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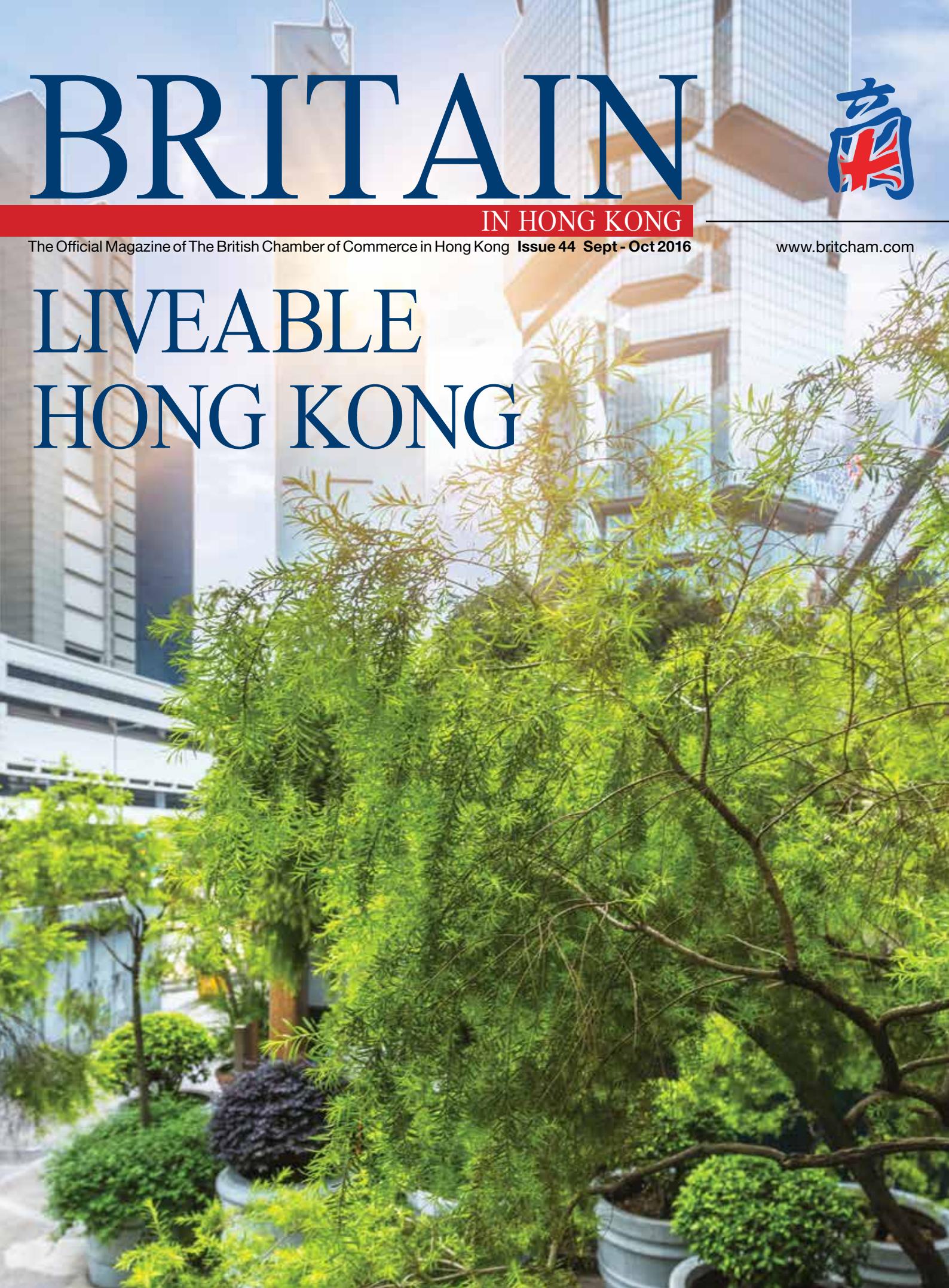
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The Official Magazine of The British Chamber of Commerce in Hong Kong Issue 44 Sept - Oct 2016

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Kellett School will be hosting an Open Day on 29 October 2016 at both their Kowloon Bay and Pok Fu Lam campuses. Details and registration can be found at www.kellettschool.com or by scanning the QR Code.



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BUSINESS UPDATE: CHAIRMAN'S MESSAGE



Dear Members,

I hope you were able to have some sort of break over the summer.

In the Chamber we have been through an exercise to consider the Chamber's policy priorities in the coming year. One of these is reflected in the main theme for this issue of the magazine: liveable cities.

Hong Kong's liveability – the quality of life it offers – is a key element in its competitiveness. The regional and global demand for talent is becoming increasingly fierce. Talent is more mobile than ever. Hong Kong's ability to retain and attract talent is therefore vital. This is all the more important given Hong Kong's ageing population and some of the demographic challenges it will be facing in the coming years.

Hong Kong has some great assets in this respect: for example, its infrastructure, its international character, and the country parks. But the competition is not standing still. It is important that Hong Kong continues to invest in areas such as good-quality public open space, the availability of housing, making best use of Victoria Harbour, and the quality of the environment more generally. I hope you find this issue of the magazine highlights some interesting aspects of this key liveability issue.

The summer does not seem to have seen much of a lull in the Chamber's activity. We have had some terrific events including a lunch with Charles Li, Chief

Executive of the Hong Kong Stock Exchange, and a breakfast with Lord Price, UK Minister for Trade and Investment – who spoke on the UK government strategy following the Brexit vote. On a lighter note there was the very successful Chamber Five-a-side football tournament – many thanks to JLL for their sponsorship.

And as I write we are in the run-up to the Chamber's Annual Ball – one of our signature events, and a great fun evening. We will be reporting on this in the next edition of the magazine but can I express now my thanks to the Chamber members who sponsored the Ball and took tables. Without their support we could simply not put on the Ball with the style and flair it deserves.

We have a very good programme of events planned for the autumn and I look forward to seeing as many of you as possible at one or more of those.

A handwritten signature in black ink, appearing to read "Mark Greenberg".

Mark Greenberg

Stamford American School to open in 2017



Stamford is pleased to announce that it is launching a Hong Kong campus following its huge success at sister school, Stamford American International School in Singapore, which today has over 3,000 students from 70 nationalities, of whom 90% of graduates

were accepted to their first choice university or college. 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. To find out more about Stamford

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Hong Kong, please register for one of the Open House information sessions on October 6 & 7 at www.sais.hk or call our Admissions Office at (+852) 2500 8688.

