceptance has to play in creating a diverse, innovative and competitive business environment.

The panel opened with remarks from Andrew Heyn OBE, the British Consul General and an advocate for LGB&T inclusion, who spoke about the important role that the Civil Service has to play in setting an example to the business community. Jon Miller then kicked off the panel discussion by sharing the findings of Brunswick's "Open for Business Report", which led into a wider discussion moderated by Thomson Reuter's James Mirfin.

Alfred Chan, Chairman of the Equal Opportunities Commission set a hopeful tone for the conversation by sharing some of the policy developments recently made by the government, highlighting a collaborative effort with the education system to ensure that the history of gay rights is now taught in schools. Fern Ngai of Community Business, spoke about the progress within the business community, stressing that local businesses needed to increase their engagement and publicly join the conversation around LGB&T rights.



The discussion took a regional focus with some insights from Ali Potia, Head of Consumer Insights at McKinsey, on the situation in Singapore, and the need for senior leadership support, a focus that McKinsey are driving through their Master Class for LGB&T Executive Programmes.

Finally, the discussion wrapped up with some thoughts from Google's HR Business Partner, Ada Lee on the importance of inclusivity in fostering an environment that is conducive to creativity and innovation – a central theme to the discussion. Thank you to the GREAT Campaign and Thomson Reuters for their support of this important event.

Is China Leading the World in Green Finance? What Role Should Hong Kong Play?

10 February 2017 – PwC Conference Centre,
21/F Edinburgh Tower, The Landmark, Central

This February, the Chamber ran a panel on green finance and what role Hong Kong can and should play.

The event, sponsored by HSBC, opened with welcoming remarks by Christine Loh, Under Secretary for the Environment, who underscored the importance of green finance to the Hong Kong government.

Dr Ma Jun, Chief Economist, Research Bureau, PBOC, and Chair of the Green Finance Committee, followed, presenting his keynote speech on the latest green finance activities in China and his vision of Hong Kong's role, including in the green bond market and working with Chinese firms looking for JV partners for green fund pilot projects.

During the following panel session, Tim Freshwater noted that if Hong Kong did not grasp the

opportunities presented by green finance quickly then others would. Building on this, Jonathan Drew of HSBC explained that the government has a role to play in promoting green finance – be it by issuing its own green bonds or in providing policy support such as green labelling systems. The Chamber would like to thank both HSBC and PwC for their support.



HK2030+: Road Map or Wrong Turn?

14 February 2017 – KPMG Office, 8/F Prince's Building, 10 Chater Road, Central



On 14 February, the Chamber brought together three expert speakers to review the assumptions, merits, challenges and opportunities associated with Hong Kong 2030+, the Hong Kong

Government's planning vision and strategy for the year 2030 and beyond.

Panellists Roger Nissim, Fiona Waters and Peter Cookson Smith welcomed the aspirational and forward thinking of the Development Bureau, while also identifying areas where the department can go further.

With such a significant investment in the proposed projects, Fiona Waters suggested that the government must be transparent in providing the predicted costs; moreover, she noted, the plans should take a holistic view of Hong Kong in the Pearl River Delta region.

Reviewing the Census and Statistics Bureau's population forecasts, Roger Nissim said that raw housing numbers were not currently an issue, but that houses in Hong Kong are in the wrong place, and as the population ages, more will need be done to meet housing demands.

On the topic of liveability, Peter Cookson Smith explained that any development plan must focus on the long-term interest and welfare of citizens and that we should not confuse efficiency in the city for liveability. As such, the government should put a larger focus on ensuring a liveable city is designed on the grounds of comfort, convenience and connectivity, he said.

Inspirational Women Series – Lady Barbara Judge CBE

16 February 2017 – Eaton House, 5/F Champion Tower, 3 Garden Road, Central

Sponsored by



The Chamber was delighted to welcome Lady Barbara Judge CBE, the first woman Chairman of the UK's Institute of Directors, to speak at the Chamber's well-known Inspirational Women's Series, sponsored by Barclays.



A qualified commercial lawyer with both British and American citizenship, Lady Judge has held a wide range of leadership positions, as a senior executive, chairman and non-executive director in the private, public and charitable sectors. Other current positions include Chairman Emeritus of the UK Atomic Energy Authority; Chairman of the Pension Protection Fund, and a Board Director of Dementia UK. She is also a Business Ambassador for the UK Government.

Lady Judge has an extraordinary record of breaking down gender barriers. She was appointed by President Jimmy Carter as one of the first female Commissioners of the US Securities and Exchange Commission, and was its the youngest ever Commissioner. Thereafter, she became the first woman in a number of roles.

Lady Judge amused the audience with her captivating stories about her rise to the top, as well as tips for success. She placed a particular emphasis on learning to listen and having close friends and family to confide in, as she advised "everybody needs their own little private board of directors".

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** Priority for interview is subject to having attended kindergarten for a minimum of two terms prior to the applicable January Year 1 interview period.*

Find out more about ESF International Kindergartens:
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English Schools Foundation

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Learned Happiness

The subject of wellbeing and positive psychology has been steadily picking up momentum and recognised as a critical part of a child's education. Today we find it is more important than ever.

– By Gina Miller

Is there anything more important to parents than ensuring their children are receiving a good education? For newcomers to Hong Kong, unfamiliar with the jostling for school placements and trying to understand the particulars of the International School, local school and ESF school systems, the undertaking may come as a shock. To parents who've been on the scene for some time, school placements are a gauntlet to be run: all in the aim of providing the best academic, social and cultural options for their children.

For years, admissions have been considered the greatest challenge facing parents, and entry doesn't come cheap. Anxiety over placements has ameliorated somewhat in recent years, with the opening of the American School Hong Kong, Malvern College Hong Kong, Stamford American School – Hong Kong, and Shrewsbury International School Hong Kong, as well as the expansion of the Harbour School and the French International School. The additional capacity has allowed a little breathing space on the education scene, and has offered a welcome respite for relocation companies and the families they represent.

With less pressure to find placements, other topics in education come to the fore. What schools offer the greatest scope for future work? What is the best curriculum launch-point for post secondary studies – the International Baccalaureate, GCSE/A-levels? The country-specific syllabus of international schools, or the Chinese Medium of Instruction offered at local schools, and culminating in the Hong Kong Diploma of Secondary Education (HKDSE) exams? Answers to these questions will be as diverse as the children who attend the different institutions.

But beyond the realm of academics and future attainment, there is a growing urgency to add a much-needed dimension to education. If parents fight tooth and nail to provide the best for their children in Hong Kong, the children – equally – demand academic attainment and superiority from themselves. Too much focus to results and achievement can take its toll on young minds and bodies, and as a result, schools are working hard to achieve balance, and positive coping strategies for their students.

“

Usually, we ask kids what they want to do; we don't naturally ask kids who they are, and what they value. And those questions are really helpful for teenagers, because when they know who they are, then they can start to make decisions that are congruent with what they believe.

”

Today's educational whirligig

"Strain on kids in Hong Kong is different to other countries", said Tim Conroy-Stocker, Educational Psychologist and Head of Student Support with the English Schools Foundation (ESF) in Hong Kong.

"I think what we get here is very high academic expectations. Kids want to do their best. It's cool to learn in Hong Kong, so kids provide pressure among each other to be the best achievers" he said, "and we're a very high achieving foundation."

Hong Kong's ESF schools follow the International Baccalaureate programme, called the IB Diploma, which offers a rigorous "international" education that demands academic prowess as well as social initiatives, such as community service and sport.

"If you look at our IB Diploma results, when students leave they have some of the highest scores in the world; students feel that pressure."

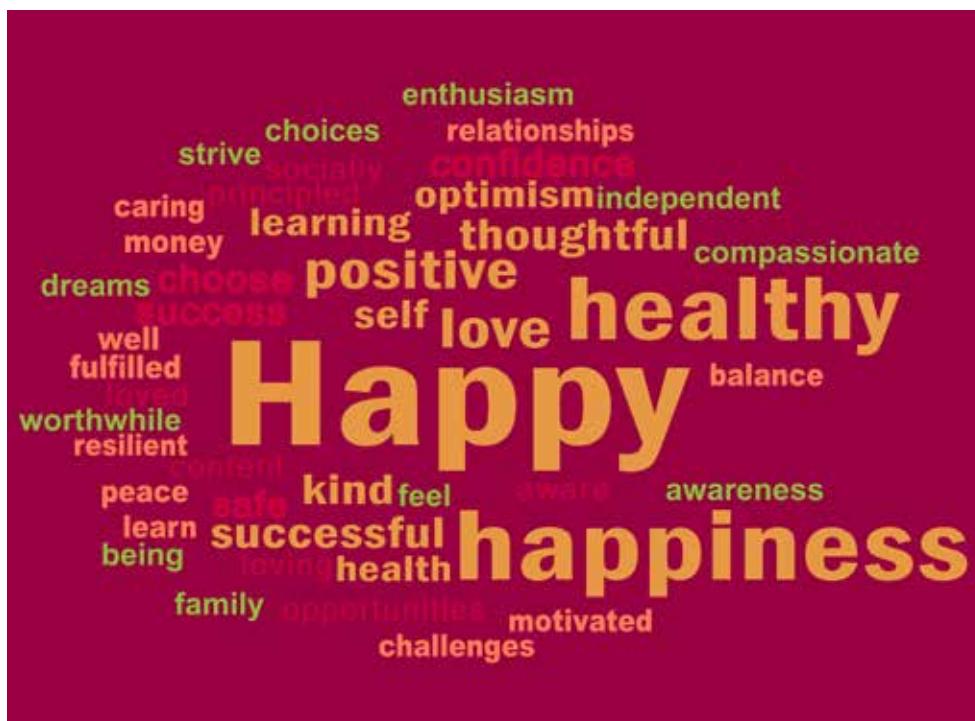
As a response to the pressures, the ESF schools are embracing programmes that use positive psychology to provide children with the tools to manage anxiety, focus on their strengths, and address new challenges in a healthy, guided progression.

"We run the FRIENDS programme across most of our primary and secondary schools, for whole year groups or small groups. This programme helps kids with recognising signs of anxiety and helps them develop a range of coping strategies to deal with challenges."

"These are resiliency programmes, designed to help kids learn 'bounce-back-ability', to face and respond to adversity," explains Tim. It teaches them to contextualise their experiences, and to cope in a healthy, positive way.

Filling an important gap

From when Tim arrived in 2011, ESF has had a developing focus on the wellbeing of students. Today, the ESF uses a framework for positive psychology and wellbeing based on American psychologist Martin Seligman's PERMA framework. "PERMA" stands for positive emotion, engagement, relationships, meaning and accomplishment.



This Word Cloud is a visual representation of the answers provided by ESF parents and teachers when they were asked "what do you most want for the children in your lives, in one or two words?"

"We look at meaning and values. Usually, we ask kids what they want to do; we don't naturally ask kids who they are, and what they value. And those questions are really helpful for teenagers, because when they know who they are, then they can start to make decisions that are congruent with what they believe, and give them an idea of what they want to contribute to the world," says Tim.

A heart-breaking cause for change

It would be impossible to discuss education in Hong Kong without recognising the recent spate of student suicides. By end February this year, local media had reported that 22 students had taken their own lives since the beginning of the academic year, resulting in what has become, according to the government and the schools, "a state of emergency".

It is in this context that educators' efforts to promote positive psychology and student wellbeing take on even greater importance. Local experts and psychologists have warned that lack of family support and too much time spent on the Internet in the virtual world has resulted in a generation that lacks resilience and problem-solving family trouble abilities.

Many educators and parents have identified Hong Kong's high-pressure score-oriented education system as a factor in these tragedies, but in a massively competitive world it's not easy for schools to relax academic discipline. Their students' success is their success.

A better way

Tim is a staunch believer in positive psychology but admits that the programmes are still in an embryonic phase. "We're working towards incorporating it into our curriculum, and making sure it becomes part of our offer in all phases of education."

At the primary level, the main person who is delivering positive psychology is the classroom teacher, says Tim. One approach looks at how we relate to others. By following a good thoughts, good deeds, good feelings approach, younger children learn about 'filling their buckets' by being positive to other people, making other people feel good. That altruism is returned to the actor, by making the child feel good about his or her good deed.

"And we do a lot of work around gratitude" said Tim. "If you can get students to recognise the positive in their lives and be grateful for what they have, rather than feeling negative about what they don't have, then you really support their wellbeing. You shift the focus from the inward 'poor me' to an outward, 'look what I've got, and look at all the things that are going on.' It's a really strong process", he said.

"West Island School has a gratitude tree on the wall where kids can go and pin messages. Interestingly, they have a very friendly security guard who greets them in the mornings, and loads of the kids have pinned up that they are grateful to her for her kindness. They say she makes them feel good when



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she greets them in the morning. It's appreciating these small acts of kindness that make you feel good," says Tim.

"ESF schools have invested a lot of time in training teachers to deliver mindfulness programmes to children. A variety of practices exist in schools. From teachers just taking pauses to breathe – 30 seconds with the aim of just stopping and increasing their focus and attention, and paying attention to their own bodies, to 8-10 week programmes giving students a chance to develop techniques they can use to increase focus on a lifelong basis" he said. "We find that kids can be very distanced from their bodies; they don't pay attention to the signs of stresses and strains, they don't recognise the signs. We think if you get closer to recognising those stresses that it helps children's emotional state, and it helps their academic focus as well."

"Mindfulness allows people to take stock and become aware of their current state, to acknowledge any anxiety they might be feeling, and through identification, they can ease that anxiety," he explains. "Happy kids learn better", says Tim, "and with mindfulness, they are more focused, less anxious and more engaged."

At secondary school, the positive psychology tends to happen more through lessons – through personal-social-health education, which is also when kids are taught about drugs, about sex education, and other topics about personal health – so the wellbeing focus fits in. These are more "discreet" sessions, he explains.

The challenge, Tim says, "is to make it more system wide, and we are lucky to have a lot of teaching colleagues who are keen to work towards that goal".

Ruth Benny, The Founder and Head Girl of Top Schools, an independent education company that specialises in school placements in Hong Kong, says that a child's wellbeing is a primary concern in placing students.

"We work with parents as school consultants and, for us, that entails so much more than simply understanding a child's academic potential. We take a holistic approach to figuring out the best fit school for children and, because we work with families for

many months, we get to know them well in terms of their family values, their routine, what the children do outside of school, what they eat, how much they exercise, what time they go to bed, how they socialise and so much more. These all contribute to a child's wellbeing. Parents naturally want the best for their children and they appreciate common sense advice from someone outside the family," she said.

Not all schools are created equal however, and Ruth's notes that "in our experience, few schools are proactive in looking out for students' wellbeing; most are reactive."

Reason to believe

Hong Kong's recent tragedies are not a new phenomenon. As a result, understanding what measures can be taken to ameliorate the pressures children face are top of mind. Positive psychology commonly arrives at the head of the list of tools to improve students' outlook.

In an oft-quoted study, "Self-Harm and Suicidal Behaviours in Hong Kong Adolescents", authors Daniel Shek and Lu Yu note that "Positive youth development has been increasingly

recognised as a significant protective factor for youth risk behaviours."

"With reference to adolescent self-harm and suicidal behaviour, several studies yielded associations of high self-esteem and high coping resources with low deliberate self-harm (DSH)," the authors note.

