



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



Outstanding PolyU
Alumni Association
傑出理工校友協會

OPAA MASTER CLASS SECOND FORUM

27 November 2014

Lecture Theatre V322, Jockey Club Innovation Tower,
The Hong Kong Polytechnic University

Co-organizers

Dean of Students Office Faculty of Business
Office of Careers & Placement Services

Event Sponsor

Suga International Holdings Limited

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Alumni Affairs and Development Office

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OPAA Master Class

The Outstanding PolyU Alumni Association (OPAA) has been organizing a series of signature events named “OPAA Master Class”, featuring forums and activity-based mentorship programmes, since the academic year 2013-2014. The main objective is to provide a platform for our outstanding PolyU alumni to share their invaluable expertise and advice with our students and young graduates for their professional and personal developments. “OPAA Master Class” is organized for students and young graduates of various faculties and schools of PolyU every year.

This year’s Master Class is kicked off by the “OPAA Master Class – Second Forum” on 27 November 2014, during which prominent outstanding alumni share their success stories and life reflections with our students and young graduates, with a view to provide inspirations and advice for their personal development and career planning.

During the “OPAA Master Class 2014/2015 - Mentorship Programme”, selected students will have the excellent opportunity to connect with and learn from prominent leaders of outstanding PolyU alumni, through different types of “shadowing activities” and face-to-face meetings, to:

- Enhance career-related skills and improve their competencies and abilities such as management and interpersonal skills;
- Make valuable contacts with senior executives/ professionals to expand personal networks; and
- Seek constructive feedback and advice on their professional and personal developments.

OPAA Scholarship Fund

As a gift to PolyU to mark the OPAA Inauguration, the OPAA Scholarship Fund for PolyU students has been launched since 2013/2014. Your generosity and support for this meaningful cause will be very much appreciated.

Should you want to know more about the Outstanding PolyU Alumni Association, please contact our Secretariat.

OPAA Secretariat:	Tel: 2766 7758	Fax: 2954 0315
	Email: opaa.hk@polyu.edu.hk	Website: www.opaa.hk

The OPAA Scholarship 2013/2014 goes to the following outstanding mentees of the “OPAA Master Class 2013/2014 Mentorship Programme”: SIT Wan-yeek Joanne
YIP Wai-ting Wilson

OPAA Master Class – Second Forum Programme Rundown

Welcoming Address by **Prof. Kenneth PANG Tsan-wing, SBS**

President, Outstanding PolyU Alumni Association

Sharing by **Prof. Royce YUEN Man-chun, JP**

*Chief Executive Officer, New Brand New
Deputy President, Outstanding PolyU Alumni Association
Doctor of Business Administration (2000)
OPAA 2009 Awardee*



Sharing by **Mrs Yvonne LAW SHING Mo-han, JP**

*Partner, Deloitte China
Member, The Hong Kong Polytechnic University Council
Higher Diploma in Accountancy (1977)
OPAA 2007 Awardee*



Sharing by **Dr Hubert CHAN Chung-ye, JP**

*Chairman, HKC International Holdings Limited
Director, Outstanding PolyU Alumni Association
Doctor of Business Administration (2008)
OPAA 2013 Awardee*



Sharing by **Prof. Samuel WONG King-on**

*Director, W squared Consultants Limited
Honorary Secretary, Outstanding PolyU Alumni Association
Higher Diploma in Accountancy (1977)
OPAA 2003 Awardee*



Panel Discussion

Facilitator: **Dr LU Haitian**

*Associate Professor & Associate Head (Student Service/ Industry Relation),
School of Accounting & Finance, The Hong Kong Polytechnic University*

Presentation of Certificates of Appreciation for Speakers & Facilitator

Presentation of OPAA Scholarships, Prizes & Certificates for Mentees of 2013/2014
Mentorship Programme

Sharing by OPAA Scholarship Recipients

Announcement of the Establishment of OPAA Mentees' Circle

Group Photo

Prof. Royce YUEN Man-chun, JP

Chief Executive Officer, New Brand New
Deputy President, Outstanding PolyU Alumni Association
Doctor of Business Administration (2000)
OPAA 2009 Awardee



Discipline(s):

Marketing and Brand Management

Academic Qualification:

Doctor of Business Administration
Master of Art in Marketing
Hon. Diploma in Communications

Professional Qualification:

Professor of Practice

I see myself as a management scholar that has successfully bridged the business and the academic worlds. In my capacity as the Chairman of the HK4As (Association of Accredited Advertising Agencies) from 2005 to 2010, I acted as the industry spokesperson with the mission to promote advertising as a major driving force of the creative sector in Hong Kong.