Stamford American School Hong Kong is currently unregistered. Provisional registration of a school with the Education Department Bureau has been applied for but is pending approval. The opening of the school is subject to approval of the provisional school registration by the Education Bureau.

**Stamford American School Hong Kong will apply to the International Baccalaureate for program candidacy in December 2017.*

Cheque Presentation to Plan International Hong Kong Limited

In April, at the annual Britcham & KPMG Rugby Dinner, the Chamber supported Plan International's "Because I am a Girl" campaign, a programme that aims to empower adolescent girls around the world by equipping them with essential life skills and enabling marginalised girls to realise their rights to education and protection.

We are pleased to announce that more than HK\$263,000 was raised on the night of the dinner. These funds were able to help a project running in the Honghe county of Yunnan, China, changing the lives of more than 500 girls. The Chamber extends its sincerest thanks to everyone who attended and supported the cause.



NGO Launches “She Objects” Campaign



The Women's Foundation (TWF), an NGO dedicated to the advancement of women and girls in Hong Kong, has launched “She Objects” a new documentary and campaign spotlighting the role of the media in creating and exacerbating damaging gender stereotypes. The campaign calls for all those who produce and consume media to object to content that objectifies, sexualises and diminishes women. TWF invites organisations and individuals to pledge to safeguard the positive portrayal of women, challenge stereotypes and celebrate diversity in the media going forward. The trailer for the She Objects documentary and more information on the #SHEOBJECTS pledge are available at sheobjects.org

Mobile now accounts for more than 50% of ecommerce sales in China

According to eMarketer's latest worldwide retail forecast, China will surpass the US to become the world's largest retail market with total sales of US\$4.886 trillion in 2016, compared with US\$4.823 trillion in the US.

China will also remain the world's largest retail ecommerce market, with sales expected to top US\$899.09 billion this year, representing almost half (47.0%) of digital retail sales worldwide.

Asia-Pacific as a whole remains the world's largest retail ecommerce market, with sales expected to top US\$1 trillion in 2016 and more than double to US\$2.725 trillion by 2020.

According to the forecast, the region will also see the fastest rise in retail ecommerce sales, climbing 31.5% this year.



Dare to Lead: Chevening Scholarships in Hong Kong

Are you an aspiring leader with great ideas and plans for the future of your field? Chevening Scholarships are awarded to individuals with demonstrable leadership potential who also have strong academic backgrounds. Scholars from Hong Kong have come from a diverse range of backgrounds, from financial services to law, politics to healthcare and fintech to education reform.

The Scholarship offers financial support to study for a master's degree at any UK university. Scholars must return to Hong Kong at the end of their course to contribute their newfound knowledge back at home. Chevening Scholarships are the UK government's global scholarship programme, funded by the

Foreign and Commonwealth Office (FCO) and Hong Kong partner organisations, CK Hutchison Holdings, HSBC and Aberdeen University Association.

The Chevening Secretariat is accepting applications for 2017/2018 Chevening Scholarships via www.chevening.org/apply from 8 August until 8 November 2016. The Scholarship includes fully covered tuition fees, set living expenses, return flights to the UK, and a vast programme of networking events, volunteering opportunities, talks, workshops, and trips across the UK.

Find out if you are eligible to apply at www.chevening.org/apply

Chamber launches China Insider Series



In August the Chamber launched a new three-part series, sponsored by HSBC Commercial Banking, which

focuses on business issues affecting China and Hong Kong. The inaugural event in this series took the form of a panel discussion on the "Impact of Brexit on Business in Asia", and featured a panel of experts who discussed the opportunities and challenges facing the region following the EU exit, as well as the legal implications and prospects of a free-trade agreement. Other topics to be explored in the series include: Fintech trends in China, and an update on the development of the PRD and cross-border initiatives that are easing access for SMEs from Hong Kong into China.

CLP sponsors a morning of Innovation with Nicholas Yang



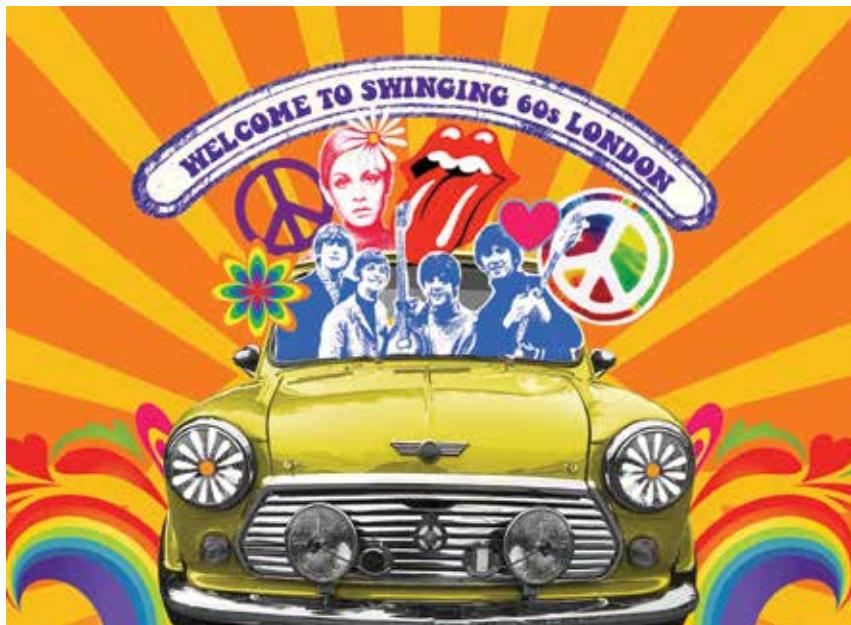
On 7 September, the Chamber hosted a breakfast panel at the Thomson Reuters office

with Nicholas Yang, Secretary for Innovation and Technology, on the topic of Innovation and what it means for Hong Kong. The panel discussed where we are now and where we'd like to be in terms of Innovation, touching on the development of Hong Kong's angel investor scene, the progress of AI technology in Hong Kong, the future of Robotics and more. Thank you to the Innovation and Tech Committee for their support and to CLP for sponsoring this insightful event!

The Britcham Ball – Swinging 60s!