So while the positive-psychology, PERMA approach of questioning what kids value and who they are as people may sound "fluffy" and generalised, it is in keeping with the findings of Shek and Yu who state, "Youth suicidal behaviours and DSH may be prevented by strengthening positive youth development... One positive youth development construct, cognitive and behavioural competence, (showed) that high levels of cognitive competence and behavioural competence enable one to develop skills for self-understanding, problem-solving, and making effective behavioural choices."

Recently, Tim says, one of the ESF schools performed an anonymous mental health survey with its students. The kids identified the problems they were experiencing, and they expressed a profound



Happy kids learn better, and with mindfulness, they are more focused, less anxious and more engaged.



sense of relief at having an opportunity to talk about their problems.

The exercise made it possible for them to normalise and destigmatise the issues, said Tim. "Kids catastrophise difficulties or think they are the only ones facing those problems, when actually, they find that they are not alone, and that many children experience difficulties," he said.

"I think schools are the best places to talk about some of these things, because we can at least control the discussion and do some fact checking, some normalising, and some reassuring. Kids learn that people go through this stuff and they come out the other end OK."

And Hong Kong kids need all the positive reinforcement available.

Tim notes that Shek and Yu's study found that nearly 32.7% of local students had self-harmed over the previous year; 13.7% had suicidal ideation, 4.9% had made suicide plans, and 4.7% had attempted suicide.

While Shek and Yu may not list Hong Kong's curriculum as one of the leading factors of stress and anxiety among youth, their study does add to the compelling argument for programmes that foster management of anxiety, and promote a sense of resilience by drawing on a well spring of positive emotions such as gratitude, empathy, engagement, relationships and achievements.


"To effectively prevent youth problem behaviours, different aspects/constructs of positive youth development must be developed concurrently. For example, when we try to foster a sense of self-determination in adolescents, we must also teach them skills that help to manage one's emotion (emotional competence), to adapt to change and stressful events in healthy and flexible ways (resilience), and to develop commitment to social relationships in the family, school, and culture (bonding)," write Shek and Yu.

Measuring success

"At present in our development stage we are lagging behind in terms of looking at impact measurements, we are discussing survey techniques and looking at the wellbeing of students over the course of the year. At the moment we have only anecdotal evidence that this is having a fantastic effect. It's difficult to quantify, but we are working on it," he says.

ESF schools have wellbeing as part of their development plan, says Tim. "We have done this because we see the need to put something more systematic in place to support the students, to allow them to be more effective learners," he said.

Nourishing children's sense of self, their ability to bounce back from adversity and deal with stress in a process that both acknowledges and assesses problems systematically will undoubtedly allow kids to learn and perform better. Most importantly, it will let them live better.

"All the evidence points to the fact that promoting wellbeing in schools increases happiness, life satisfaction and achievement. If you look at it that way, it's an easy sell to teachers parents and kids that this should be a primary area of focus for our schools," said Tim. "What do we most want for our kids, as parents or teachers? Most of us want them to have a friend to play with, to feel good about themselves, to feel confident and to be healthy," he says. "We want them to be happy". 

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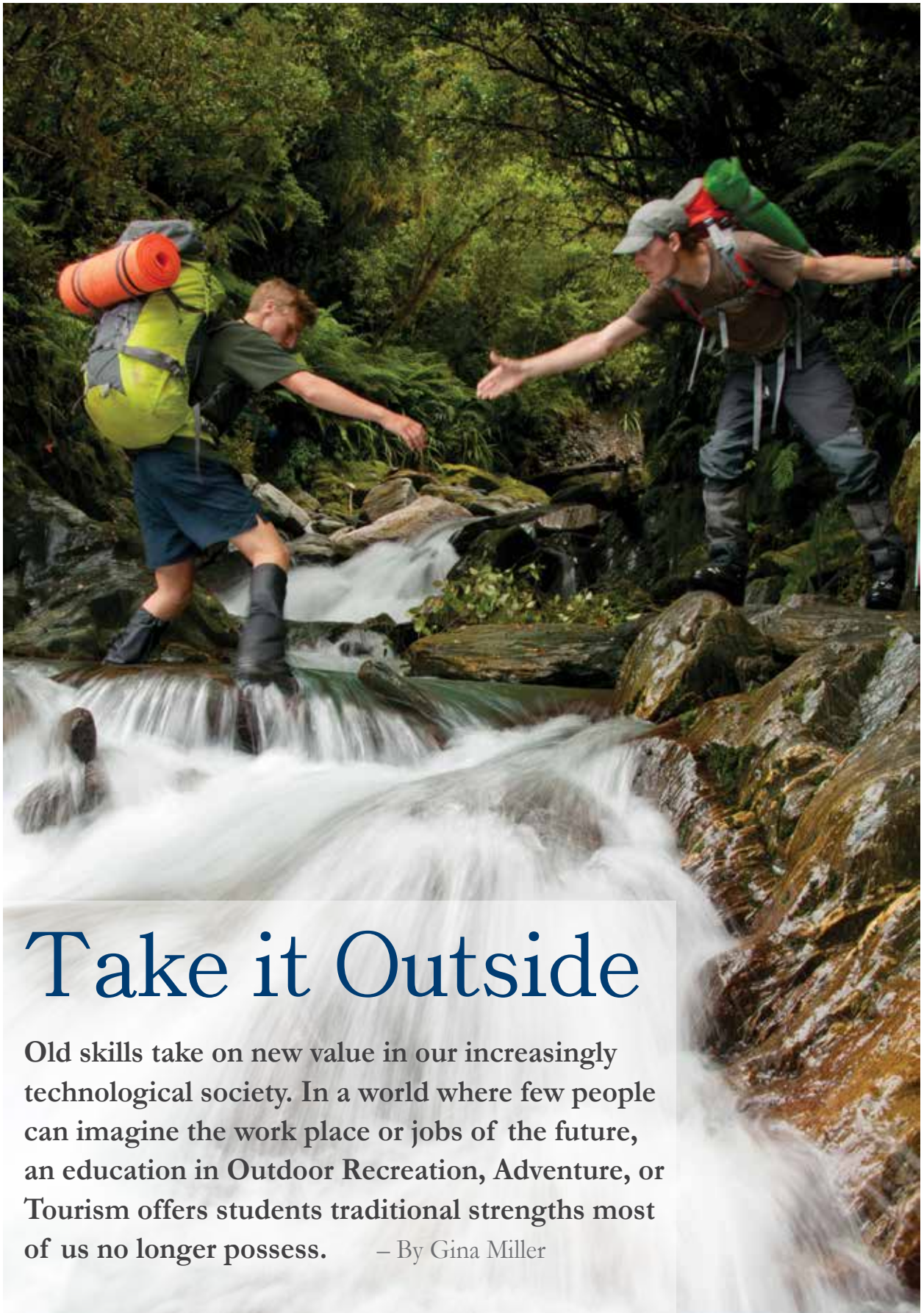
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Take it Outside

Old skills take on new value in our increasingly technological society. In a world where few people can imagine the work place or jobs of the future, an education in Outdoor Recreation, Adventure, or Tourism offers students traditional strengths most of us no longer possess. — By Gina Miller

It's a well-known phrase: "plus ça change, plus c'est la même chose" (the more things change, the more they stay the same), as suggested by the French writer Jean-Baptiste Alphonse Karr. In our world of unknowns – what the careers of the future will look like, what our students should prepare for in their post-secondary educational life, what AI will do to our external and internal landscapes in work, society and home life, and how we will navigate these rapidly shifting channels – Karr's axiom should bring comfort.

As today's students try to steer their course into the future, there is an increasing demand for programmes less transitory in nature. These are programmes that offer skills outside the rapid change of technology, science or geopolitics. Qualities of resilience, self-reliance and meaningful risk assessment are in demand, and the self-confidence and self-knowledge that such programmes provide have proven invaluable to young people, and are popularly espoused by educators and future employers.

One example of programmes designed to offer such skills are those offered by Outward Bound Hong Kong (OBHK). In conjunction with funding partners, OBHK provides participants with experiences in new surroundings that enable them, through skilled facilitation with field staff, to discover their own potential and consider their relationships with others.

Students undertake courses in sea kayaking, rock climbing or orienteering, designed to provide them with the leadership opportunities that they would not experience anywhere else. For most students, these programmes demand that they become leaders for the first time in their lives. They are required to make decisions about course navigation, about time management, and about where or when to eat. The aim of these courses is to allow students to discover what they are capable of, develop their sense of resiliency, and create and harness the passion and self-belief that can influence them to change their lives for the better.

Similarly, outdoor education and adventure companies such as Asia Pacific Adventures, Treasure Island Group (on Lantau), and Dragonfly focus on experiential learning through leadership, adventure and cultural activities. These programmes are tailored to school curriculums and offered as specialised courses for students of all ages. They are designed

to build skills, encourage teamwork, widen horizons and provide life experiences.

They offer new experiences to students who, in Hong Kong, are typically at a distant remove from both the natural environment and the demands that "simple living" entail. Understanding principles of collaborative work in the field and responsible leadership take on invaluable depth once students recognise the consequences of their actions or inactions. For some children, the experience changes their confidence in themselves for the better, and fills them with a greater sense of confidence in who they are and what they are capable of.

“
*One of the other
ideas that is starting
to gain traction
and interest is that
of resilience.*”

Formalising the outdoor learning space

It is with these values in mind that ITS Education Asia has collaborated with Tai Poutini Polytechnic College (TPP) of New Zealand, to offer a new Certificate in Experiential Learning (CEL) in Hong Kong. An adaptation of an outdoor education programme TPP has run and evolved since the early 1990s, the programme uses a combination of outdoor and classroom learning to achieve the goal of equipping today's youngsters for the future.

Danny Harrington, Founder and Director of ITS, notes that there is already an imbalance between what employers want and expect and what new entrants to the workplace can offer and demand. The challenge is how to address this imbalance.

"To me part of the answer has to lie in the way we educate during the transition period from school to work. In most modern economies there is very little school-to-work direct transition anymore. Education and/or training are the bridge between the two. Part of the problem is finding the intersections that will determine what kind of education will be useful and successful," says Danny.

"In the future, a premium will be placed on social skills and their importance in generating collective intelligence. School leavers could do a lot worse than learn how to lead, develop self-awareness and confidence, evolve their communication and collaboration skills and gain a first-hand understanding of group dynamics. Gaining a good degree of resilience along the way is useful in life as well as work."



a career that can be as flexible and varied as the future world of work will demand.

Students are expected to develop self-awareness, confidence, communication and collaboration skills, and a first-hand understanding of group dynamics. The aim is to learn these skills in engaging and real environments with lots of uncertainty and change. In that, it will prepare them for whatever the future has in store.

Danny discussed the experience of a former student of the TPP programme. Morgana Woolhouse-Williams took on the TPP certificate programme for her gap year, but decided she liked the courses so much that she would stay on to take the two-year diploma.

"I loved the practical hands-on emphasis of the programme. We were outdoors a lot, learning new skills and applying them in a range of settings. The tutors were awesome - great role models and really inspirational," she said.

Morgana went on to become a doctor, and she said "as a doctor, I call on the risk management skills I learned in the Certificate programme every day. My TPP experience really helped me build confidence in my decision-making. It broadened my outlook and helped me develop empathy."

For many students, notes Danny, programmes such as the CEL and TPP's diploma provide the first risk management and assessment that students ever encounter.

"And I think one of the other ideas that is starting to gain traction and interest, is that of resilience. Whether it's true or not, there are concerns that young people are not getting opportunities to experience hardships and difficulties that help them to develop their resilience. With programmes like the CEL, you are getting something that you can't learn in a book" he said. "We can only learn resilience through experience."

New learning, old skills

The CEL Certificate Level 4 Programme (equivalent to the first year of a Bachelor degree) covers one academic year and is designed as the beginning of


"Graduates have gone on to teaching and medicine and a host of other careers. What this programme does is set you up for the next step, giving you breathing space while you find what you want to do but gaining you a qualification in its own right as well as for learning credits to other advanced programmes. It can be treated as a structured high value gap year, a foundation year or the first year of your higher education."

Hong Kong is the perfect venue

Hong Kong offers an international and safe city that is a gateway to China. The CEL offers Hong Kong as a destination as much as the programme itself, and students will have the ability to complete a recognised Level 4 Certificate that offers transferable skills in a place rich in biological, geological and cultural diversity.

The CEL also offers something to students who may not be inclined to follow traditional academic patterns. It's an option for kids who don't know where they want to go.

"These kids start to worry that they aren't going to get anything out of life. We see that a lot but they have some wonderful parents who have realised that their kids are not going to get a great academic degree, and once they realise that, they really get behind the kids and find them something to do. And this is that kind of programme that allows them to support their kids."

As the previous article highlights, encouraging today's students to build resilience and be more in tune with their own mind and body is a key development for education providers. Such an alternative offering to Hong Kong's standard learning experience will be a welcome option for many children and their parents. 



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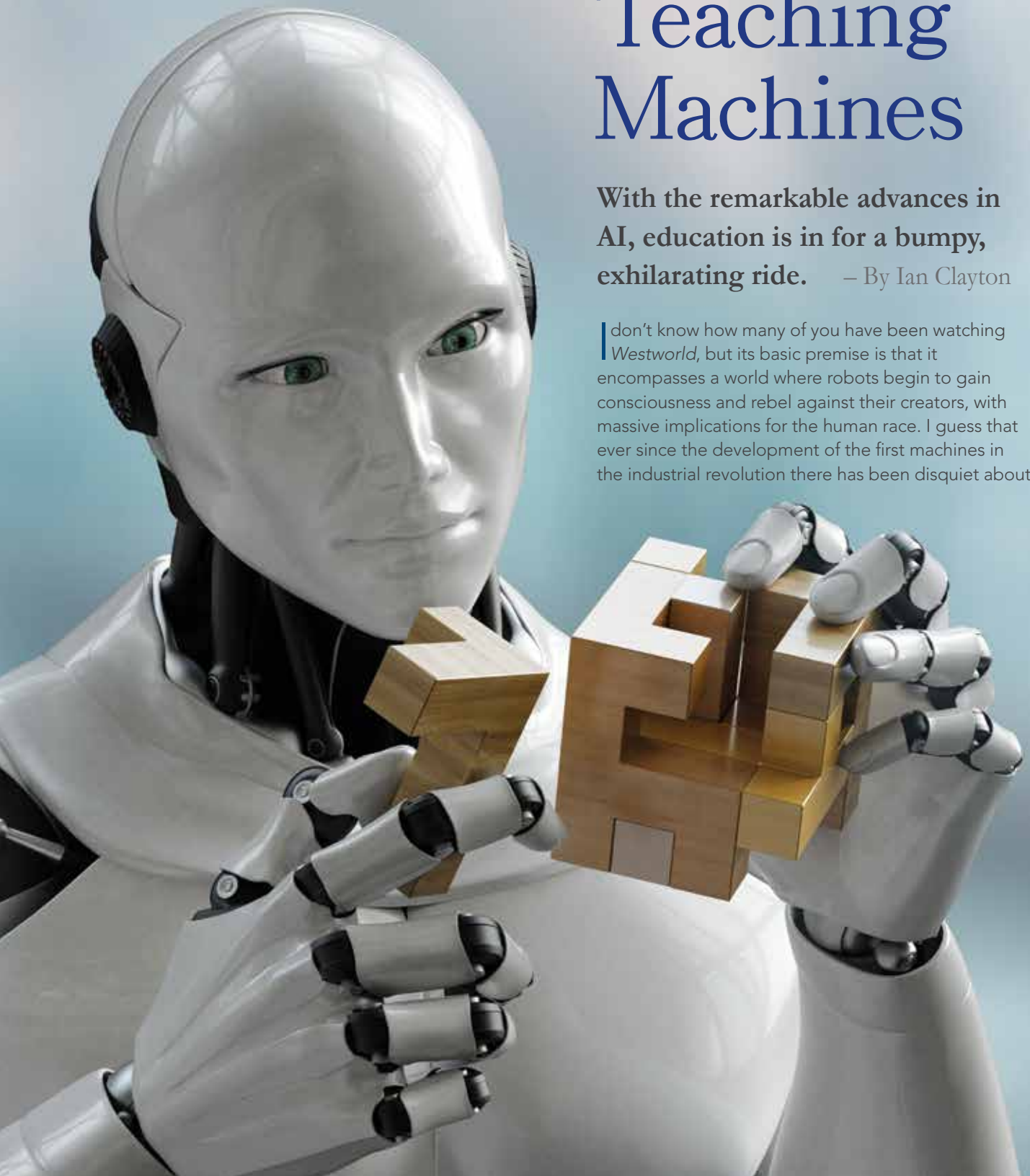
The Anfield St. Bosco Centre is a provision for pupils aged 5-11 years who have special learning difficulties. The Centre offers specialist, holistic British Education within a safe, caring environment designed to raise the pupils' self-esteem and confidence. The aim is to prepare pupils so that they can eventually access a mainstream education independently.

www.anfield.edu.hk

Rise of the Teaching Machines

With the remarkable advances in AI, education is in for a bumpy, exhilarating ride. — By Ian Clayton

I don't know how many of you have been watching *Westworld*, but its basic premise is that it encompasses a world where robots begin to gain consciousness and rebel against their creators, with massive implications for the human race. I guess that ever since the development of the first machines in the industrial revolution there has been disquiet about



the extent to which technology will take over. It may not be that machines will rise up and eradicate the human race, but there are profound consequences of the massive developments that are currently taking place in the area of artificial intelligence (AI).