Since year 2000, I have been lecturing marketing and branding at a post-graduate level across Hong Kong and China. Over 7,000 MBA students have attended my lectures in the past 15 years.

Motto Treat what you do with total commitment, dedication and passion.

Targets To be the figure-head of a leading international advertising firm.
(Finally achieved this career goal at the age of 32)

To help driving major initiatives that can do well and do good at the same time.

Cases

Case 1

I joined Ogilvy & Mather, a renowned international advertising agency, as a summer intern. With strong determination to learn everything required to be a true leader, I gradually worked my way up to finally take on the position of Chairman for the group.

Case 2

I chose to work and study at the same time and discovered that the two could complement each other.

Case 3

I tried to pursue two master degree programs simultaneously on a part-time basis but eventually only managed to complete one of them.

Advice

Advice 1

“If Yan can cook so can you.”

If I can pursue my dream to work from the bottom to the top, I am sure you can do the same [and more] if you want it bad enough.

Advice 2

Lifelong learning will only bring positive things to your life.

Trust me ... the reward is beyond what you can expect.

Advice 3

Set aggressive but realistic goals in life. Try to strike a balance between work and life and do not burn yourself out.

Advice 4

You may or may not get what you want if you ask, but you will definitely not get it if you do not ask.

Be bold and courageous. Don't be afraid of failing. The only failure is not trying hard enough.

Mrs Yvonne LAW SHING Mo-han, JP

Partner, Deloitte China

Member, The Hong Kong Polytechnic University Council

Higher Diploma in Accountancy (1977)

OPAA 2007 Awardee



Discipline(s):

Tax, Clients, Industries & Markets

Academic Qualification:

ACCA

HKSA

Higher Diploma in Accountancy

Professional Qualification:

FCCA (Practising), FCCA, FCIS, FTIHK, CTA

I have been in the Accountancy profession for more than 30 years. Joined Deloitte in 1988 and became the partner of the firm from 1990. Specialized in Tax Consulting and now concentrating on building market eminence and business development for the firm. Appointed as Justice of Peace in HKSAR and Jiangsu Provincial Committee of the Chinese People's Political Consultative Conference (江蘇省政協) in the Mainland.

Motto 盡人事而聽之命

Think of the best way to achieve targets, and stay positive in adversity.

Targets To do the best and have high quality of work to gain recognition, to bring up supporting staff and promote good team spirit.

To build eminence, develop business, bring up younger generations in the profession and contribute to public services acting as an advisor in various government and university committees and councils.

Cases

- Case 1** Moved from a client service and group partner to National Chief Knowledge Officer in Tax to build the knowledge sharing culture of the department, and then went back to client services and group partner and build up client portfolio from scratch.
- Case 2** In cases of meetings and interviews, whether as interviewer or interviewee, I always uphold the principles of getting prepared, be able to react and improvise and have active listening skills. It will always achieve good results.
- Case 3** Dressed up, act and perform professionally at work. Clients or contacts met over 10 years ago still recognized me at subsequent meetings and encounters.

Advice

- Advice 1** A – Appropriateness
Act differently and appropriately under different situations, make a good impression to people encountered.
- Advice 2** B – Be Prepared
Preparing before meetings and interviews, listen, improvise and react during the event.
- Advice 3** C – Catch the right moment to talk and act
Reacting or talking in the right moment with right tone will always achieve good results.
- Advice 4** D – Dedication
Put in best efforts and try to enjoy, and don't put in too many things on the plate.

Dr Hubert CHAN Chung-ye, JP

Chairman, HKC International Holdings Limited
Director, Outstanding PolyU Alumni Association
Doctor of Business Administration (2008)
OPAA 2013 Awardee



Discipline(s):

Information Communication Technology

Academic Qualification:

Doctor of Business Administration
Executive Master of Business Administration
Bachelor of Industrial Engineering

Dr. Chan Chung Yee Hubert, JP is the Chairman of HKC International Holdings Limited. The Company started from a small trading Company & developed into a solution provider specialized in Home Automation & RFID applications. It had been listed in the HK Stock Exchange. He has served as the Chairman for the Communications Associations of Hong Kong (www.cahk.hk) in 2006-2012, the Council member of Hong Kong Federation of Youth Group (from 2010 onward), Director of World Vision (HK) since 2009, and the Council member of Society for the Promotion of Hospice Care from 2005 onward.

Cases

Case 1

We used to be a distributor of Nokia phone since 1997. The distributorship had been terminated in 2010 due to some mal-practice of former staffs. I had gone through a dilemma of integrity & personal interest. Somehow, we were re-appointed again in 2012.

Lessons learned:

- Corporate Governance had to be emphasized.
- Follow your heart to make decision.
- There is Take Two in Business provided that we didn't give up.