The Chamber recently held their infamous Annual Ball! Thank you to our two Title Sponsors: Accenture and Jardines; to our Gold Sponsors: Cheung Kong Infrastructure, KPMG and Swire; and to our Silver Sponsors: Asia Medical Centre, Barclays, BSC, BT, Executive Centre, EY and Gammon; for making this night of grooving and psychedelic dress-up possible!

Watch this space for photos from the night; in the meantime you can see a sneak peek on our social media channels @britchamhk



CBBC leads only foreign delegation to be invited to exclusive summit



AlIB Chief, Jin Liqun



Baidu Chairman, Li Yanhong

The China-Britain Business Council, in cooperation with the Chamber, was honoured to lead the only overseas delegation to be invited to the annual summer summit of the prestigious Yabuli China Entrepreneurs Forum, an exclusive club of China's

foremost business leaders which includes the heads of Alibaba, Baidu, Lenovo and Wanda. The China Entrepreneurs Forum is an exclusive group of China's 500 most influential entrepreneurs from finance, manufacturing, real estate, IT, retail and other major industries. Since 2001, the forum has convened at an annual winter conference in the Chinese ski resort of Yabuli and a summer

summit in rotating cities – this year in Xian from 24 to 26 August. The 50 directors of the forum are all well known Chinese entrepreneurs and leaders in their own industries. Around 600 guests were invited to this year's summit.

“Better Business” Series – The Innovation of Work

In this new series, we will be exploring innovations in the field of CSR, or “doing good”. Each event will adopt a different theme, and aims to connect all interested players in the ecosystem – a first for Hong Kong – from start-ups and NGOs through established businesses to members of government, academia and the investment community.

Who should attend? Anyone interested in the innovation of work, what is currently going on in Hong Kong, and those interested in helping make Hong Kong an even better place to work for all parts of our community. The series has been created by the Chambers CSR Steering Group, and will be supported by other various committees. Keep an eye on the Chamber's website to check the latest event announcements.



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Distinguished Speaker Breakfast with Lord Price CVO, Minister of State for Trade and Investment

6 July 2016 – The Clipper, Town Club, American Club, 48/F, Two Exchange Square, Central

The Chamber was pleased to host Lord Price CVO, Minister of State for Trade and Investment at the Department for Business, Innovation and Skills (BIS) and the Foreign and Commonwealth Office at a recent speaker luncheon during his first ministerial visit to Hong Kong.

Lord Price talked about the EU referendum and the positive opportunities for the UK and the rest of the world to create a second Golden Age of trade and

investment. He discussed the latest UKTI activities to promote exports and the UK and Hong Kong's historic relationship.

"The exciting prospect of continuing trading relations with Europe and enhancing trading relationships East and West provides the UK with an opportunity to be a super-connected trading hub", said Lord Price.

Prior to his appointment in April 2016, Lord Price was Managing Director of Waitrose and Deputy Chairman of John Lewis. Lord Price was also Chairman of Business in the Community from 2011 to 2015, and has held roles as Deputy Chairman of Channel 4, as well as Chairman of The Prince's Countryside Fund.



S p o n s o r e d b y



The Retail Customer Journey in the Age of Digital

14 July 2016 – Infiniti Lab,
2/F Hopewell Centre 183 Queen's Road East, Wan Chai



Parsonage, with Paul Redmayne-Mourad, chair of the Luxury and Retail Committee, moderating the session.

With Infiniti representing the model of a pre-existing business that has subsequently built an online presence, and Rapha representing the model of an online business currently rolling out a bricks and mortar presence, the audience was offered two pertinent examples of just how important the consumers' physical experience is in today's digital world.

By Paul Redmayne-Mourad and the Luxury and Retail Committee

All eyes are keenly and increasingly on digital and one would be hard-pressed to name an industry, sector or company that can operate today without a (strong) online presence. But a retail client generally asks: is digital the be-all and end-all? And how important is the physical experience and good old-fashioned word-of-mouth?

In the latest event in PwC's sponsored series, the Luxury and Retail Committee gathered together four industry leaders to discuss the significance and impact of the combined online and offline experience to the retail consumer in a panel discussion entitled "The Retail Customer Journey in the Age of Digital".

Hosted at Infiniti's Wan Chai showroom, the automotive brand's Head of Global Digital Marketing, Gerard Killeen, was joined on stage by Rapha's Luke O'Shea (APAC Head of Sales and Marketing for the British cycling apparel brand), Fergus Clarke (CEO of Lamplight Analytics, a social media analytics company) and PwC's Experience Centre Partner Guy

The four principal themes and take-outs from the discussion were:

1. **The role of social media for a brand and how best to use it:** Social media (it was discussed) is one of the best ways of engaging with existing and potential clients in a concise, targeted way, whether in the form of providing news and updates, offers, or simply reconnecting and ensuring a brand remains front of mind.
2. **Global vs. local tone:** Which (if any) is more effective in communicating to the consumer? The panel agreed that the two should work hand in hand. A global message for an international brand is key, while the delivery and style should also be able to take a local flavour to appeal to the uniquely different profiles of a consumer in Taipei compared to one in Tennessee.
3. **The power of the in-store experience in enhancing or negating a brand's digital message:** The panel agreed that while digital is able to drive traffic to a store or showroom, the in-house execution is crucial in converting that into a



positive consumer experience - and ultimately sales - with a number of controllable and often-ignored factors also assisting this process.

4. Best practice for dealing with adversity digitally: When adversity strikes, be it in the form of a poor customer review or publicised negative experience, acknowledgement,

authenticity, openness and speed of resolution win every time as consumers shy away from any sense of a contrived, carefully curated "corporate" message.

The Chamber would like to thank to PwC for sponsoring this engaging series and also thanks to Infiniti for hosting the event.

Paul Redmayne-Mourad is the Asia-Pacific head of the London high-jeweller David Morris, and the Chair of the Luxury and Retail Committee. Please visit www.britcham.com/events/upcoming-events for future Luxury and Retail Committee events.

The British Chamber of Commerce in Hong Kong's Luxury and Retail Committee also includes: Elisa Harca, Red Ant Asia; Stephanie Rose, *The British Chamber of Commerce in Hong Kong*; Alice Chan, UKTI; and David Au, *Fung Retailing Limited*.



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Captains of Industry Luncheon with Charles Li, Chief Executive of Hong Kong Exchanges and Clearing Ltd

7 July 2016 – Conrad Hong Kong,
One Pacific Place, 88 Queensway, Admiralty



The Chamber was delighted to welcome Charles Li, Chief Executive of Hong Kong Exchanges and Clearing Limited (HKEX), as the latest speaker in our Captains series, sponsored by KPMG. Charles talked about the strategic goals and key initiatives for HKEX over the next three years. He also discussed the commodities of bringing Mainland China and International markets closer together, which encouraged a stimulating Q&A session with the member audience.