We have all heard of driverless cars and their potential impact on jobs in many sectors, transport, insurance and the petroleum industry to name a few. It has been estimated by various organisations that by 2030, half of the current jobs in the USA will be automated.

The Bank of England expects 15 million jobs to be threatened by automation.

These are not just traditional jobs on a production line, but other cognitive-based jobs. It seems that careers in medicine, law, banking, marketing and journalism could be affected by the rise of the robots! To cite some examples: British computer scientists created software that was able to judge hundreds of real-life court cases. The AI “judge” reached the same verdict as human judges in 79% of the cases involving torture, degrading treatment and privacy; the algorithm was able to identify patterns in cases.

In medicine, software is routinely able to diagnose certain illnesses with greater accuracy than humans can. In surgery, it is possible for a surgeon in Singapore to be operating on a patient in London, thousands of miles away.

What does this mean for education? For learning, it means that the world has and is changing exponentially and that the old certainties have gone. Therefore students must be equipped with life skills of collaboration, flexibility, communication skills,



creativity and critical thinking. Teachers must adapt to this changing landscape and quickly, as these skills will still be strong currency in the changing world.

“
***There is software that
can read students’
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teaching accordingly.
Learning will be quicker
and more intense.***”

For teaching the impact is equally massive, it will not be immune from the onslaught of technology. There is software that can read students’ facial expressions and body language; it can identify problems with their learning and adapt teaching accordingly. Learning will be quicker and more intense. There is even software being worked upon that can mark and grade homework and exam answers – Hallelujah!

Although there is some evidence that the demand for secondary school teachers may decline a little, all this brings into sharp focus the invaluable skills and attributes that a great teacher brings to the table. Surely the ability to inspire, provide pastoral care, encourage, motivate, chastise and so on will continue to be the traits of the effective teacher of the future.

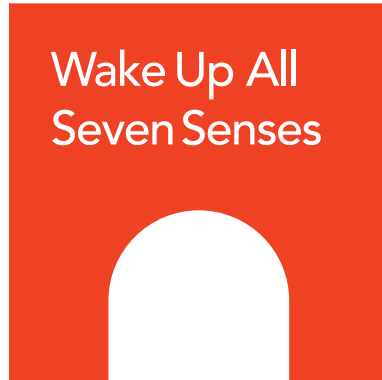
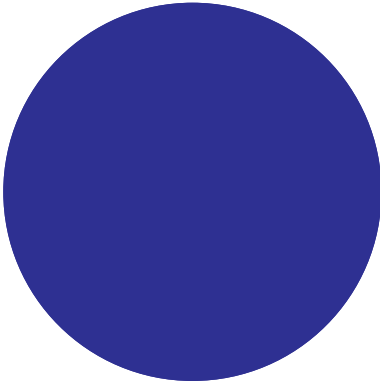
I am not sure that we have reached the point yet where our technology will rise up and rebel, but one thing is for sure: the impact of these applications and developments will only become more profound over time. **B**



Ian Clayton
Head of the
International
Stream,
French
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All children need stimulation to their seven senses as part of their development. Education experts from around the world posit that the first 5 years of a child's life are the critical years: the time when children are building those firm foundations for future success; the time when educators and parents are teaching and giving young children the essential tools for lifelong learning.

Miss Humpage indicated that from the age of 6 – 36 months old, the time when young children are experiencing rapid brain development, *the focus should always be on the process, not the product.* 'The way young children learn is through exploring with their senses, and it's not just limited to the sense of **taste, touch, sight, hearing** and **smell**,' she explained. 'It is critical for young children to have opportunities to develop their **vestibular** and **proprioception systems** too. These systems focus on developing core strength, balance, coordination, body position and movement – all of which are life essential skills for future academic learning and living' – without which children can often struggle in what can seem like very simple, everyday tasks later on such as sitting, focusing on an activity, hand writing, and following simple instructions.

Sensory integration gives young children a way to interpret and relate to the world around them, it builds and develops nerve connections



to the brain's pathways and allows brain neurons to grow, connect and develop; ultimately leading to a child's ability to complete more complex learning tasks. In short - these sensory integration experiences are food for the brain! During this period of development, they should be allowed to have plenty of time to master new skills, develop independence and social skills, be exposed to rich language

experiences and have the opportunities to become confident, curious and capable in any environment. A key aspect is sensory and creative play, with an emphasis on establishing regular routines along with well researched and planned learning activities.

Unfortunately families living in Hong Kong are faced with limitations with the amount of sensory learning opportunities their children can be exposed to. Limitations such as environmental, time, space and cultural factors discourage young children from perhaps having the same sensory integration opportunities their parents did as children. Some children who have not had the opportunity for early exposure to sensory integrated learning can struggle later on in areas such as writing, sitting position, spatial awareness, eating, speech, tactile sensitivity, hand-eye coordination and small and large muscle strength.

'Bebegarten's Crawlers, Movers and Toddlers classes are well planned to stimulate the whole child, regardless of their home language, with a very holistic and nurturing approach – in an unrushed, well thought out sensory rich environment. Our experienced teachers embrace, guide and educate the accompanying parents, helpers, grandparents or nannies,' stated Miss Humpage. As early years specialists with extensive experience working with young children from around the globe, educators at Bebegarten understand the importance of getting it *right* – right from the very beginning. 🌈



Set your children up for success with Bebegarten. For more information on their tailor made and extensive range of sensory, physical and creative play activities for under 3's, please call 3487 2255 or visit www.bebegarten.com



Inclusive Education

Beyond Special Education: The British Council gives voice to children with diverse needs. – By Sophia Chan-Combrink

Promoting Inclusion is an important aspect of the British Council's work around the world. In Hong Kong, where schools are committed to an inclusive approach to teaching, the British Council has been supporting local English teachers to teach classes of children with diverse needs, through a teacher training programme called World Voice. The programme, which uses singing, rhythm and pitch as pedagogical tools, gives teachers the confidence to see individual differences in their students not as problems to be fixed, but as opportunities for enriching learning. This is the story of one World Voice journey taken by Ms Chan, an English teacher in a Tuen Mun primary school, and her young student, Ming.

When six-year-old Ming arrived in Hong Kong from Mainland China he struggled with his English lessons

at school and had no interest in learning the language. This affected his self-confidence and he stopped paying attention in class. His teacher, Ms Chan, noticed Ming's behaviour and after some reflection decided to try a new approach to engage him and other children in her class who were struggling to engage by incorporating singing into her daily English lesson.

At first, Ms Chan simply took the curriculum material and set it to the tunes of well-known children's songs. Then she started encouraging her students to clap and stomp their feet to the rhythm of the words. Next she introduced colourful puppets to "sing" along with the students. The results were remarkable; through singing Ming was able to remember English vocabulary and master the pronunciation. He even put up his hand to "sing" an answer to the rest of the class.

Whether Ms Chan knew it or not, she was practising the UNESCO definition of inclusion in education, where inclusion is seen as a process of addressing and responding to the diversity of needs of all learners through increasing participation in learning. This inclusive approach involves changes and modifications in content, approaches, structures and strategies with a conviction that it is the responsibility of the regular system to educate all children. Ms Chan, not only helped Ming, she encouraged participation from all of her students and continually adjusted her teaching strategies to reach all of them.

Teachers in Hong Kong are under pressure to deliver a very full curriculum and to achieve this they sometimes take a “one-size-fits-all” approach. They have to meet a broad spectrum of needs, and different paces of learning in the same classroom, often with minimal additional support. The British Council’s World Voice programme supports teachers to take an inclusive approach to their teaching practice by training them to use singing as a tool to enhance students’ learning in English across the entire ability range. We have worked with a number of local Chinese-medium schools and the results have been very positive, both in terms of improving student’s attitude to learning and in boosting teachers’ confidence to teach children with diverse abilities.

In Hong Kong, learner diversity has largely focused on Special Educational Needs (SEN) students as seen in the recent Policy Address. But this has done little to promote a wider understanding of what inclusive

education means. Granted, governments around the world, not just in Hong Kong, face a difficult task in developing services that address all learners’ needs.

While it is important that there is additional support for SEN children and their families, there also needs to be a more holistic approach to inclusive education, one that includes but also looks beyond SEN, to children like Ming.

In Scotland, the Additional Support for Learning Act (2004) sets out how children should be supported to make sure they reach their full potential. The difference in wording – “additional” rather than “special” needs – makes a point in itself. The Act acknowledges that all children and young people are different, and that they may need extra help with their education for a wide variety of reasons. For example, a child’s education could be affected by being a new immigrant like Ming, having problems at home or having experienced bereavement. So even if a child is not considered to have “special educational needs”, they still get additional support should they need it.

In short, inclusion is a process that continuously seeks better ways of responding to learner diversity. It is about learning how to live with and learn from difference, so that difference is seen more positively as a catalyst for fostering learning, amongst children and adults.

After her breakthrough with Ming, Ms Chan then shared her experience with the other teachers in her school who have gone on to use World Voice tools and techniques in their own classrooms. She has also had the pleasure of telling Ming’s mother how her only child has become a happy and motivated learner. **B**



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Sophia Chan-Combrink
Head of
Education and
Society

British Council Hong Kong is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. For more information about the World Voice programme, please visit www.britishcouncil.hk/en/programmes/education/world-voice



Your Children and the Future of Work

Preparing the next generation for jobs that don't exist yet.

— By Malcolm Kay

Now into 2017, many of us wonder what economic, political and technological changes to expect throughout the rest of the year. What scientific discoveries will 2017 bring? What new innovations? Every year promises a new list of impressive milestones, a chance at solving big problems and opportunities for incredible breakthroughs.

Looking further down the road 10 to 20 years from today, it is almost impossible to imagine what kind of world we will occupy. It is estimated that around 65% of children will have jobs that have yet to be created. If this is the case, then how can we, as their parents and role models, prepare the next generation for success in an unknown world?

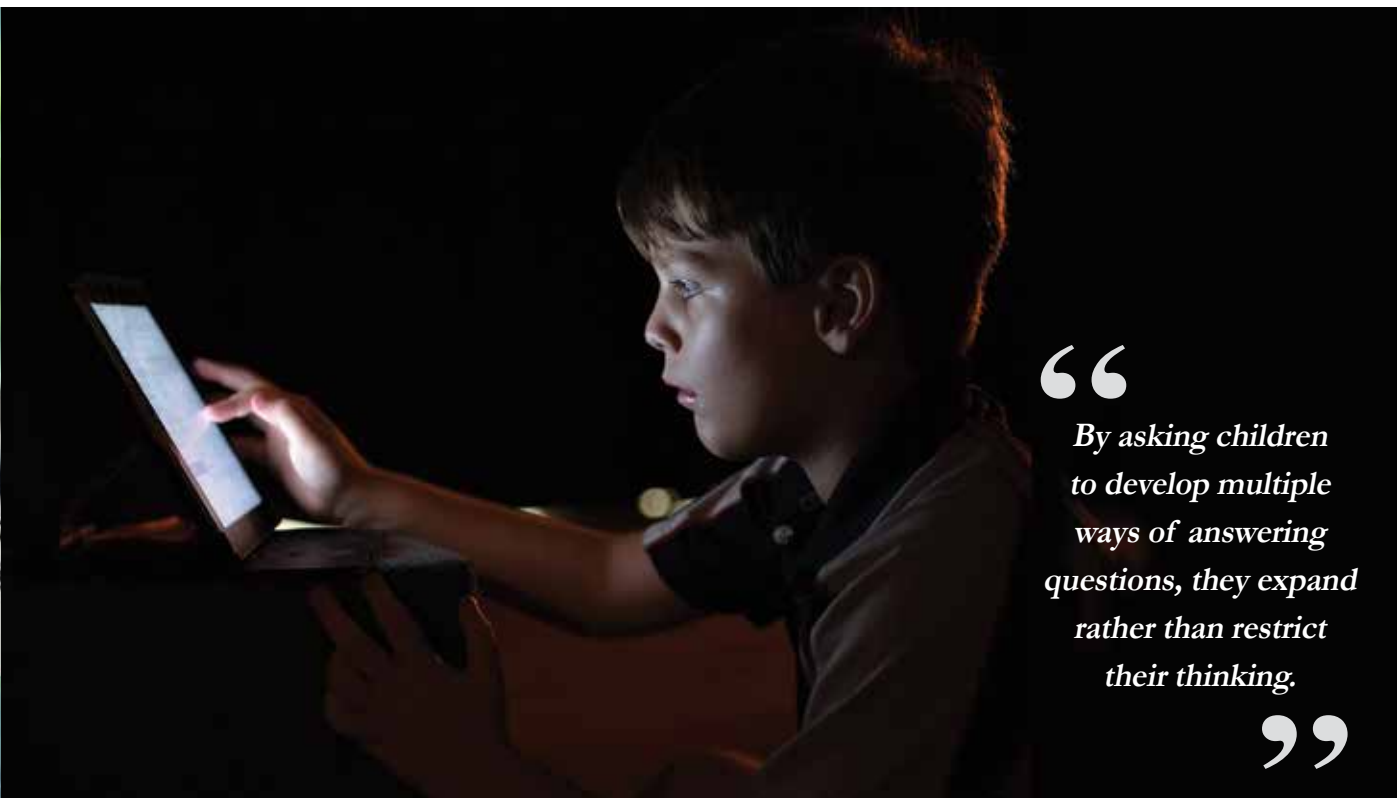
Given the predictions on how we will live, work and communicate in the future, innovation is undisputedly a critical skill to survive and succeed in the 21st century. The most recent Global Competitiveness Report by the World Economic Forum is very positive about many of the developments of Hong Kong, but it consistently cites the need for this city to innovate in order to continue to thrive. "The challenge for

Hong Kong is to evolve from one of the world's foremost financial hubs to become an innovative powerhouse: with the exception of the market size pillar... innovation remains the weakest aspect... of Hong Kong's performance," the report says.