Case 2

We were a sub-contractor of an international IT Company to implement a pilot test of RFID for six HK public libraries in 2010. Due to the incompetent of my team, a lot of complaints from the user. I had been kept in dark until being fired in the testing stage. Keeping track of the case in the past years; we were awarded the replacement of self-charged kiosks with RFID ready in the Public Libraries this year.

Lessons learned:

- Never lose touch on the operation.
- Well prepared for any contingency.
- There is Take Two in Business provided that we didn't give up.

Motto

We use ICT to improve the quality of Life. We add Life to ICT.

Cases

Case 3

I met my first girl friend in the University during my 2nd year. The relationship lasted for a year & then broke up because she fell in love with someone else. I called her up 5 years later, managed to stay together for another 2 years, & then separated because she fell in love with another man, again. Luckily, I reunited a teenage friend two years later & got married. That is the best decision I ever made in my life.

Lessons learned:

- Sometimes we need to know when to let go.
- There is always an opportunity cost in persistency.

Advice

Advice 1

Movie “一代宗師”

Advice: 兵無常勢，水無常形，要是，回不了頭呢？
拳有南北，國有南北麼！

Advice 2

Movie: “Touchback”

The story follows a farmer (Brian Presley) who wonders how his life would have turned out had he not scored the winning touchdown of a high school championship game, which resulted in him damaging his knee and losing a chance at a pro career. He finds himself back in time and seeks advice from his coach,

Advice: If you would get to re-live an important intersection of your life, what will you do? What will you choose? An uplifting football drama about second chances and life choices, ambitions, acceptance and realizing that sometimes what you got in your hands is as bright as what you’ve been dreaming of.

Advice 3

Movie: “Time Machine (2002)”

The fiancée of the actor was killed in a robbery. Trying to alter the events of the past, but not succeeded. Instead, he travels 800,000 years into the future, where he finds humankind divided into two warring races.

Advice: The past cannot be changed; we can only create the Future with our present action.

Advice 4

Movie: “Begin Again”

A chance encounter between a disgraced music-business executive and a young singer-songwriter new to Manhattan turns into a promising collaboration between the two talents.

Advice: The success of a movie is not simply measured by the number of audience or the impact to the Society. Every story can be extra ordinary as long as there is “Meaning” to yourself & those you love.

Targets

I started my career as a trader of telecommunication equipment. I set my earlier target as being a manufacturer, a product designer, & then a solution provider.

To build some legacies for the improvement of quality of life via ICT. The upcoming target is ICT application in health care.

Prof. Samuel WONG King-on

Director, Wsqared Consultants Limited

Honorary Secretary, Outstanding PolyU Alumni Association

Higher Diploma in Accountancy (1977)

OPAA 2003 Awardee



Discipline(s):

Accountancy

Academic Qualification:

Master of Business Administration

Higher Diploma in Accountancy

Professional Qualification:

F.C.C.A, F.C.P.A, F.C.P.A. (Aust)

Former Managing Partner, Ernst & Young China Central

International President of ACAA (2003/2004)

- First non-European International President in its 100 years

President of ACAA Hong Kong (1998/1999)

Adjunct Professor of School of Accounting and Finance, PolyU (2001-2010)

Professor of Practice (Accounting), School of Accounting and Finance, PolyU (since September 2013)

Motto Be yourself and happy

Targets Aim high, think big and strike hard
Take things easy and follow your heart

Cases

Case 1

Integrity

“When wealth is lost, nothing is lost;
When health is lost, something is lost;
When integrity is lost, all is lost”

Integrity is your reputation when you're here and your legacy when you're gone.

Case 2

Vision:

“Do you want to spend the rest of your life selling sugar water or do you want a chance to change the world” said Steve Jobs to John Scully to leave Pepsi for Apple. Vision brings change, opportunity and success but it takes guts and risks. Change is eternal. Not to change is stupid.

Case 3

People:

Networking and keeping good relationship with variety of great people. Your success and achievements depend largely on the type of people you associate with.

Advice

Advice 1

Integrity

Advice 2

Vision

Advice 3

People

Advice 4

Be a difference maker

Outstanding PolyU Alumni Association

Officially incorporated in July 2012, the Outstanding PolyU Alumni Association (OPAA) was established by the recipients of the “Outstanding PolyU Alumni Award”. The Association aims to provide a networking platform to cultivate and strengthen links amongst these outstanding alumni, as well as to combine their expertise and efforts to support the development of PolyU and to serve the Hong Kong community at large.