Charles Li has served as Chief Executive of HKEX since 2010. In this role, Charles has orchestrated some of the most significant strategic initiatives in HKEX's history, including the expansion into fixed income, currency and commodities through the acquisition of the London Metal Exchange in 2012,



the launch of OTC Clear in 2013, as well as enhanced mutual market access with Mainland China through Shanghai-Hong Kong Stock Connect and other cooperations.

The Chamber would like to thank KPMG for their on-going sponsorship and support of the Captains of Industry Series.

New British Chamber Members for June

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Hong Kong's Better, Greener, More Connected Future

Liveability indexes consistently rate Hong Kong as straggling behind the pack, playing runner up to cities in Australia, Canada and Japan. But there is another vision of Hong Kong, and the Government and NGOs are slowly shaping the city for the better – for everyone. – By Gina Miller

“

The difficulty with green space for Hong Kong is not its quantity; rather it is the efficacy of merging green space within the urban environment.

”



This year, Hong Kong leapt up five spaces on ECA's location ranking report, moving into the top 30 – and position 28 – in its global rankings. Mercer rated Hong Kong as 70th globally (tied with Detroit) in ranked liveable cities, while the Economist Intelligence Unit (EIU) ranked the city 43rd worldwide, slightly up from last year's 46th.

What does it really all mean? What characteristics are required to rank one city more liveable than others? ECA International's Location Ratings System measures factors such as climate; availability of health services; housing and utilities; isolation; access to a social network and leisure facilities; infrastructure; personal safety; political tensions and air quality.

The rationale behind the rankings is clear enough: they are designed as a guide to international companies on what they should pay their execs while on assignment in other cities. Certainly it's a critical measurement for businesses seeking talent, but is cash (and other expat bonus packages) a sufficient incentive to forgo a better quality of life? And does Hong Kong want to play a numbers game of calling itself the 28th, 70th, or 43rd "Most Liveable" city in the world?

In an attempt to expand the scope of its Liveability Index, the EIU held a competition to develop new ways to measure and visualise the liveability of cities. The winning entry by Filippo Lovato, an architect concerned with urban planning, expresses liveability through a broader range of indicators and with a change to methodology.

Lovato created the "Spatially Adjusted Liveability Index", to take account of variations in the physical characteristics of the natural and built environment between cities. Lovato added seven more indicators to the EIU's ranking, including: green space, sprawl, natural assets, cultural assets, connectivity, isolation and pollution. He also included the five categories that make up the EIU's ranking: stability, healthcare, culture and environment, education, and infrastructure. According to Lovato's findings, Hong Kong was the "Best City" in the world in 2012 (followed by Amsterdam).

The Spatially Adjusted Liveability Index highlights how different results for city rankings can be achieved by using different variables. Whether characteristics like international connectivity and urban form are as important to liveability as other variables is open to debate.

At worst, Lovato's new index is an exercise in statistics; at best, it can be adopted as part of a new movement to make Hong Kong a better, greener, more liveable and pleasant space for all of its residents.

Taken as such, Lovato's new indicators: green space, sprawl, natural assets, cultural assets, connectivity, isolation and pollution, deserve a closer look.

Green space

According to the World Bank, 70% of Hong Kong land is green space, though only 42% is a protected area. These numbers are in keeping with Hong Kong's Agriculture, Fisheries and Conservation Department, which notes that the countryside accounts for roughly three quarters of its land area (828km²).

This green space includes the well and lesser-known parks, zoos and gardens of Hong Kong, including Chai Wan Park, the Hong Kong Zoological and Botanical Gardens, Victoria Park, Tamar and Hong Kong Park, the Sun Yet Sen Memorial Park and Quarry Bay Park – and those are only on Hong Kong Island. The Leisure and Cultural Services Department lists another 30 parks and gardens, as well as a long list of Dog and Pet Gardens across the city and new territories.

The difficulty with green space for Hong Kong is not its quantity (there is a great deal of it, but most is not immediately accessible); rather it is the efficacy of merging green space within the urban environment.

In a May 2016 article in *Urban Forestry & Urban Greening*, University of Hong Kong professor CY Jim and Hang Seng Management College professor Michael WH Chan reported that Hong Kong's "Urban green space (UGS) provision at less than 3m² per person is the world's lowest for comparable large cities."

"Hong Kong's urban growth initiated 160 years ago has been restricted by the rugged topography with few flat lands, resulting in a highly compact urban form. The 7.32 million population is accommodated in about 250km², a quarter of the land area. The city's excessive impervious paving denotes poor urban environmental quality with impact on human health and wellbeing," warn Jim and Chan.

Subsequently, Hong Kong needs to weave its green spaces more dynamically into the urban environment to make the city more liveable, as a shortage of urban green space carries health implications especially

for deprived and low-income neighbourhoods, according the Hong Kong Council of Social Services.

In Hong Kong, Public Open Space (POS) is the official term equivalent to Urban Green Space as prescribed by the Hong Kong Planning Standards and Guidelines, explain Jim and Chan. Thus when we discuss public space in Hong Kong, we are, in effect, talking about green space (whether it is actually "green" or not).

Currently, the Hong Kong Planning Standards and Guidelines allow for 2m² public open space per person, considerably less than most European cities (25m²/person), or cities such as Kuala Lumpur (20m²/person) or even Singapore (8m²/person). For many residents of Hong Kong, public open spaces with greenery provide their only contact with nature, and it is necessary that Hong Kong caters to this demand.

The Tamar Park development and public spaces such as Victoria Park, Hong Kong Park and Kowloon Park are beautiful and much loved, but as Professors Jim and Chan note, most people spend the majority of their time living, working, playing and relaxing in urban areas (which may be some distance from the larger city parks). More green and public open space is clearly required to improve the health of Hong Kong's residents, the aesthetics and public enjoyment of its cityscape, and the general health of the environment itself.

Sprawl

Despite its pressing need for more affordable housing and a lack of available greenfield, Hong Kong is commonly held up as a model for how to provide space in a metropolis with limited land resources. "Building up" is a long perfected art form in Hong Kong, although our vertical designs could still be improved.