While a growing number of businesses are recognising the need to innovate in order to stay competitive, not everyone has the skills or willpower to know when and how to innovate. These must be introduced at the schooling level. Some schools in Hong Kong are already introducing STEM education and are offering extracurricular coding and computer engineering classes. This is moving in the right direction to developing an innovative mindset, but what more can be done?

Look for more than one solution

Children are naturally curious – always observing and exploring their surroundings and asking questions about what they see and experience. Instead of giving single answers and methodologies to memorise, we must encourage children to be inquisitive and to use their creativity to search for answers. By asking children to develop multiple ways of answering questions, they expand rather than restrict their thinking – through helping them learn how to observe, analyse, evaluate and then imagine. In the workplace, these individuals will be ready to create and use new paths and solutions to reach their companies' goals.



“By asking children to develop multiple ways of answering questions, they expand rather than restrict their thinking.”

Be inspired by innovative thought leaders

How often have you wished you or your child could be the next Mark Zuckerberg or Steve Jobs? Sometimes to be the best, we have to learn from the best. Register you and your child for TED Talks, go for tours at companies like Google, Airbnb and 3M, or read biographies and watch interviews with thought leaders like Jack Ma and Warren Buffett.

In January 2017, Stamford American School launched the Global Mentor Program in Hong Kong, where some of the world's most influential business leaders, athletes and artists are invited to engage with and inspire children and adults in a series of workshops and seminars to achieve more than they believe they can. All of these prospects and activities offer the opportunity to learn first-hand from the experience of individuals who have tried and succeeded in the world of innovation.

Communicate in more than one language

One cannot stress enough the importance of learning skills to excel in our increasingly interconnected and globalised world. Many companies operate in more than one country, and with e-commerce businesses on the rise, being able to communicate with customers and partners from around the world is vital. If your child's school does not offer a foreign language or bilingual program as part of the curriculum, make it a point to enrol your child in after school or weekend foreign-language courses. Not only will this aid with language development, these courses will expose your child to other cultures and ways of living and open up their minds to the different needs, wants and opportunities for innovation across the world. **B**



Malcolm Kay
Superintendent

Stamford American School Hong Kong is a world-class international school launching September 2017, offering a unique approach to education that helps your child achieve more than they believe they can. The school offers a rigorous standards-based American education for children aged 5 to 18 years old, with a choice to graduate with either the International Baccalaureate Diploma or American High School Diploma, or both. For more information, please see www.sais.edu.hk or call our Admissions Office at (+852) 2500 8688



Equal Opportunities for Success

Hong Kong is a city that prides itself on being a modern business hub, yet discriminatory practices in the labour market and workplace remain common.

– By Alfred C M Chan

What are the ingredients for building a successful business? Is it down to hiring innovative workers? Or is finding an untapped market the key? And what about offering quality services or products?

While an exact winning formula may differ from one business to another, two factors are often overlooked: diversity and inclusion.

Picture the following scenarios: an individual from an ethnic minority group is afraid of voicing her ideas at work because she is often mocked by other colleagues for the way she dresses; a person with physical disability's application for a job is tossed out even though he has all the necessary qualifications for the post; or a mother of a young child sues her employer because she was not promoted despite her good performance appraisals. Would any of these situations be conducive to growing a business?

From mom-and-pop stores to transnational corporations, employees are the heartbeat of any business. As we live in a society where the workforce is becoming increasingly diverse, building an inclusive workplace that values equal opportunities should no longer be considered as mere appendage but part and parcel of smart business practices.

And yet in Hong Kong, a city that prides itself on being a modern business hub, discriminatory practices in the labour market and workplace remain common.

In 2014, the Equal Opportunities Commission (EOC) surveyed 2,008 people and found that 18% of the participants said they had experienced discrimination or harassment in the labour market. Of the reported discriminatory practices, 64% were related to age, while significant portions of the instances were related to sex (21%), sexual harassment (17%), family status (14%) and pregnancy (10%).

Most alarmingly perhaps, almost all (94%) of those who have experienced discrimination did not take any action following the incident. Many said they

did not think it would help while others thought their workplace would not take the incidents seriously.

Currently, Hong Kong has outlawed discrimination on four grounds: sex, disability, family status, and race. Undoubtedly, ensuring a workplace, which does not discriminate on these grounds, would avoid drawing unwanted attention to and potential legal claims against a business. But aside from these, there are many other reasons for businesses to embrace equal opportunities and strive to establish an inclusive workplace even when it comes to areas not covered by the law.

Attracting and retaining talent

Talent comes in all shapes and sizes. It is impossible to tell what skills or abilities an individual possesses

simply by judging from inherent attributes such as gender, race, or sexual orientation. On the contrary, hiring workers based on capabilities would enable a company to attract the best and the brightest.

On top of that, implementing inclusive policies would also help companies to retain talent. This was, for example, demonstrated by a survey of 1,557 respondents, carried out by Deloitte Australia and the Victorian Equal Opportunity & Human Rights Commission in 2013. The research measured the relationship between a company's inclusivity and diversity with

employee's engagement, which includes loyalty to their companies, and found that this factor goes up by 101% if a workplace is both diverse and inclusive.

Simply put, creating an inclusive working environment could reduce the cost of unnecessary turnover.

Boosting productivity and innovation

A hostile workplace can hamper employees' performance. On a personal level, an individual's morale could be low if an atmosphere of intolerance is pervasive. On a collective level, trust, interpersonal relationships and the ability to work cooperatively would suffer as a result of discriminatory practices. As local NGO Community Business noted in its report "Hong Kong LGBT Climate Study 2011-2012", of the 626 sexual minorities surveyed, over half of them said they feel exhausted, depressed and stressed from not being able to come out at their workplace.

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In recent years, there has been a proliferation of indexes that rank companies according to how diverse and inclusive they are and being recognised on such rankings would undoubtedly lead to favourable evaluation among consumers.

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Over a quarter of them also reported that they have avoided going to work as a result of a non-inclusive working environment.

Advanced economies no longer value productivity solely. Instead, to get ahead of competitors also necessitate innovation and creative solutions. Findings from the field of social psychology remind us that homogenous groups are susceptible to “groupthink”, with the desire for harmony overriding rational and critical analysis. By contrast, creating a workplace with people from different walks of life is conducive to “outside-the-box” ideas.

As an article in the Harvard Business Review published in 2013 points out, companies with diversity in their leadership “out-innovate and out-perform” others. After surveying 1,800 professionals, the researchers found that those working in companies with diverse leadership are 45% likelier to report that their firm’s market share grew year-on-year and 70% are likelier to report that their firm captured a new market. As the authors explained: “When minorities form a critical mass and leaders value differences, all employees can find senior people to go to bat for compelling ideas and can persuade those in charge of budgets to deploy resources to develop those ideas.”

Diversity, inclusion and the consumer


But it’s not just the employees who can be positively influenced by equal opportunities policies. Embracing

diversity and inclusivity can also help companies build a positive image among consumers. In recent years, there has been a proliferation of indexes that rank companies according to how diverse and inclusive they are and being recognised on such rankings would undoubtedly lead to favourable evaluation among consumers. Numerous studies have also shown that consumers are not just looking at the quality and services when choosing where to spend their money but are also concerned with whether the brands and companies they buy from match with their own personal values. And for consumers who come from minority or disadvantaged groups, a company, which is seen to accept them in its business practices, would certainly gain their support.

What can businesses do?

So what practical steps can businesses take to harness the benefits of diversity and inclusion? While an exhaustive list of measures is beyond the scope of this article, there are some basics steps which business leaders can start adopting. Among such practices include formulating equal opportunities policies, establishing a system for handling complaints against discrimination and also educate staff on equal opportunities legislation.

In an effort to further promote diversity, inclusion and equal opportunities to local businesses, the Equal Opportunities Commission has recently produced a concise guide for small and medium enterprises while continuing to hold training workshops for various companies and relevant personnel. In the past few years, the commission has also participated in the annual World SME Expo organised by Hong Kong Trade Development Council to educate employers and employees on these values.

It is vital for businesses to start recognising the concrete benefits of equal opportunities, diversity and inclusion. They are not just values for the idealists but are in fact crucial in building a successful business in the contemporary world. 

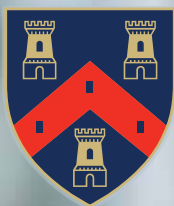


Alfred C M Chan
Chairperson,
EOC

The Equal Opportunities Commission (EOC) is a statutory body set up in 1996 to implement the Sex Discrimination Ordinance (SDO), the Disability Discrimination Ordinance (DDO), the Family Status Discrimination Ordinance (FSDO), and the Race Discrimination Ordinance (RDO). The Commission works towards the elimination of discrimination on the grounds of sex, marital status, pregnancy, disability, family status and race.



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- Year 1 – 8

Opening September 2018

Empowering People

The British Chamber and the Vocational Training Council provide excellent opportunities for IT students and the companies that hire them. – By Emily Chui



Since 2010, the Innovation & Technology Committee of The British Chamber of Commerce in Hong Kong and the Vocational Training Council (VTC) have collaborated to offer a training programme for high-calibre Higher Diploma (HD) graduates in the IT discipline of the Hong Kong Institute of Vocational Education (IVE).

This programme is called “Graduate Enhancement Training Scheme for IT” (GETsIT). The objectives of the scheme are:

- To enable companies to contribute to the betterment of Hong Kong society in helping vocational education graduates;
- To provide a well-focused career development opportunity for high calibre HD IT graduates in vocational education to work in various organisation; and
- To foster a strong relationship between the members of The British Chamber and VTC.

At the beginning of this scheme, the training programme lasted for approximately two years. The graduate would be placed with two or three multi-national companies, and would work with each company for a period of six-to-12 months.

At the launch of the programme, the companies involved in the work scheme included Hong Kong and Shanghai Banking Corporation Limited (HSBC), China Light & Power (CLP), Atos, British Telecom (BT), Cathay Pacific, Hong Kong Jockey Club and Office of the Government Chief Information Officer (OGCIO), and the jobs were limited to: Network



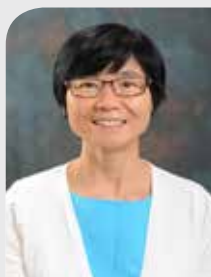
Engineer Trainees and Customer Services Trainees. Approximately 70 graduates benefited from this programme since its launch.

“*At the beginning, the training programme lasted for two years; the graduate would be placed with two or three multi-national companies, and would work with each company for a period of six-to-12 months.*”

To allow more flexibility, the training period was expanded in 2016 and provided options for a one-year programme that could be extended another year at the discretion of the company with whom the trainees were working. The trainee-hiring programme was made accessible to all member companies within the Chamber, and the job list expanded to incorporate all types of IT jobs, moving well beyond the original scope of Network Engineer or Customer Services Trainees. Today jobs include Software Engineer Trainee or Web Developer Trainees.

” Since the launch of GETsIT, both graduates and the employers have benefited. Graduates use their position to learn new skills and knowledge in the company they work for, while employers use the programme to contribute to the IT industry by providing valuable training opportunities to young people. Finally, companies can then select good candidates for their own workforces by observing the graduates’ performance during the training period. **B**

If you would like to get involved with the GETsIT programme, please contact jennifer@britcham.com



Emily Chui
Head –
Department of
IT, VTC

Established in 1982, the **Vocational Training Council (VTC)** is the largest vocational and professional education and training provider in Hong Kong. VTC provides valuable credentials for some 250,000 students each year through a full range of pre-employment and in-service programmes with internationally recognised qualifications.



Modern Medicine for Aging Patients

Hong Kong's looming elderly healthcare crisis needs innovative British CPR

– By Clare Bloomfield

Ageing societies are a challenge globally but this is especially exacerbated in Hong Kong. Research by the University of Hong Kong suggests that the number of patients needing to be hospitalised in 2041 will be 14.77 million, almost double from 8.21 million in 2012. It is estimated that the elderly will account for 76% of that increase. The 2013 Hong Kong budget identified that by 2041 the elderly (defined as over 65) will represent 30% of the total population, compared to 14% in 2012.

How then will Hong Kong's public hospitals, already overburdened, cope with this "predictable but inevitable" rise? Will there be a need to put the public hospitals on life support? Or are there some innovative approaches and products from the UK that can be applied before the crisis reaches death's door?

21st Century Tools

Integrated care services involving tools such as digital health solutions, care in the community and remote monitoring have been shown by the UK NHS to lead to a significant reduction in hospital admission rates and an increase in care at home. Re-designing the pathway, the route the public have to hospitals, led to a 30% reduction in emergency admissions in one area. Simply by providing more involved community access and assistance, educating doctors and healthcare workers and



moving to electronic record keeping, results in more people being treated in their own homes and earlier identification of long-term issues.

Health and social care is too often fragmented, with services based on professional and institutional boundaries when it should be co-ordinated around the needs of patients. Our ageing population and the changing patterns of disease mean that growing numbers of people with multiple long-term conditions require services that are joined up, and a number of policy initiatives in England over recent years have attempted to tackle this by promoting closer integration of health and care services.

Age UK's innovative approach has been to look at developing guided conversations which involve not just the traditional medical teams but wider, community workers. This has led to a significant reduction in the elderly accessing medical facilities and reduced time in hospital, while patients' sense of well being has increased, along with the associated cost reductions in social care. In Hong Kong, which has one of the highest institutionalisation rates in the developed world, this approach could have a significant impact on hospital admissions.

Alternative approaches to traditional surgeries

In the UK, more than one million patients now see

doctors through smartphone apps. Using apps such as “Dr Now” allow patients to connect to qualified doctors online, have a secure consultation and even get prescriptions or referral letters issued immediately. Patients can search for doctors based on their needs and preference, at a time that suits them. This releases pressure on traditional surgeries and allows doctors to reduce appointment-waiting times. In Hong Kong, a city where 90% of adults own a smartphone, this type of technology would be a significant time and cost saver.

“Dr Now proved to be the best doctor I have spoken to in my life. Her listening skills, putting the patient on ease and she gives this very rare feeling that she cares,” said an anonymous user. “The app instruction is really clear. You just press several buttons, and doctors you choose are there for you!”

Not just for Generation Y

But this technology is also applicable to the elderly. Most elderly people have to take medication regularly or have regular monitoring. Designing new assisted-care facilities in the UK, or retirement villages, has enabled providers to build-in technology to assist with remote monitoring, such as tracking blood pressure. In a care home setting, elderly patients can have their medication levels continuously monitored using both real caregivers and AI software.

“Providing remote access to such medicine compliance and AI-monitoring tools ensures more thorough and round-the-clock patient care, which is of paramount importance for the elderly population,” said Tim Ng, CIO from Now Healthcare Group, which has designed the medical technology. “It also helps to reduce medicine waste which provides a huge money saving opportunity.”