Board of Directors (2012-2014)

President:	Prof. Kenneth PANG Tsan-wing, SBS	
Deputy President:	Prof. Royce YUEN Man-chun, JP	
Honorary Secretary:	Prof. Samuel WONG King-on	
Honorary Treasurer:	Ms Jessie YU Sau-chu, MH, JP	
Directors:	Dr Hubert CHAN Chung-ye, JP	Ir Dr CHAN Fuk-cheung
	Ir Prof. James LAU Chi-wang, BBS, JP	Dr Rebecca LEE Lok-sze, MH
	Ir Dr Otto POON Lok-to, BBS	Prof. TSOI Ah-chung
	Mr Michael TSUI Kam-fai	Mr WONG Tit-shing
	Prof. Philip YEUNG Kwok-wing	

OPAA Mentees' Circle

The OPAA Mentees' Circle is established in November 2014 to provide a networking platform for all the students who have joined the “OPAA Master Class – Mentorship Programme” for their continued personal and professional development and further connection with the members of the Association. Members are as follows:

CHAU Ching-ying	BBA (HONS) Major in Global Supply Chain Management
CHAU Hei-tung	BEng (HONS) Mechanical Engineering
CHUNG Ho-man	BBA (HONS) Accountancy
GAO Haoyun	BBA (HONS) Accountancy
Ken N.Q. TRAN	BSc (HONS) Hotel Management
KWONG Yick-ling Sarah	BSc (HONS) Enterprise Engineering with Management
LAU Tsz-ming	BSc (HONS) Major in Biomedical Engineering
LAU Wai-ping	BEng (HONS) Electrical Engineering
Leung Sze-wai	BSc (HONS) Surveying
LI Ka-ki Kalista	BSc (HONS) Tourism Management
LI Sheung-kwok	BBA (HONS) Major in Financial Services

Recap of OPAA Master Class 2013/2014 – Forum & Mentorship Programme

The “OPAA Master Class 2013/2014 – Forum” held on 29 November 2013 successfully attracted over 350 students, staff and alumni for the sharing from four outstanding PolyU alumni, including Ir Dr Otto POON Lok-to, BBS; Mr Marco WU Moon-hoi, SBS; Ir Prof. James LAU Chi-wang, BBS, JP; and Ir Vincent TSE Kam-chuen. Ir Dr CHAN Fuk-cheung, Director of the Association, served as the facilitator and led the panel discussion.



After the Forum, the first “Mentors-Mentees Gathering” was held for the “OPAA Master Class 2013/2014 – Mentorship Programme.” Twenty-four mentees had the opportunity to meet and chat with some of the mentors of the Programme.



The design concept of the OPAA logo comes from 精英薈萃 四面八方, which means pooling of elites from all directions and all sectors. The logo is fundamentally inspired by the PolyU logo. The four alphabets, each titled on different angles, represent the elites of PolyU in different industries, and OPAA is where the elites gather.

(Designed by Mr Freeman LAU Siu-hong, BBS, OPAA 2001 Awardee)

LI Wing-yan	BSc (HONS) Surveying
MENG Yutong	BSc (HONS) Hotel Management
NG Chi-man	BEng (HONS) Industrial & Systems Engineering
NG Siu-man	BA (HONS) Major in Chinese & Bilingual Studies
REN Qi	BSc (HONS) Chemical Technology
SIT Wan-ye	BSc (HONS) Building Engineering & Management
SO Cheong	BSc (HONS) Property Management
SUO Jinyu	BSc (HONS) Geomatics (Geo-Information Technology)
TAM Tsz-ching Ron	BA (HONS) Major in Chinese & Bilingual Studies
TSE Cheuk-kin	BSc (HONS) Surveying
TSE Ka-yu	BBA (HONS) Major in Management
YEUNG Hiu-yu	BSc (HONS) Property Management
YIP Wai-ting Wilson	BA (HONS) Major in Chinese & Bilingual Studies



Event Sponsor

Suga International Holdings Limited

Scholarship (2014/2015) Donors

Dr Humphrey LEUNG Kwong Wai, JP

Suga International Holdings Limited

Working Group for “OPAA Master Class - Second Forum”

Convenor:

Prof. Samuel WONG King-on

Honorary Secretary, Outstanding PolyU Alumni Association

Members:

Dr Hubert CHAN Chung-ye, JP

Director, Outstanding PolyU Alumni Association

Ms Melina LAI

Director of Careers and Placement Services, PolyU

Dr Alison LLOYD

Association Dean, Faculty of Business, PolyU

Ms Kitty YAM

Director of Alumni Affairs and Development, PolyU

Master of Ceremonies

Miss Monie NG Siu-man

BA (Hons) Chinese & Bilingual Studies, Faculty of Humanities

Mr Eric LAI Chi-tak

BBA(Hons) Accounting & Finance, Faculty of Business