"The overwhelmingly vertical city has an abundant stock of bare walls and facades to accommodate innovative vertical greening," write Jim and Chan, "The building regulations could allow slight projection of greenwalls beyond the land boundary at a prescribed height above the ground level. The added values of vertical greening would trade off the small breach in land administration".

Natural assets

There was a time when "Fragrant Harbour" was not perceived as pejorative. While Victoria Harbour is unlikely to smell of sandalwood or agar again, the

harbourfront, as a feature attraction and if managed correctly, could revitalise the heart of the city.

In its June 2016 release of the *Stage 2 Public Engagement Digest*, the Planning Department explained the refinements of the new Urban Design Framework Plan for the New Wan Chai North Point Harbourfront, which included: 1) the incorporation of water sports, 2) planned pedestrian connections and fine-tuning of proposed connections, 3) the incorporate of a continuous cycle trail along the waterfront, and 4) the deletion of a previous proposal for a cross bridge link to the Northern Breakwater.

In May, the Secretary for Development, Paul Chan, noted in his government blog that, "to promote the culture and heritage of the Causeway Bay Typhoon Shelter, we propose bringing back floating restaurants and sampan services which can take citizens and tourists to the floating restaurants, the northern breakwater and other attractions. In this traditional typhoon shelter, visitors can enjoy the special cuisine and alternative boating experience".

The overall vision of the Plan for the New Wan Chai North Point Harbourfront is to "reconnect people to the water", says the Planning Department. It also proposes to enhance the Golden Bauhinia Square to appeal to locals and address traffic problems.

In Central, the Harbourfront Vision published in 2011 by the Planning Department, is guided by an aim to "make Victoria Harbour attractive, vibrant, accessible and symbolic of Hong Kong – a harbour for the people and a harbour of life".

Residents of Hong Kong have longed for improved waterfront access to the harbour, and eventually – if the Harbourfront Commission should achieve its goal and become an authority in its own right – residents may finally get their wish and have a linked harbourfront.

Cultural assets

Hong Kong's natural assets are as evident as its sea and mountain-scapes, but its cultural development – though initially slow in forming – has rapidly escalated into world-class exhibits, auctions and events.

Art Basel, an international art fair first launched in Hong Kong in 2015 to tremendous success, and the arts scene in Hong Kong has continued to grow.

In November 2015, the British Council Hong Kong presented *Event Horizon* by British artist Antony

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Hong Kong is improving all the time in recognising the importance of effective and creative use of public space...
Event Horizon was the largest public arts project ever to come to the city.
 – Benjamin Cha, Chief Executive of Grosvenor Asia Pacific

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Gormley, one of the largest public art installations in Hong Kong. The work was originally conceived in 2007, when (for the first time) more than half of the planet's human population were recorded as living in cities. Thirty one sculptures looking out into space were mounted at both street level and building tops across Hong Kong's Central and Western districts, questioning how the built world relates to an inherited earth.

Randian-online, a website owned by China Art Times Limited (that promotes independent cultural debate through independent commentary on art, artists, exhibitions and galleries, architecture and design) noted that it is difficult for projects such as *Event Horizon* to be successfully managed in Hong Kong.

“Hong Kong has a great number of restrictions on the use of public spaces. For example, in Kowloon Park, in addition to the usual bans on littering and public urination, cycling and dog walking are also banned in the list of twelve banned activities. ... Banning something is the easiest, most direct, and uncomplicated way to approach potentially thorny situations... *Event Horizon* – Hong Kong was successfully implemented because the organisers took a top-down approach by securing the government's support at the outset,” reported Randian.

Although red tape may cause delays, the outcome is more than worth the effort. Grosvenor was a partner sponsor in *Event Horizon*, and felt strongly about its value to the city.

“Hong Kong is improving all the time in recognising the importance of effective and creative use of public space,” said Benjamin Cha, Chief Executive of Grosvenor Asia Pacific. “*Event Horizon* was the largest public arts project ever to come to the city. For it



to happen, numerous government departments, landlords, consultants, and organisers all had to pull together and really want it to succeed.”

“I think there was a recognition from everyone involved that these sorts of public arts projects are what Hong Kong needs to maintain its status as one of the world's top cities. At the same time, the fact that Hong Kong was chosen as the first host city in Asia for the installation is telling – this is a still a great city with the ability to attract top arts and cultural events, and these go hand-in-hand with any international city's ability to thrive as a business hub as well.”

Connectivity and isolation

Hong Kong is first, and foremost, a series of islands, but its residents can suffer from being stranded.

The concept of Privately Owned Public Space (POPS) was adopted in Hong Kong to balance the interests between the developers and the public when the power was shifting to the corporations during the rapid economic growth in 1980s. Through establishing the policy regarding POPS, corporations are encouraged to engage in social responsibility by contributing to the city development. The concept was also beneficial to the British Government in developing a colonial city with the assistance from the developers.

The mechanism was designed to return a provision of public space to the city; and a floor-area bonus was given to the owner. This meant the owner could build higher, with more floor area, by freeing up some spaces on the ground level for public use. At the same time, the owners carry the responsibility to maintain and manage the space.

In Hong Kong, the bonus floor area gain is a maximum of five times the public area. The POPS

in Times Square, for instance, provided a plaza of approximately 3,000m² and street widening of approximately 1,400m². As a return, an allowable floor area bonus of about five storeys was added to the top of the towers.

In his paper "Privately Owned Public Space in Hong Kong and New York: The Urban and Spatial Influence of the Policy", Chinese University of Hong Kong Professor WL Luk notes "In most cases, the private sectors provide POPS as public corridors to fulfil the minimum requirement in the policy and gain maximum benefit."

"Around 70% of the POPS have a size less than 50m². They mostly are narrow spaces, which serve for circulation or left over spaces. The circulation spaces may serve for the busy pedestrian traffic in high density areas, but they are unable to relieve the demands of public spaces in the city. In Central, many POPS serve as connecting passages or bridges between different properties. In rare cases, large spaces can be found serving as some leisure green spaces", Luk wrote.

POPS may serve as excellent "above street" connections throughout the city, but they afford little else in public use. A lack of amenities (washrooms), or spaces for sitting makes them little more than transport corridors, alienating residents from enjoyment of these public spaces. Shopping, Luk notes, is the only encouraged activity.

"A very general regulation is applied to all range of public spaces and it allows developers to provide spaces which only meet the minimum requirements no matter how large they are. The spatiality of POPS is not well served and controlled... Besides being efficient passages throughout a district, these corridor spaces provide no contribution for public life," he said.