“*With Dr Now, patients can search for doctors based on their needs and preference, at a time that suits them. This releases pressure on traditional surgeries and allows doctors to reduce appointment-waiting times.*”

Hong Kong’s population is ageing rapidly, at almost twice the rate of the UK, placing significant stress on health and social care services. In parallel, it has one of the highest rates of institutionalisation despite most elderly people wanting to stay in their homes. “The monitoring and prevention of chronic disease such as hypertension and diabetes is vitally important in cutting down hospitalisation rates,” said Dr Edward Leung Man-fuk, a private geriatrician in Hong Kong.

Changing healthcare needs are placing enormous demands on healthcare delivery systems and related infrastructures. The UK can share its experiences, capabilities and innovative approaches in this emerging field of digital health. Embracing new solutions should keep Hong Kong’s public health system off the critical list. **B**

If you are interested in knowing more about British healthcare products or services please contact our Healthcare lead Clare Bloomfield at Clare. Bloomfield@fco.gov.uk.



Clare Bloomfield
Assistant Trade
Commissioner

Department for International Trade (DIT) is responsible for promoting UK trade across the world generating wealth, jobs and prosperity for the nation through exports and investment. Contact DIT Hong Kong at commercial@bcg.org.hk or on Twitter at [@tradegovukHK](https://twitter.com/tradegovukHK).



Department for
International Trade



Blockchain Along the Belt & Road

The complexity of logistics, and the transport of materials through the hinterlands of Asia demand massively improved transparency and accountability. Blockchain technology is an ideal solution to fill that void.

— By Peter Bullock and Suraj Sajnani

The images that come to mind when envisioning a Belt & Road project typically feature feats of civil engineering and concrete being poured, as opposed to bits and bytes. However, these projects, which involve rejuvenating trade links through enhancements to existing infrastructure, are likely also to produce many opportunities to re-think the systems and processes that enable trade to flow through the resulting routes.

At present, the adoption of information systems and telecommunications technology in the transportation and logistics industries is generally limited and what there is patchy. Most of the more advanced systems in use are proprietary (DHL and FedEx, for example, have for many years had sophisticated package tracking systems). Advanced capabilities, however, have not been adopted by the world outside of large logistics corporations. But times are changing.

This article reviews a recently launched logistics platform and explores how such start-ups and the logistics industry more generally could benefit from distributed ledger technology (DLT), also known as blockchain.

Blockchain has attracted a lot of attention in Hong Kong recently. Its ultimate purpose is to be a “technology that supports networks of databases to create, disseminate and store information in a secure and efficient manner.”

To that end, blockchain is an ideal tool for the logistics industry; able to deliver a crucial component that existing technology has thus far failed to deliver: trust. In particular, structural trust built into a shipment's tracking system, allowing trust to be placed in multiple carriers along a complete delivery route. This can be achieved by the transparent and immutable nature of a distributed ledger. DLT provides trust by publishing every transaction to every node on the network, so that anyone interested in an underlying transaction can ensure that the payload of anything transferred of value has not been tampered with. Systems can be envisaged, for example, where a trucker's history of accident-free trips can be made available online and “authenticated” by DLT.

Felix Wong, the founder of a recently launched logistics platform considered how the theoretical advantages of blockchain might be applied in the real world of trucking. 36 Link is an award-winning Hong Kong start-up that connects shippers with trucking companies. The company aims to modernise the sales and order management systems that trucking companies currently use.

The current composition and modus operandi of the trucking industry in South East Asia has significant limitations:

- The industry is highly fragmented. While companies have a large fleet of trucks, most are 2-3 person operations running a single vehicle. Trust is an integral component of the industry, and smaller operations currently only succeed through a network of personal relationships;
- Competition is less fierce for cross border

ASEAN routes, but the barriers to entry are high owing to high investment in establishment costs;

- Currently, trucking companies use rudimentary shipment allocation / roster systems. These systems regularly consist of paper and pen ledgers, chalkboard rosters and excel spreadsheets. Orders are often received and instructions dispatched to drivers through Whatsapp or WeChat;
- Meanwhile, trucking companies' major clients are e-commerce suppliers. These shippers may not yet be using the most sophisticated systems, but their businesses make them savvy and open to using technology in trade. Thus far, short payment terms demonstrate the low level of trust between such suppliers and trucking companies.

In comparison, 36 Link offers a web and mobile based platform via which shippers can locate trucking companies, trucking companies can provide quotes to shippers, shippers can send instructions to trucking companies, and trucking companies can allocate shipments and rosters to truckers.

None of this is new. However, the success of sector specific platforms is dependent on meeting the needs and concerns of the potential user base. Those involved in arranging road freight services have a particular view of risk. According to 36 Link, shippers often give jobs to trucking companies only because they have used those trucking companies before. This, they feel, reduces risk: assuming that an incident-free previous relationship means they will not personally be blamed in the event of future problems.

While that belief may be widely held, the irony lies in the actual course a shipment takes along a route: trans-China freight, in practice, involves multiple drivers and vehicles. A road haulage shipment from Hong Kong to Shanghai, for example, is likely to involve, at a minimum, the trucker who took delivery in Hong Kong transferring the goods to another truck and driver in Guangzhou who may then have further onward transfers. Given that the practice is for haulage contracts to be arranged orally with no written terms and conditions in place, and little in the way of insurance offered, many feel that the shipper's

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***Blockchain is an ideal tool
for the logistics industry;
able to deliver a crucial
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technology has thus far
failed to deliver: trust.***
”



confidence in the first trucking company to receive the shipment is misplaced.

Because of the shortcomings of the current system, shippers are reluctant to deal with otherwise unknown truckers because they have no means of understanding and trusting the credentials and bona fides of those they do not know personally; even though shippers will almost never have direct contact with the truckers that are responsible for onward shipment after the first interchange point.

A blockchain platform where each shipment, trucking company, trucker and exchange point is logged into a distributed ledger reduces the risk to shippers in handing goods over to trucking companies that they have not regularly used. This allows smaller outfits to operate on a level playing field, even without a huge network of personal connections. This also facilitates cross border interchange along ASEAN routes, thereby promoting healthier competition amongst more providers.

While 36 Link currently does not use distributed ledger technology, the advantages of blockchain in this industry are evident.

Looking into the future, one can imagine the adoption of blockchain providing an increased level of trust with freight transactions by adding trust into the structure of shipment tracking (beyond simply the first step in the journey). In fact, one experimental example where DLT was used is in the transfer of 88 bales of cotton from Houston to Qingdao by the Marie Schulte. In that transaction, the cotton was traded under a blockchain linked smart-contract, which automatically transferred ownership and authorised release of payment upon the shipment being scanned by port staff at Qingdao, demonstrating the possibility of blockchain and eliminating human error and limiting the impact of corruption.

Customs clearance is ripe for disintermediation and, given the high incidence of corrupt practices at commercial points of entry to and departure from customs districts, in need of trust systems too. DLT could likely make these more robust. There are numerous parties with an interest in timely and transparent customs processes. DLT-driven customs systems may be able to provide the requisite transparency and security.

DLT, as a major component of fintech, has significant momentum behind it. The timing and opportunity may be right for Hong Kong entrepreneurs such as Felix Wong to forge a future in which trust systems enable greater opportunities and transparency for those involved in logistics along the Belt & Road. **B**

Felix Wong was a recent finalist in British Chamber's Breakfast with Angels programme.



Peter Bullock
Partner
King & Wood Mallesons



Suraj Sajnani
Associate
King & Wood Mallesons

**KING & WOOD
MALLESONS**
金杜律师事务所

Peter Bullock is a partner in the Hong Kong office of King & Wood Mallesons, working in the Dispute Resolution team. He advises on regulatory areas such as cyber risks, data law, finTech and the digital economy, as well as employment and competition law matters.

Suraj Sajnani is an associate at King & Wood Mallesons.



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Life in the Smart Lane

As connectivity moves into the driver's seat, integration and collaboration across industries and landscapes is critical. Today, we are surrounded by more “unknown” variables than “known”. – By Will Parkhouse

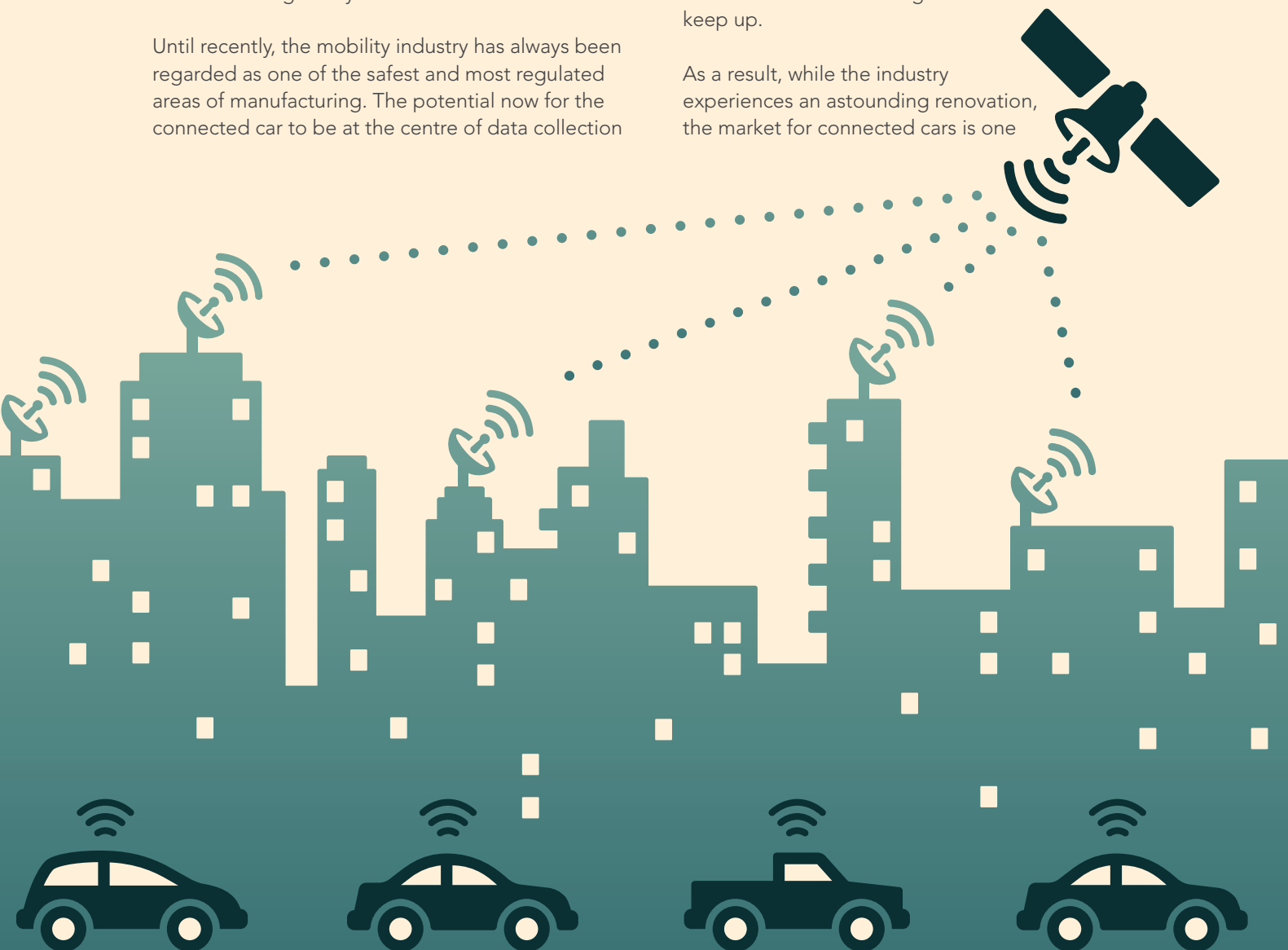
The Connected Car market is predicted to be worth US\$46.69 billion by 2020, and as the world's second largest economy, China is a vital player in this movement. It was anticipated that in 2016, a burgeoning population of middle-class consumers would purchase more than 25 million vehicles. Similarly, alternative mobility solutions such as electric cars are likely to be a major growth area for the industry in China, opening up a wealth of new opportunities for partnerships and cooperation, both domestic and globally.

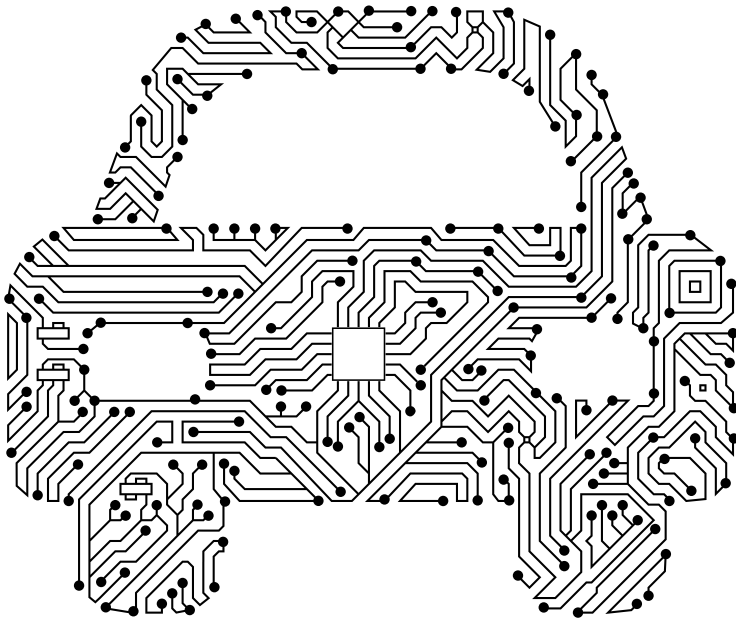
Until recently, the mobility industry has always been regarded as one of the safest and most regulated areas of manufacturing. The potential now for the connected car to be at the centre of data collection

and analysis represents a unique opportunity to be able to harvest, analyse and communicate human and mechanical behaviours across multiple industries.

Brands and organisations are already discovering new opportunities, products and services made possible by the connectivity between people, vehicles and cities. But as the technology and tools available become more and more sophisticated, original equipment manufacturers (OEMs) are beginning to innovate faster than regulation can keep up.

As a result, while the industry experiences an astounding renovation, the market for connected cars is one





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How connected vehicles communicate with the infrastructure around them, and with each other, is a fascinating area of design.
 ”

currently shaped as much by the unknowns as the knowns. When cars reach a stage where they can effectively look after themselves, the entire notion of ownership is called into question.

If technology & connectivity takes the driver's seat, who is now responsible for the safety of the car's passengers and surrounding environment? The car owner? The engineer? The car manufacturer? Part of the barriers are the differing regulations and standards in each market around the world. As the pace of innovation increases, it's likely that the industry will see nuanced standards emerging as bodies, governments and OEMs all compete to establish the leading standard.

While much of the current discussion is focused on defining how the connected car itself will operate and be secured, its role at the centre of connected cities should not be overlooked. How connected vehicles communicate with the infrastructure around them, and with each other, is a fascinating area of design. Indeed,

smart cities themselves are still an emerging trend as governments experiment with the installation of technology in everything from traffic lights to buildings. Barcelona is often held up as the best example of the modern smart city, with sensors in trash cans alerting municipal services when they need to be emptied and hard-drives in lampposts measuring noise, traffic, and pollution. For the connected car to be a true success, it will need to seamlessly integrate with each and every one of these networks and systems.

With technology ensuring that the landscape is constantly evolving, new developments in innovation call for a rejuvenation of skillsets. Cooperation and collaboration will define this new world, with organisations establishing brand new industries that thrive as much on partnerships as they do competition. And at the centre of this revolution will be a new breed of talent, one that understands the complex nuances of building lasting relationships across different industries, and ultimately driving success domestically and abroad. 

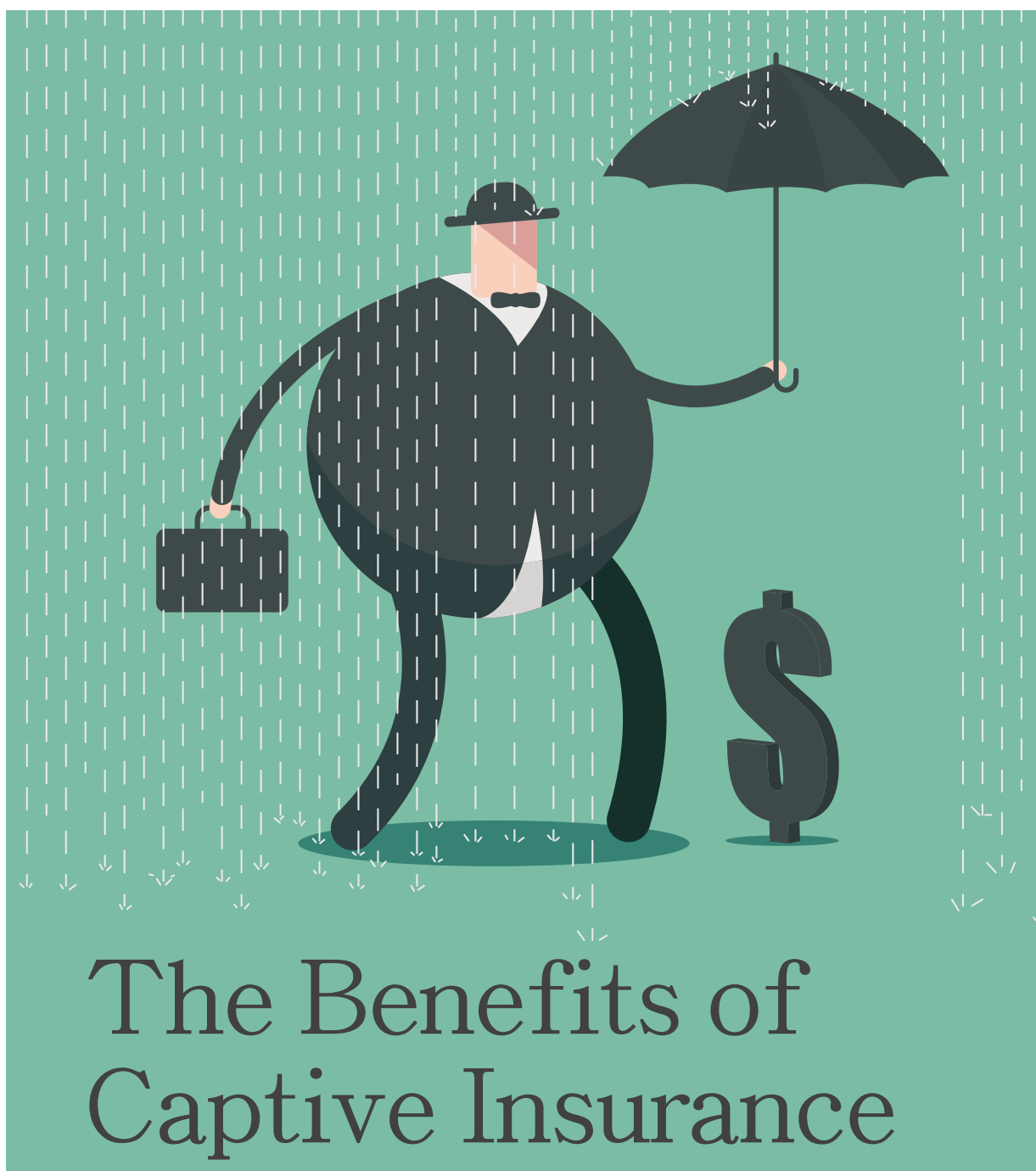


Will Parkhouse is a senior recruitment professional and advisor focusing across the Asia Pacific region in the Technology, Media & Telecommunications space.

DHR International, Inc. provides executive search services.

DHR International offer retained executive search, succession planning, and middle management/emerging leaders search solutions. The company also provides leadership advisory services, including leadership assessment and succession planning. DHR International, Inc. was founded in 1989 and is based in Chicago, Illinois with additional offices in Asia Pacific, Europe, North America, the Middle East, and South America





The Benefits of Captive Insurance

In a world of corporate risk, why not insure against parent liabilities

– By Charles Scott

Some of the earliest methods of transferring or distributing risk in a monetary economy were practiced by Chinese traders who, when making a treacherous river crossing, would distribute their wares across many vessels to limit the loss due to any single vessel's capsizing.

In the millennia since, the methods used to transfer or distribute risk have become more numerous, diverse and sophisticated. The latest is means of

risk distribution is far more versatile than an extra vessel: the captive insurance company.

What is a Captive?

A captive, in its purest form, is a company set up by its owners primarily to insure the risks of its parent. When an enterprise has a significant insurance spend and its claims are generally less than its premiums, it should consider setting up a captive.

A captive will typically insure the primary layer of its parent's liabilities, covering the lower value/higher frequency claims, while using the insurance or reinsurance markets to provide cover for exceptionally large claims.

The monetary benefits of a captive insurance company include:

- **Reduced insurance costs:** A captive can reduce the overall cost of the parent's insurance programme by insuring anticipated losses. In doing so, it avoids the premium loading that a commercial insurer must apply to cover its own overheads and deliver a return to its investors. The total loading can equate to as much as 35% of the premium paid.
- **Tax efficiency:** As a licensed insurer, a captive may benefit from many tax advantages not available to non-insurance companies: premiums paid to a captive are tax deductible, provided they are based on "arm's length" market prices. Further, a captive can establish loss reserves out of pre-tax income, and, also consider both "incurred but not reported" (IBNR) and claims deterioration reserves, for treatment as a tax-deductible expense.
- **Investment income:** Although investment returns are low at present, the reserves of the captive can be invested and the income or gains either retained in the captive or distributed to the parent.

The strategic benefits include:

- **Risk management:** A captive is a powerful risk management tool, because it encourages the parent to focus on claims trends and exposures.

A captive enables its parent to identify where and how losses are occurring and take steps to design more effective and efficient loss control and claims management systems.

- **Programme design:** A captive provides opportunities to structure flexible, bespoke insurance programmes since the captive is not bound by the constraints and conventions that apply to traditional insurers.



As a licensed insurer, a captive may benefit from many tax advantages not available to non-insurance companies.




- **Use of preferred claims handlers:** A captive is at liberty to appoint its preferred loss adjusters and solicitors, rather than entrusting these important appointments to commercial insurers whose selection criteria may not reflect the insured's best interests.

- **Independence from the commercial insurance market:** A captive creates a facility which can accumulate underwriting profits over time, thus ensuring not only that all claims are fully funded and promptly settled, but also that increasing amounts of risk can be retained and the outflow of premium to third party carriers can be gradually reduced.

Why look to Guernsey for captive insurance?

Guernsey is Europe's largest captive domicile, home to more than 800 licensed insurance entities as of 31 December 2015. Its success in attracting captives is a result of its tax neutrality, pragmatic regulatory and solvency requirements (suitable for self-insurance), and a wealth of expertise and experience.

The island's industry has a long history and a reputation for innovation. This year, Guernsey is marking the 20th anniversary of the introduction of Protected Cell Company Ordinance, which provided the island's captive insurance industry with the first cell company legislation anywhere in the world. 



Charles Scott
Managing
Director

Charles moved to Guernsey, in the Channel Islands, to help start a new independent captive manager **Alternate Risk Management Ltd (ARM)**, which now manages more than 140 entities for global clients in almost every risk and insurance class. For more information, visit www.arm.co.gg

Guernsey Finance, the promotional agency for the island's financial sector, has offices in Hong Kong and Shanghai. www.weareguernsey.com

arm



Kabinett 2017
credit: Nanzuka, Keiichi Tanaami
Crayon Angel, 1975
Courtesy of the artist and Nanzuka

Transitional Art

Now in its fifth year, Art Basel's Hong Kong show continues to gather pace and has become one of the foremost modern and contemporary art shows in the world.

Founded in 1970 by gallerists from Basel, today, Art Basel stages the world's premier art shows for modern and contemporary art, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and

region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition.

Since 2013, Art Basel has hosted an annual show at the Hong Kong Convention and Exhibition Centre, featuring a line-up of premier galleries from around the world. This year, the show will run from 23-25 March and will feature 242 galleries from 34 countries and territories.

Art Basel in Hong Kong showcases art in various sectors, each of which has a dedicated focus. Galleries, the main sector of the show, will feature



190 exhibitors from around the world who specialise in Modern and contemporary art. These galleries will present the highest quality of painting, sculpture, drawing, installation, photography, video and editioned works. The galleries that participate in this sector come from 32 countries and have spaces in cities across Asia, the Americas and Europe.

Nineteen of the galleries participating in the Galleries sector this year will also participate in the new Kabinett sector. Galleries participating in Kabinett will present a carefully curated project within a section of their booth. Highlight Kabinett presentations this year include Nanzuka's presentation of early animations by artist Keiichi Tanaami – one of Japan's leading pop artists – and Pace's exhibition of paintings by Chinese contemporary artist Qiu Xiaofei.

The Insights sector will be dedicated to curatorial projects by 27 galleries, and will feature solo shows, exceptional historical material and strong thematic group exhibitions. This unique sector illustrates Asian art history by presenting work by important artists from Asia and the Asia-Pacific region. To name just two of the presentations in Insights: Hong Kong-based Galerie du Monde will present exceptional historical works by Taiwan's 'The Fifth Moon' avant-garde group, who were profoundly influential to the

development of art in Taiwan and Greater China in the second-half of the twentieth century, and Sundaram Tagore Gallery will host a solo show by Singaporean artist Jane Lee.

Art Basel in Hong Kong also features the Discoveries sector, which sees galleries present solo or two-person exhibitions. One of the highlights of Discoveries this year is *Dragon Mart* by Edgardo Aragón at mor charpentier gallery, a presentation of works on paper, sculptures and installations that explore the fate of Chinese residents in Mexico from the colonial period to today; another is iPreciation's presentation of ink paintings by Hong Kong artist Irene Chou.

“
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”

The Encounters sector, which is curated by Alexie Glass-Kantor, the Executive Director of Artspace in Sydney, will present large-scale sculptural installations and performances in prominent locations throughout the exhibition halls. Korean artist Kimsooja, Chinese artist Shen Shaomin and Thai artist Rirkrit Tiravanija are a few of the artists unveiling new works in Encounters this year.

Beijing- and Zurich-based curator, multi-media artist and producer Li Zhenhua will once again curate the popular Film sector. Following the success of the programme's expansion last year, the Film sector will continue to include feature-length and documentary films, with screenings taking place both at the Hong Kong Arts Centre and the HKCEC, all of which are free to the public.

Outside of the HKCEC, this year Art Basel will present *Twenty-Five Minutes Older*, a project by Hong Kong artist Kingsley Ng that will transform two of the city's public trams into moving camera obscuras, allowing passengers to enter an altered reality and experience Hong Kong in a whole new way. The trams will be free to the public and will run daily during Art Basel's Hong Kong show. **B**

Since 1970, Art Basel's goal has been to connect the world's premier galleries and their patrons, as well serving as a meeting point for the international art world. Now, over forty years later, its three fairs – in Basel, Hong Kong and Miami Beach – rank as the premier shows of their kind, presenting 20th and 21st century art with a strong curatorial perspective.

Art|Basel
Hong Kong|March|23-25|2017

Asia's Wild World City

Hong Kong is commonly perceived as a prickly megacity, covered in spiky quills of high-rises, towers and shopping centres. But for those in the know, Hong Kong offers unparalleled green space and gorgeous natural scenery. Get out of the city and see it yourself.

– By Hong Kong Tourism Board



City life and cityscapes – Hong Kong is the ultimate urban destination. But contrasts are never far away; nor are the outlying islands, quaint villages, sandy beaches and undulating mountain paths. Take a break from the hustle and dazzle to explore the real wild side of Asia's world city!

Join a guided tour along well-recognised hiking trails and cycling routes to discover the greener side of Asia's world city in the company of experienced hikers and cyclists.

The Hong Kong Tourism Board recommends several amazing destinations for those who have a keen interest in the fantastic scenery and biodiversity available throughout the territory.

Maclehose trail – East Dam to Long Ke Hiking Tour

The Sai Kung section of this trail has enjoyed favourable remarks by international media for its enjoyable hiking as well as nature's works of art – sea

caves, sea stacks and hexagonal columns. Whether you are an earth-science fanatic or simply here for a leisurely walk, you will marvel at some of the world's most magnificent geological sites and breath-taking beaches.

The Peak to Pok Fu Lam Reservoir Hiking Tour

This hike offers the unique Hong Kong experience of enjoying the beauty of nature alongside a bustling urban landscape. This trail runs along the leafy slopes high above the city's downtown and twists around into woodlands on southern Hong Kong Island. After enjoying a bird's-eye view of a forest of skyscrapers, you will ramble into a forest of trees.

The Peak Sunset Hiking Tour

This trail runs along leafy slopes high above the city's downtown and twists around into woodlands. And for this sundowner's special – you get to enjoy a bird's-eye view of a forest of skyscrapers against the changing hues of the sky at the magical hour.



Sharp Island Hiking Tour

Located in the Hong Kong UNESCO Global Geopark, this tiny elongated island is home to geological spectacles created 140 million years ago. It is perfect for visitors to enjoy natural wonders and a fairly short hike in one go.

Lamma Island Hiking Tour

From turquoise coves and traditional fishing villages to an environmentally friendly wind turbine, Lamma Island is itself a medley of hidden Hong Kong scenery.

Wilson Trail Hiking Tour (Hong Kong Parkview to Stanley Gap Road)

The undulating relief of this trail is perfect for hard-core physical training. It will take you up and down The Twins and Violet Hill, offer you rewarding encounters with extraordinary wildlife like cheetah-spotted butterflies, metallic-blue dragonflies and blue-tailed skinks as well as a beautiful panorama of Stanley Village and the deep blue sea beyond.

Plover Cove Country Park Hiking Tour (Wu Kau Tang to Lai Chi Wo)

Water is a key element in feng shui; bamboo is a symbol for virtue in Chinese culture. The cultural significance of these natural elements is showcased at the Plover Cove Country Park, where hikers will

find distinctive geological features, local flora and fauna as well as Hakka heritage dating back to Qing Dynasty.

“
From turquoise
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Hong Kong scenery.”

Dragon's Back Hiking Tour

With beautiful coastal scenery and easy-accessibility from the city, the Dragon's Back is a popular escape that deservedly gets regular mentions in travel guidebooks. A short hop from the bustle of Hong Kong East, the trail provides stunning views of Shek O, Tai Long Wan, Stanley, Tai Tam, and the South China Sea.