Public spaces and pedestrian walkways are an increasing topic of interest in the city. This October, Walk21 Hong Kong, the 17th annual Conference on

Walking and Liveable Communities, will be held for the first time in Hong Kong at the Convention and Exhibition Centre.

Walk21 Hong Kong is an international conference co-sponsored by Walk21 and Civic Exchange that focuses on how "pedestrian-first" environments promote economic growth, social inclusion, and health and wellbeing. Walk21 is also a supporter of the Des Voeux Road Central Pedestrian and Tram area, a project that is gaining increasing traction.

Currently, Des Voeux Road Central poses significant health and traffic problems. According to a study conducted by The City University of Hong Kong and Civic Exchange, the air pollution along Des Voeux Road Central (DVRC) is worse than Connaught Road Central and Queen's Road Central, despite lower traffic flow. An average of 4,000-8,000 pedestrians walk at street level each hour. DVRC has no trees, narrow and unsheltered sidewalks, no universal access for the elderly and disabled, little to no street furnishing and inadequate space for pedestrians; creating congestion on narrow footpaths, which forces people into the street. Finally, the canyoning effect of the continuous sweep of tall buildings traps pollutants and limits sunlight, exposing pedestrians to high concentrations of nitrogen oxides, particulate matter and black carbon as a result of road transportation emissions.

In 2015, Hong Kong civic groups including Clean Air Network, Designing Hong Kong, Hong Kong

Public Space Initiative, supported by Knight Frank, The Conservancy Association, Friends of the Earth (HK), and many others formed the Des Voeux Road Central Initiative, which has developed a plan to pedestrianise Des Voeux Road Central for the benefit of Hong Kongers and visitors alike. Such an initiative could go a long way to improving the quality of life for pedestrians using DVRC, reduce the effect of canyoning (as air is trapped within a corridor of high rise buildings), and provide Hong Kong residents with more public space to enjoy and move through.



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An average of 4,000-8,000 pedestrians walk at street level each hour. Des Voeux Road Central has no trees, narrow and unsheltered sidewalks, no universal access for the elderly and disabled, little to no street furnishing and inadequate space for pedestrians.

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Public spaces and comfortable pedestrian areas and walkways are a vital element in bonding communities and encouraging social interactions, facilitating sustainable development and contributing to a more desirable living environment. The British Chamber of Commerce also supports policies to promote “big picture” initiatives to increase public awareness on the adoption of sustainable lifestyles and more detailed implementation initiatives to improve the walkability and cyclability of Hong Kong to increase pedestrian and cycle lane schemes, and connectivity between buildings.

Air pollution – Hong Kong’s burden

In January, the Clean Air Network (CAN) of Hong Kong, an NGO dedicated to improving air quality in the region, reported that local pollution sources remained a significant factor in shaping Hong Kong’s air quality.

In November 2015, Secretary for the Environment, Mr Wong Kam-sing noted that major air pollutants recorded between 2005 and 2014 at roadside air quality monitoring stations of the Environmental Protection Department (EPD) had decreased. Namely, concentrations of respirable suspended particulates (PM10), sulphur dioxide (SO₂) and mono-nitrogen oxides (NO_x) have decreased by 33%, 59% and 30% respectively, although roadside nitrogen dioxide (NO₂) remained at a relatively high levels – without change over the past 20 years.

CAN’s studies indicate that the traffic flow of the three cross harbour tunnels, which increased from 228,000 daily trips in 2005 to 251,000 in 2014, coincided with a rise in NO₂ in four roadside emission stations (Causeway Bay, Central, Central and Western and Eastern). In other words, CAN said, worsening traffic contributed to the rising of nitrogen dioxide concentration.

As a result, CAN argues that the government must strengthen the control of vehicle emissions: that a mandatory replacement of catalytic converters should be implemented, and more stringent monitoring and testing should be carried out. Moreover, in terms of marine emission, CAN recommends further tightening of the standard for fuel switching at berth to 0.1% sulphur content fuel; applying onshore power in all terminals: and setting up of Emission Control Areas.

Air pollution is a constant concern for residents of Hong Kong – and companies such as Mercer, the

ECA and the EIU all agree that Hong Kong’s air quality is holding it back.

The Chamber’s policy position is that Hong Kong would be well served to encourage the use of electric or other low emission vehicles to improve roadside air quality and reduce carbon; extend incentive schemes for replacing Euro II Diesel Commercial Vehicles to Non Road Mobile Machinery; and support the introduction of global market based measures for the international aviation and shipping industries to address their global CO₂ emissions.

Until the region’s air quality substantially improves, it will continue to reduce Hong Kong’s attraction as a home and business centre.

Liveability – is it all it’s cracked up to be?

For some expats, higher salaries and benefits may not be enough to keep them in Hong Kong, or encourage them to come. This summer, the Immigration Department reported that more than 10% of British expatriates left Hong Kong, followed by Australians (8%) and Americans (5%). Professional moving companies such as Crown Relocations and Swift Relo have reported that many are merely finishing their short-term contracts before returning home, while others are relocating to Singapore or other destinations. Crown Relocations reported a 5-10% decrease in inbound movers, and Michael Wan, general manager for Hong Kong and Macau at Crown Relocations, said there had been an increase in people leaving Hong Kong for Canada.

“Hong Kong remains favourably placed in Asia, ranking behind Singapore and locations in Japan” said Lee Quane, Regional Director – Asia, ECA International. “However, its rise in the global rankings bely the fact that Hong Kong’s ranking, relative to other leading locations in Asia, is undermined by long-standing problems affecting the territory, most notably air pollution.”

By any measure, Hong Kong is an impressive coastal metropolis. Its beaches, large country and city parks, skyline and harbourfront are beautiful; culturally, it is diversifying and becoming ever richer and more sophisticated.

There are great plans afoot to improve liveability for everyone in Hong Kong: from expats to children to local grandparents. The Government and Hong Kong citizens now need the desire, will and work to see these changes through. **B**

The quest for wealth

The path to long-term financial security is strewn with uncertainty and complexity, but five principles can help keep you on track.

There was a time when saving and investing for the future was considered a relatively uncomplicated affair that felt many steps removed from the intricacies of finance and global economics. Progress in recent decades – from the sophistication of everyday technology to the ready availability of round-the-clock services – has simplified many parts of our lives. But it has brought more complexity too, particularly in matters of personal finance.