Sha Tin to Tai Mei Tuk Cycling Tour

This is one of the best-known cycling routes in Hong Kong. From Sha Tin Park, speed up on the comfortable track along Shing Mun River and continue along the coastline of Tolo Harbour,

until you reach the majestic dam at Tai Mei Tuk. With beautiful scenery along the way, it will definitely be an unforgettable bike ride.

Nam Sang Wai Cycling Tour

Yearning for a change of scenery from the dazzling skyline? Nam Sang Wai is the perfect choice for a fun, hassle-free half-day trip. Check out the thriving wetland wildlife, scenic woodland paths as well as the village-style cuisine. You'll get much more out of this trip than just a great cycle! **B**

For more information on tours of Hong Kong, contact the Hong Kong Tourism Board. Or book online at www.klook.com/gohk, or call +852 3462 6208. The price for tours is HK\$80/person.





Education on the Road

**“You have brains in your head.
You have feet in your shoes. You
can steer yourself any direction
you choose. You’re on your own.
And you know what you know.
And YOU are the one who’ll
decide where to go.” – Dr Seuss**

– By Nikki Pang

Wildlife

If you’re looking for the ultimate wildlife experience, Kenya fits the bill. It’s an amazing opportunity to see the Big Five (the African Lion, Elephant, Cape Buffalo, African Leopard and Rhinoceros), as well as the smaller creatures that make up this incredibly diverse environment. Many safari camps welcome children and several allow the kids to join parents on game drives. The Safari Collection is our top pick for family accommodation, with four boutique camps and lodges spread around the country. They offer a range of unique and intimate wildlife experiences,



such as sharing breakfast with a Rothschild Giraffe or giving families front row seats to the greatest natural spectacle on earth – the great wildebeest migration.

Marine Life and the Ocean

Take your budding Marine Biologists to the Maldives for the experience of a lifetime! Here you can learn to snorkel in the calm house reefs, go out for a day's sailing to spot dolphin pods, or the kids can even learn to scuba dive as many resorts have PADI dive centres. Soneva Fushi is located in the beautiful Baa Atoll and has recently pledged its house reef to

become part of a wider Biosphere Reserve. This gives the reef protection from damaging activities, and you the opportunity to explore one of the most pristine marine environments in the world.

Culture

Head to Peru for an exciting cultural extravaganza – visit the Amazon and see the native tribes, learn about ancient Inca society and embark on treks that are suitable for children of all ages. This is an excellent opportunity to excite your children's interest in history and culture. Peru is one of the most family



Madlives

“
*Take your budding
Marine Biologists to
the Maldives for the
experience of a lifetime!
Here you can learn
to snorkel in the calm
house reefs, go out for
a day's sailing to spot
dolphin pods.*
”

friendly countries in Latin America and offers a wealth of fascinating history. There are plenty of opportunities for biking and canoeing for the more active and adventurous families, but Peru can also be a great place to unwind, relax and get in some good family bonding time.

Festivals

If you're looking for a really authentic and exciting festival season, Bhutan is the place to be. Filled with colour and sound, the Paro and Thimphu Festivals are particularly electrifying. They are easy for travellers to reach, being held in Western Bhutan and only an hour's drive from the airport. In the hotels, Bhutanese staff are extremely good with children and will be happy to whisk them away at breakfast, allowing you to enjoy the morning in

peace! Bhutan is still somewhat off the beaten path and perfect for authentic and experiential travel.

Health and Wellness

If you are looking to broaden your children's horizons and introduce them to a more holistic way of life, then head to Koh Samui on a Chai Talay Retreat. Chai Talay offers luxury beachfront villas with a range of health and wellness packages to suit families or several families holidaying together. On-site activities and facilities are extensive and range from kids and parents yoga, stretching and flexing classes, biking tours, paddle boarding and organised beach and pool games. There is also a children's play zone and pool with a dedicated member of staff available to childmind when mum and dad need time out too! Basically, it's a lovely



Bhutan



Koh Samui



Nepal

villa beach holiday (which the kids will love), with healthy delicious food and daily classes that get everyone exercising and learning together.

Outdoor Adventure

For the adventurous family Nepal is the perfect choice. Trek through the foothills of the Annapurna mountains (trek length and difficulty can be adapted

to fit all ages); go on a jungle and wildlife adventure in one of Nepal's National parks; white water raft down the Seti River staying at a river camp along the way; or for the really brave, there is always paragliding in Pokhara! There really is nothing like rising at dawn, spending all day in the fresh mountain air and heading to bed with tired legs and a stomach full of Nepalese dumplings. **B**

Lightfoot Travel is a Hong Kong-based luxury tour operator specialising in tailor-made travel to all seven continents. If you can't make these dates, the journeys can be created on a bespoke basis and tailored to your exact requirements. Call 2815 0068 or visit www.lightfoottravel.com to enquire now.



DESIRE MADE REAL

À La Mode

Madderson London is a British womenswear brand creating beautiful statement pieces that are luxurious & feminine, and even the Duchess of Cambridge is a fan! The Adeline dress is one of their best-selling styles, perfect for the office and equally chic for after-work cocktails. The dress has a flattering A-line shape and is made from premium Italian jersey. The luxurious French tweed hem is green, white and gold, adding a pop of colour and a fresh look for Spring/Summer.

The Adeline dress, RRP HK\$1,800. Madderson London offers express shipping to HK. Visit maddersonlondon.com to shop online.



When New Zealand sisters Sarah Gibbs and Catherine de Groot discovered the powerful benefits of rosehip oil for skin, back in 2002, they created **Trilogy** and took natural skincare into the future. The best seller is the Rosehip Oil Antioxidant, a powerful beauty oil combining nourishing essential fatty acids with super antioxidants, lycopene and phytosterol. The unique formulation Rosapene™ provides intense hydration while protecting against environmental free radical damage: a must for any Hong Konger.



Available at various Mannings locations. Visit www.trilogyproducts.com for all store locations.

Beauty

Culinary Arts

Tucked away on Lyndhurst Terrace, **TokyoLima** invites you to escape and lose track of time with great drinks, food and company. Bringing a casual approach to Nikkei cuisine, Peruvian Chef Arturo serves up a menu that balances the heat of Peru with the delicate flavours of Japan. The latest new venture from the Pirata Group, the crew behind the success of The Optimist and Pirata, is sure to be a new favourite with the Soho locals.

TokyoLima, G/F, 18-20 Lyndhurst Terrace, Central, Hong Kong. For reservation call +852 2811 1152 or book online at www.tokyolima.hk



Luxurious Locale



Celebrate the arrival of Spring with a refreshed body and mind, and revive the energy that was buried deep in thick winter garments. With an emphasis on high-performance treatments that are tailored to the individual needs of each guest, **Plateau Spa** is the ultimate urban escape offering pampering spa experiences, located in the vibrant heart of the city above Victoria Harbour.

We highly recommend the New Year Reviver treatment, which promises a five-star experience from start to finish. After being greeted by your professional therapist, you will be showed to your luxurious

treatment room, which includes an en-suite bathroom. Peel off the winter tension and skin toxins with this 60-minute sea salt body scrub that uses a warm blend of oils from Rosemary, Geranium, and marjoram. The pampering then continues with a 60-minute facial treatment customised to suit skin's unique needs. After the treatments, enjoy a cleansing tea to detox body and mind in your therapy room. Absolute bliss!

The New Year Reviver – 2 hours, HK\$1,950 + 10% per person. For bookings contact: +852 2584 7688 or plateau.hkggh@hyatt.com. 11th floor Grand Hyatt Hong Kong, 1 Harbour Road, Hong Kong. To view other packages on offer please visit plateauspa.com

À La Mode

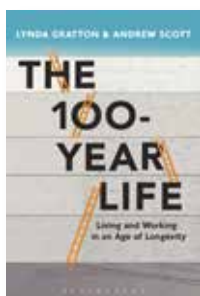
Celebrating the Year of the Rooster, this fun polo shirt by **Shanghai Tang** has a small piece of colourful embroidery showing the vociferous male bird. This trendy polo shirt comes in three colours and is made of 100% cotton.

Cotton Rooster Pique Polo Shirt, RRP HK\$880. Visit www.shanghaitang.com for store locations.



Book Shelf

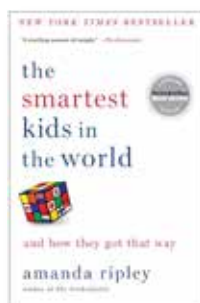
Book Shelf presents the favourites – new and old – of Chamber members for your suggested reading pleasure.



The 100-Year Life: Living and Working in an Age of Longevity

By Lynda Gratton and Andrew Scott

Many of us have been raised on the traditional notion of a three-stage approach to our working lives: education, followed by work and then retirement. But this well-established pathway is already beginning to collapse. Life expectancy is rising, final-salary pensions are vanishing, and increasing numbers of people are juggling multiple careers. *The 100-Year Life* is a call to action for individuals, politicians, firms and governments and offers the clearest demonstration that a 100-year life can be a wonderful and inspiring one.



The Smartest Kids in the World: And How They Got That Way

By Amanda Ripley

Author Amanda Ripley follows three American teenagers who chose to spend one school year living and learning in Finland, South Korea, and Poland. Through their adventures, Ripley discovers startling truths about how attitudes, parenting, and rigorous teaching have revolutionised these countries' education results. Ripley's investigative work seamlessly weaves narrative and research, providing in-depth analysis and gripping details that will keep you turning the pages.



Queen's Road West, the Vanishing Neighbourhood

By Howard Bilton and William Furniss

Prompted by the disappearance of the iconic Sammy's Kitchen neon cow, Sovereign Art Foundation Chairman, Howard Bilton and photographer, William Furniss undertook the task of documenting the history of the traditional shops along Queen's Road West before its quirky and traditional character is lost. The project resulted in this fascinating book, *Queen's Road West, the Vanishing Neighbourhood*. All proceeds from sales of this book will be donated to The Sovereign Art Foundation. More information on the following page.



Queen's Road West, the Vanishing Neighbourhood

Change is a constant factor in the fast and furious city that is Hong Kong. But is it progress towards a brilliant future or the destruction of a wonderfully eclectic, multifaceted past?

For almost four decades, a massive cow-shaped neon sign advertising local eatery Sammy's Kitchen served as an iconic landmark on Hong Kong's Queen's Road West. But in 2015 the famous sign fell victim to Hong Kong Buildings Department's campaign against illegal and unsafe structures. The 10-foot-tall by 16-foot-wide bull was lassoed by government officials and unceremoniously removed.

The sudden disappearance of the glowing bovine struck a chord with many Hong Kong residents, not least Sovereign Art Foundation Chairman Howard Bilton and local photographer William Furniss.

Prompted by this epoch-ending moment, they decided to take a closer look at the changing nature of the neighbourhood. It became apparent to them that, before too long, many of the traditional Chinese shops in the area were likely to be priced out of the market and they too would disappear, along with the quirky and strangely beautiful character they lend to the street.

It was then that the pair decided that the images and histories of the shops along Queen's Road West, so

typical and representative of traditional Hong Kong, should be properly photographed and documented for posterity. And so through a collective effort by Bilton, Furniss, a team of creatives, aided by the patient shop owners who have been running businesses on Queen's Road West for generations – the project *Queen's Road West, the Vanishing Neighbourhood* was born.

Proceeds from the sale of photographic prints and the books will go to The Sovereign Art Foundation, a Hong Kong-based charity that runs the *Make It Better* project, an initiative designed to provide art therapy to those often overlooked children who live in extreme poverty and isolation in Hong Kong.

Make It Better offers weekend and weekday workshops to the children of families affiliated with locally established organisations including the Society for Community Organisation (SoCO), The Hub Hong Kong, Chicken Soup Foundation, Sprouts Foundation and the Hans Andersen Club. **B**

The Sovereign Art Foundation (SAF) was established in 2003 with a well-defined twin focus: to recognise the growing wealth of contemporary art talent in Asia and to bring the proven benefits of expressive arts to underprivileged children. Queen's Road West, the Vanishing Neighbourhood is available at Bookazine.

SME 商

MARKETPLACE

As part of The British Chamber of Commerce's SME Marketplace, we have a range of offers available to members, which are especially tailored to SMEs and start-ups. Here is a snapshot of the available offers as well as the member companies taking part in the programme. For more information please visit our website www.britcham.com

Accounting



Baker Tilly Hong Kong offers accounting and payroll services. An exclusive customised service package is available, that includes professional

advice to enhance operational efficiency and achieve financial agility.



TMF Group knows a company's first forays into Hong Kong will most likely be on a strict budget, since start-up costs are many and can quickly spiral

out of control. That's why, they are offering to waive all start-up costs for their services, for SME and start-up members!

Banking



HSBCnet is an online tool for commercial customers to manage accounts on a one-stop platform. HSBC are offering start-up members a preferential rate for HSBCnet setup and monthly fee.

Business Coaching



Transitions Intl. Ltd. assists executives and professionals succeed in the business world by focusing on

behavioural change. This involves building executive presence in the three areas of gravitas, communication and appearance. Visit the Chamber's website to look at the packages that are exclusively available for SME and start-up members.

Business Services



DRAGON LAW
Legal tools for the 21st century

Dragon Law makes it easy, fast, and affordable for businesses of all sizes to access law in Asia. Through their subscription services, SMEs and start-ups can access their easy-to-use document builder which takes you through a series of simple questions to build a well-drafted legal document, which can then be downloaded or signed electronically.



Vistra is a leading corporate services provider offering international incorporations, trust, fiduciary and fund administration services. Vistra has created a unique start-up package, "Vistra Kick-start", exclusively for SME Marketplace.



Primasia are offering reduced prices on incorporation and assistance with bank account opening, as well as first-year accounting. They are also offering a free introductory period and free set-up for payroll services.

Consulting



Vendigital is a specialist supply chain consulting and software company. Specialising in Asian supply chains and sourcing safely, Vendigital gives business owners confidence in knowing they enjoy cost leadership in the region. Vendigital is offering a number of discounted services, including Product Costing and Sourcing Strategy Advice for SME and start-up members.

Financial Services



Bibby Financial Services is one of the world's leading Invoice Finance Specialists providing cash flow solution to support SMEs' businesses growth.

They are offering start-up members exclusive welcome offer to get factoring facility in place.



The CFO Centre provides high calibre Chief Finance Officers to US\$5m - \$100m turnover businesses on a part-time basis and for a fraction of the cost of a full-time CFO. They offer sole Chief Finance Officer within a company or in a support role to existing Chief Finance Officers on the high value projects within your business.

HR



Tricor Executive Resources provide high quality executive search and human resources solutions backed by in depth specialist resources and expertise.

Through the SME Marketplace, members will receive special discounts on all recruitment, HR advisory, compliance and consulting services.

Insurance



Mercer is a global consulting leader in talent, health, retirement and investments. Mercer will help save your money by finding the right insurance partner. Take advantage of the affordable health and benefits solutions that are available through the SME Marketplace.

IT



FunctionEight is a full-service technology company, providing outsourced business IT support, and

bespoke advice, infrastructure and website development services to premium SMEs throughout Asia. Key services include IT needs assessments and network, file servers, change servers, firewalls / security and hardware setups. They are offering free registration of a domain name, basic website hosting, dns hosting and basic email for up to five users for 12 months for all SME and start-up members of the Chamber.



CITIC CPC provides SmartCLOUD™ DaaS (Desktop-as-a-Service) solution. With this virtual desktop solution, SMEs and start-ups can set up or expand offices quickly and easily without purchasing any expensive hardware.



InfoScreen provides IT consulting and support for SME's and start-ups to upscale and streamline the operations

by deploying the best-fit and customisable Quorum solution, Quorum is offering start-up members a discount on their services.

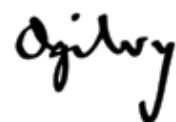
Legal Services



Tanner De Witt offers a range of services that appeal to start-ups and established companies alike. From company formation to shareholder

agreements, and joint ventures to mergers and acquisitions, our Corporate and Commercial team works closely with clients to achieve desired results, offering commercial, practical and cost-effective advice.

Marketing



Ogilvy is offering not just one special offer but four! As the Agency Of The Year, they've created four special offers – all highly-customisable and personalised – that will cover all

marketing needs from Strategy to Social, PR to Production. All priced exclusively for SME and start-up members to help their business grow.

Serviced Offices



Compass Offices are providing SMEs and start-ups with cost-effective and time saving workspace solutions. To start their businesses, SMEs and start-ups can use virtual offices to benefit from a strategic business address as well as professional team support to manage calls and mail.



The Executive Centre is dedicated to the incubation of new start-ups and entrepreneurs by providing cost-effective and flexible office solutions.

They'll provide premium furnished offices on flexible lease terms from 3 to 36 months, with state-of-the-art conference meeting facilities and complete business administrative services supported by bilingual professional teams.



With 3000, locations globally, Regus operates in premiere business locations worldwide. Regus provide cost-effective and flexible workspace solutions with

difference solutions to meet any budget and requirement. They are offering an exclusive business solution to SME members of the Chamber.

Travel



SME and Start-up Members can enjoy a free cabin upgrade from Hong Kong to London by enrolling onto The British Airways' On Business programme.



Serving a worldwide network of time-limited professionals, Halo Travel makes the business of travel stress-free and cost-effective. Halo Travel are offering SMEs and start-ups an exclusive

10% discount on the first hotel booking to any worldwide destination.



Virgin Atlantic is offering new SME clients' exclusive benefits to help their corporate ventures take off. With tailor-made fares, flexible ticketing and door-to-door limousines, doing business is now a whole lot smoother.

Member Discount



Food & Beverage & Accommodation



Members will receive a 10% discount on top of the lowest rates that Accor's Asian hotels are offering on the day. You will also

receive a 5% discount on top of the best unrestricted rates for hotels including ibis (in specific countries), All Seasons & Hôtel Barrière. For more information please contact Regina Yip on 2868 1171 or email: regina.yip@accor.com



Members can enjoy a 10% discount on all à la carte dining at Gordon Ramsay's Bread Street Kitchen restaurant by Dining Concepts.



Members will receive a 15% discount off the bill. For more information please call 2810 6988 or email dotcod@hkcc.org

There are many great benefits of being a member of The British Chamber of Commerce.

One of those is the Member Discounts programme, an exclusive package of discounts that range from discounted car rentals, reduced hotel accommodation, airfares and even relocation costs.

Every six months we invite members to prepare a tailor-made offer to all the members of the Chamber.

Please visit our offers page at www.britcham.com for full offer details.



Members will receive a 15% discount on food and beverage at various restaurants Monday – Sunday, and 15% discount on any Plateau A La Carte treatment over \$900.



Members can enjoy a 10% discount on all à la carte dining at Gordon Ramsay's London House restaurant by Dining Concepts.



RHOMBUS GROUP
隆堡集團

Chamber members can enjoy 15% off the total bill at AVA Restaurant Slash Bar, Café

Express and Azure Restaurant Slash Bar. Members can also enjoy 10% off the 'Best Available Rate' at Rhombus Group's Hotel Panorama, Hotel LKF, Hotel Bonaparte and Hotel Pennington when booking through the official hotel websites.



Lifestyle & Travel



As a member of The British Chamber of Commerce you can enjoy exclusive offers from British Airways. For more information please visit: www.britcham.com/memberdiscount/british-airways

colourliving

Members can enjoy a 10% discount on all normal price merchandise when shopping at colourliving in Wan Chai. Please call 2510 2666 or visit www.colourliving.com



Enjoy 15% off Premiere and Economy class flights for all Jet Airways online destinations.

Travel must be completed by 31 July 2017. Promo code available through the Chamber website.



Members may benefit from face-to-face meetings to discuss their requirements as well as 15% reduction in published lettings & management fees.

sense of touch

Members will receive 20% off facial, massage, signature and technical treatments on their first visit, and 10% off the subsequent visit.



Members can get a 5% discount on all purchases from VisitBritain's online shop at the checkout. Please visit www.visitbritaindirect.com/world for further details.



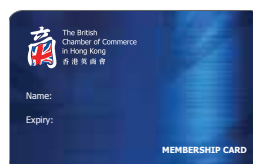
Business Services



Compass Offices are offering all Britcham members a free, no obligation, one-month Virtual Office Address Package to help them get set up in Hong Kong as well as 50% off meeting room rentals. Please email hksales@compassoffice.com or call 3796 7188 to find out more.



Chamber members can enjoy 50% off meeting room rentals in their first booking and 20% off in the following meeting room rental plus five days free business lounge visit. Plus members can enjoy a special rate of serviced office booking. Please contact 2166 8000 and email enquiry. hk@regus.com for details.



Please remember to present your membership card to enjoy our member offers.

Login to access full offer details at britcham.com/membership/membersoffers

Head of the Table: Dinner with Mark Lunt, Group Managing Director of JOS

13 February 2017 – American Club, Block 2, The Forum,
8 Connaught Road, Central

On 13 February, Mark Lunt, Group Managing Director of JOS (part of the Jardine Matheson Group) hosted the most recent Emerging Leaders' Head of the Table dinner. JOS is one of the largest providers of information technology products and solutions in Asia.

Mark describes himself as a businessperson whose career happened to career into technology. His experiences were of particular interest to the assembled tech-curious millennials, most of whom are currently working in such diverse fields as property management, consulting, law and office supplies.

In his current role, Mark leads JOS in its on-going expansion into emerging technologies. He outlined the challenges associated with driving new technology adoption, both in Hong Kong and

around the world. During the evening, he guided discussions about the potential of artificial intelligence, IoT and fintech, as well as what the implications of these technologies may be for society.

The dinner was held in the Presidents' Room at the American Club, a superb location that proved a fitting foil for the inevitable discussions about global affairs.

As the dessert plates were cleared and the last of the red wine consumed, Mark shared insights from his career, both during his time with large organisations and as an entrepreneur. He spoke with refreshing candour about the advantages and disadvantages of each pathway. He certainly left the group with a lot to think about!

The Chamber would like to thank Mark and JOS for hosting this wonderful dinner.



People's Choice Whisk(e)y Tasting

18 January 2017 – The British Consulate-General,
1 Supreme Court Road, Queensway



On 18 January, the Chamber was honoured to join up with some of the largest whisky producing countries in the world including America, Canada, Ireland and Japan, to host the first ever – International People's Choice Whisk(e)y Tasting event at The British Consulate-General. Guests sampled varieties of top-tier whisky while nibbling on tasty canapes and enjoying great company.

The Chamber would like to thank all whisky sponsors, including The Balvenie, Glenfiddich, Three Stills, and many more. We would also like to thank The British Consulate for generously hosting the event.

Finally, We would also like to express our gratitude to the US, Canadian, Irish and Japanese Consulates for co-hosting this popular event with our Chamber.

SHAKEN NOT STIRRED

Sponsored by



25 January 2017 –
Beef & Liberty, 3/F California Tower,
30-32 D'Aguilar Street, Central



Oliver Ward (*Rex Clement*) and Peter Weston (*Green Promotion*)



Andrew Pitter (*Deckers*), Stefania Sacilotto (*Italian Consulate*), Nicola Salmond (*Optimal Family Health*) and Paul Wong (*Imagesound*)



James Warner (*Invest Islands*), Iris Sun (*HKWL Tax Law*), Paul Wong (*HKWJ Tax Law*) and Simon Lowth (*Arup*)



Leigh Farina (*HSBC*), Peter Craughwell (*PWC*) and Hugo Deacon (*British Chamber of Commerce in Hong Kong*)



Silvia To (*British Chamber of Commerce in Hong Kong*) and Wyman Wong (*YM International Realty*)



Chris Wong and Mavis Chan (*Executive Council*)



William Kruis (*St. James's Place*) and Fergus Heries (*Bell Pottinger*)



Sponsored by



23 February 2017 –
Alto Bar & Grill, 31/F, V Point,
18 Tang Lung Street, Causeway Bay



Stephanie Rose (*British Chamber of Commerce in Hong Kong*),
Anthony Davies, Jo Orgill and Rachel Huf (*Barclays*)



Caroline Ng (*Professional Wills*), Giles Wilson (*Linson Business Consultants*) and Agnes Pok (*Professional Wills*)



Vicky Huffey (*Growing Edge*) and Robin Sillars
(*Giles Publications*)



Edward Narby (*Allied International*), Sam Furness (*Bridge Institute*), Peter
Burnett (*Standard Chartered*) and Mark Miller (*M Power Associates*)



Paul Kidman (*Blueprint Software Systems*) and Peter Nixon (*Potential Dialogue*)



Simon Fallon and Paul McKay (*PMDL*)



Jason Hawkins and Paul Johnson
(*Faithful+Gould*)

Perspectives

In each issue of **Britain in Hong Kong**, the Chamber checks in with one of its Sterling Members to get a fresh perspective on our local businesses, and a peek into the personalities of our captains of industry.



Stuart Harrison
CEO of AXA Hong Kong



How's business?

AXA Hong Kong is a leading insurance provider in Hong Kong. Despite the local competitive market environment, all of our business lines are attaining stable and satisfactory growth in recent years. Serving more than one million customers in Hong Kong and Macau, we are now the number one accident and health player in the market, and the number one general insurance provider in town.

According to AM best (a Global Insurance Credit Ratings & Information Services), AXA is the world's largest insurance company, the number one global insurance brand – the eighth consecutive year – and we had brand value growth in 2016 of 14%. I think we can safely say, our business has been very positive.

What are your plans for the company in the region this year?

This year, our target is to empower people to live a

better life through our daily business and through our commitment to corporate social responsibility.

We strive to be the most customer-centric insurer in Hong Kong, through our transformation strategies in product offerings, services and distribution channels. We are also committed to carrying our duty forward – in a wider sense – and reach out to protect the community and the world around us.

To this end, we intend to continue our strong presence in health and protection. We work hard to be ahead of the market; to be pioneers – launching innovative, first-to-the-market products like our Cancer & Stroke Therapy Insurance – to provide customers with comprehensive coverage for cancer and stroke.

We strive to inspire people to kick-start their journey into wellness and be more health conscious. To

further this goal, we carry out our annual survey "AXA Stability and Prosperity Index", to provide insight on protection and life aspiration.

Because many people believe that insurance is complex, we strive to continue to make ourselves easy to do business with. So we are working on enhancing customer experience at all levels. We pioneered the "3-Day Swift Claim" service promise for SMEs, and our motor claim form is now one of the simplest and shortest in the market.

We are also accelerating our digital transformation and we have different digital channels in place to bring convenience to customers, such as our well-established online platforms of travel insurance and motor insurance on our corporate website.

AXA is a responsible corporate citizen and deeply rooted in Hong Kong. We care about the community we operate in, and strive to help make it better and safer.

Through risk education, research and other corporate responsibility actions, we put our commitment into actions and expand our influence from the products and services we offer, through to the all-rounded initiatives we adopt to support our communities, the environment and public health.

What, to your mind, has been the most crucial element in the success of your company over the years?

Our people are the magic ingredient in our success.



We work hard to be ahead of the market; to be pioneers – launching innovative, first-to-the-market products like our Cancer & Stroke Therapy Insurance.



At AXA Hong Kong, we believe every staff member is a "People Protector", dedicated to protect our customers in every possible way. The talent is the most crucial element contributing to our success, and we treat our staff and financial consultants as valuable assets.

To encourage the on-going development of our staff, AXA strives to empower personal growth by offering a leadership framework to guide employees towards success. We offer training to employees to allow them to progress according to their needs and goals.

We have developed comprehensive training programmes taking the form of online, classroom and on-the-job training, providing all-rounded development opportunities for employees at different stages of their career at AXA. To shape employees' international exposure, we encourage them to work in different AXA entities within the group for short period, facilitating the sharing of best practices.

We promote work-life balance and offer flexi-working arrangements with a view to enhancing employees' quality of life. We also offer counselling service, paternity leave and 16-week of full-paid maternity leave for our employees, as well as breastfeeding facilities at our offices to take care of our employees' needs.

What's the most exciting business-related news you've heard recently?

We were very excited when AXA was awarded the Number One Global Insurance Brand for the eighth consecutive year at Interbrand's Best Global Brands ranking.



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How does The British Chamber of Commerce add value to your business?

We believe our membership in the Chamber facilitates the sharing of knowledge and experience in the industry. Many events of the Chamber offer extensive networking opportunities to listen to and speak to leading members of industry.

How long have you been living in Hong Kong?

I've lived here for seven and one-half years.

What's your favourite spot in Hong Kong?

St Stephen's Bay: It's a lovely, secluded beach area in Hong Kong South.

What's the biggest change you've noticed since you've been here?

My greatest extravagance would have to be my BMW Z4!

What would you say is the chief Hong Kong-related issue that takes up a lot of your time at the moment?

Changing regulations demand a huge part of my time and attention.

If there were one thing you could change in Hong Kong, what would it be?

I would be very happy if there were less pollution in Hong Kong: Air and water.

What's something you've learned recently that you didn't know before?

It is not Hong Kong related, but I was pretty amazed to read that scientists have recently discovered a black hole 12 billion times the size of our sun.

Which words or phrases do you find most overused?

I find the phrase "I will do my best" to be painfully overused.


What is your favourite (non-professional) occupation?

I like to coach others.

What is your most marked characteristic?

I am constantly energised.

If you had a motto, what would it be?

"Success is not a matter of chance; it is a matter of choice." 

Join us for our free BIM webinar

Date: Friday 9th June 2017
Time: 10:00hrs GMT (17.00 HK time)
Sign in: breeze.mdx.ac.uk/bim

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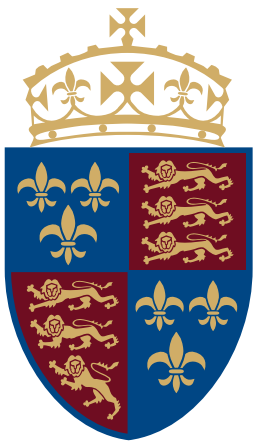
Get in touch

Contact our Global Corporate Engagement Team for more information about Middlesex University and how to apply for a MSc in BIMM.

Email: corporate@mdx.ac.uk

Phone: +44 (0)20 8411 5050

www.mdx.ac.uk/bim



SHREWSBURY INTERNATIONAL SCHOOL

HONG KONG

OPEN HOUSE

on 21 & 22 April

Register Online from 1 March
www.shrewsbury.hk/events



Meet our Principal and his team at our new Information Office in Central. Planning to cater for students between 3 and 11, and bringing with us 465 years of tradition and experience, we will deliver a programme linked to the English National Curriculum. Our school site will be purpose built, offering function specific facilities tailored to the needs of young children.



For further enquiries, please visit www.shrewsbury.hk or email us at enquiries@shrewsbury.hk

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