Research consistently shows that many people find the decisions they need to make on saving and investing difficult, despite the profusion of information available. The paradox is that this confusion has deepened as financial services have modernised. The real danger is that people disengage from the process of how to create the wealth they need for their future.

While many things have changed, there are a number of constant principles on which investors should base their strategy to help fulfil their financial aspirations. The key rules that investors should follow in their quest for wealth are simply:

1. Make sure you have sufficient money on deposit for your short-term needs.
2. Guard against inflation.
3. Invest for the longer term.
4. Diversify your investments.
5. Find the very best managers.

Old habits

All over the developed world, savers are enduring the lowest returns on cash for centuries; but many remain wary of stock markets, despite their recovery from 2009 lows. Instead, many continue to accumulate cash; perhaps, overwhelmed by choice, it is easier to cling to old habits. But disappointing rates are expected to endure and the eventual rise will be slow and low. In such an interest rate environment, those who wish to achieve meaningful returns will need to reassess their savings on deposit.

However, cash does still play a vital role in an investment strategy, and enough should be kept on deposit. As Chris Ralph, Chief Investment Officer of St. James's Place, says: "If you maintain adequate liquidity, you should avoid the need to sell long-term investments at a bad time. As a guide, you should have enough to be able to sleep at night, and cover both expected needs and unforeseen emergencies."

Loyalty's return

Investors who hold enough cash can ignore passing market sentiment; while those with short-term horizons are more likely



to be disappointed. Over the long-term, investment in real assets, such as equities, provides the best chance of inflation-beating returns. When the 'dotcom bubble' burst in March 2000, global equities tumbled for three years; share prices rose until the 2008 financial crisis took markets to a low in March 2009. Since then, shares have climbed again, with ups and downs along the way, to near-record levels.

Ralph comments: "Investors cannot consistently and successfully time the markets, but those who hold assets for extended periods can reap the cumulative benefit of time's smoothing effect on market fluctuations and unforeseen events." No one knows what will happen to share prices in the short-term, but those who invest over a longer period – say five years or more – are likely to be better off than they are today.

Steady attrition

One persistent obstacle that an individual will need to overcome on the road to wealth creation is inflation. Even modest levels of inflation can erode cash in a low interest rate environment. And all of us at some point in our lives are likely to live through at least one period of significant inflation.

The effects of inflation can be as severe as a sharp fall in markets. However, whereas market dips are usually followed by recoveries, inflation permanently reduces the value of your savings. While you should hold money on deposit for short-term needs, there is significant risk in trying to play safe by putting all your money into cash-like investments. When investing for the long-term, you should keep an eye on inflation.

The importance of diversification

The old adage that investors should not put all their eggs in one basket still rings true. As well as the appropriate level of cash, it is important to diversify as widely as possible across different



investments that can protect against inflation. "The trick is to ensure that the selection of assets won't react in the same way to market events or economic changes," says Ralph. "Just as investments will not rise at the same pace or time, you should ensure that they do not fall at the same time either."

Shares, bonds and commercial property are examples of assets that can provide growth. Investing in funds rather than individual investments also ensures that money is more widely spread. And by investing in a selection of funds that diversify across different shares, sectors and regions, as well as asset classes, investors will be better placed to withstand shifts in economic and financial conditions and achieve above-inflation returns over the long-term.

Pathfinders

Different managers have different styles and assets; but many invest in the same way, so variety is no guarantee of diversity. There are a large number of fund managers to select from; some are excellent, some are very good, and some are not. "It is critical to have an investment approach that gives the best chance for your money to be with good managers," advises Ralph. "Understanding how your adviser researches, selects and monitors the fund managers should be high on your list of priorities."

There are no paths for investors that are risk-free and there probably never were. Making an informed and confident choice is not an easy task. The key to building long-term wealth is a realistic

assessment of needs and goals that reflects a level of risk that feels comfortable. Individuals are often reticent about reviewing their approach to wealth creation; but advice is the key for a planned, long-term investment strategy and for peace of mind.

To receive a copy of *The Investor*, the magazine produced by St. James's Place Wealth Management, please contact us at hongkong.info@sjp.asia.

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ST. JAMES'S PLACE
WEALTH MANAGEMENT

Top Tips for a More Liveable Hong Kong

Hong Kong is a much-loved city, but it could learn a few things from the UK about increasing the pleasure one takes in living in a metropolis.

— By Rupert Seebohm

People love living in Hong Kong. The city offers everything from world-class transportation and fine dining to public safety, efficiency and beautiful hiking trails just steps from downtown. Still, we could make Hong Kong an even more liveable city. For example, wouldn't it be nice to bicycle around town, dine at the waterfront or take a casual stroll through Central during a busy workday?

Hong Kong rose five places to rank number 28 in the ECA International's Global Liveability Index for 2016, which evaluates the overall quality of living at over 460 locations worldwide. The introduction of cycling and walking paths and improvements in air quality are contributing factors to the rise in Hong Kong's ranking, but experts point out what else could be done:

1: Transform the waterfront

Victoria Harbour is Hong Kong's jewel; the biggest breathing space at the heart of this infamously dense city, yet the waterfront remains largely underutilised and lacks accessibility and connectivity.

A test case is the transformation of London's South Bank. In the 1970s this was a fragmented and unloved path along the Thames River, running alongside a number of visitor attractions. Today, improved landscape, cultural events, commercial activities and



pop-up venues have transformed this pedestrian route into a leisurely two-hour stroll for Londoners and visitors.

Multidisciplinary architecture and design studio Lead 8, a team with a passion for creating liveable cities, have developed HarbourLoop, a vision to transform the Hong Kong waterfront into a seamless 23 kilometre urban cycle, running and walking network.

"A continuous path along this stunning Victoria waterfront, populated by parks, events, cafes, start-up units and sports facilities, would not only be a convenient way to get people to the harbour and an attractive and active way to move along it, but it would be an attraction in itself, bringing tourism and regenerative benefits," said Ian Ralph, Senior Planner/Urban Designer at Lead 8.

Connecting Hong Kong Island and Kowloon in a continuous loop, HarbourLoop has been envisioned to transform the contours of Hong Kong's iconic Victoria Harbour, turning the fragmented harbour front into a real and accessible asset.

2: Reclaim the streets

With one of the lowest car ownership rates of any modern city, Hong Kong roads still maintain many of the mid-20th Century principles of vehicle-first design. This results in poor pedestrian experiences, with crowded footways and limited planting or seating, and few opportunities to cross roadways.

In the UK, urban regeneration has been gathering speed since the late-1980s. Many UK streets have been refurbished, and are closed periodically or even permanently to vehicles for a variety of reasons such as shopping, cycling, walking and community parties. At Exhibition Road in London, the council converted a



traffic-dominated street that passed some of London's world-class museums into a "shared space" that prioritises pedestrians and limited traffic volume and speed.

3: Create an urban oasis

Currently many Hong Kong city parks and squares are poorly designed and laid out to minimise maintenance cost. However, when designed positively these can foster activities and expression, and become urban oasis of creativities, creating a new identity or attraction.

London's Kings Cross saw the redevelopment of railway lands with a pedestrian and culture focus. A new neighbourhood has been created – an example of "place making". The combination of cultural and education uses, markets and public spaces creates a vibrant, safe and inviting community.

British company Arup is conducting a feasibility plan for the Hong Kong Government's Energizing Kowloon East Project, which aims to transform Kowloon East,

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Many UK streets have been refurbished, and are closed periodically or even permanently to vehicles for a variety of reasons such as shopping, cycling and walking and community parties.

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an old district including the decommissioned Kai Tak Airport and the surrounding industrial areas, into a green, liveable and sustainable urban community.

4: Revitalise underused space

Hong Kong has some of the most dense plots of development, yet there are many, small leftover unused parcels of land, often near major roads or unusual shapes, difficult for conventional high density development to occur. To be more efficient, creative solutions are needed and the local community could be the solution.

Temporary place making can achieve great outcomes. In Brixton, South London, Carl Turner Architects designed a pioneering new space, Pop Brixton, around a small cluster of shipping containers. This project is a major attraction for the area, a focus for local community events and music and provides opportunities for start-ups.

Last but not the least... let's start walking and cycling! In March, Greg So, Secretary for Commerce and Economic Development of Hong Kong, visited Brompton Bicycle – a British design and manufactory of folding bicycles to seek advice on how Brompton can help improve cycling in Hong Kong. Brompton bikes that can be folded or unfolded in 20 seconds are ideal

for cities like Hong Kong – Greg So himself has become a Brompton bicycle owner.

If you are looking for British design, creativity and inspiration to make it happen, please contact our Rupert Seebohm (Rupert.Seebohm@fco.gov.uk) for support and help. **B**

Senior planner Ian Ralph from Lead 8 has contributed to this article.



Rupert Seebohm
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



Celebrating the Highfliers

Alumni Awards 2016 finalists and winners
Left to right: Kenny Chui, Jeremy Lai, Christine Chiu, Cynthia Chan, Mimi Zou, Charlotte Ho, Jackie Chu, Kenneth Ng, and Kelvin Chan

Outstanding UK alumni recognised by prestigious awards.

– By Cissy Lo

After graduating from the University of Bristol, Kenneth Ng returned to Hong Kong to launch and host his own weekly political talk show, "On the Record", in which he interviews politicians, academics and opinion leaders during one-on-one meetings. He has established himself as a leading political journalist and news presenter, covering elections, controversial political reform and international affairs.

As winner of the Professional Achievement Award of the British Council Education UK alumni awards in 2016, Kenneth attributes much of his professional success to the time he spent studying at the University of Bristol. "The interaction among professors and classmates has undoubtedly enhanced my capability of critical thinking and has broadened my vision, which is crucial for being a good journalist," he said.

Studying in the UK provided Kenneth with the skills, qualifications and connections he needed to succeed in his career. "Studying in the UK is a unique experience. I have had an opportunity to learn from, and with, the brightest people I have

ever known. I've also made great friends from around the world, enjoyed diving into new cultures and exploring diverse knowledge."

The Alumni Awards is a global campaign developed by the British Council and UK universities to promote the impact of UK higher education and to celebrate the outstanding achievements of UK alumni. It was first launched in September 2014 in three countries.



Alumni awards trophies

In 2016 the awards took place in 10 countries and received more than 1,000 applications.

In Hong Kong, the British Council has launched the second year of this prestigious award and is one of 14 locations honoured to be hosting the Alumni Awards 2017, alongside Egypt, Ghana, Greece, India, Indonesia, Malaysia, Mexico, Nigeria, Pakistan, Saudi Arabia, Thailand, Turkey and the US.

UK education is focussed on providing students inspiration to develop their knowledge and skills and UK graduates are changing lives around the world in many different ways. Fellow UK alumnus and Social Impact Award winner Kenny Chui agrees. He explains how his experience of studying at a UK university led him to make a positive contribution to his communities and professions.

Since graduating from the University of Stirling, Kenny has developed an innovative, one-year professional education programme related to dementia care. Offered through the Chinese University of Hong Kong, the programme supports healthcare workers to improve their interactions with people with dementia. His goal is to embed a culture of person-centred care for people with dementia.

"Studying in the UK gave me the chance to enrich my view and knowledge of dementia care. It widened my scope in designing services for people with dementia. The networking opportunities and resources at Stirling also helped to strengthen my persistence and confidence," said Kenny.



Kenneth Ng King Tsun (right), winner of the Professional Achievement Award and Caroline Wilson, British Consul General to Hong Kong and Macao

In the business side of the world, a UK study experience develops students' critical thinking, decision-making and creativity – skills that are essential in the workplace and will open the doors to dream careers.

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Studying in the UK gave me the chance to enrich my view and knowledge of dementia care. It widened my scope in designing services for people with dementia.

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Alumnus of the University of Greenwich and Manchester Business School, University of Manchester, and winner of the Entrepreneurial Award, Kelvin Chan Tak On attributes much of his success to his UK education. "My UK education keeps inspiring me. It has given me techniques, ideas and concepts I use in my business today. It helps me to always think outside the box," he says.

Kelvin founded the pioneering company Korean Corner in 2015, an importer and distributor of high quality Korean products. In less than a year, it has become a market leader with its head office in Hong Kong. Korean Corner now has branches in Hong Kong, Taiwan, Korea, Australia and the US. **B**



Cissy Lo
Education
Marketing
Manager,
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The British Council is the UK's international organisation for cultural relations and educational opportunities.



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Silk Road Revisited

The CBBC issues a report on the tremendous international trade opportunities for the UK through the One Belt One Road initiative.

The China-Britain Business Council's report, *China-Britain Belt and Road Case Studies Report – Global Partnerships in Action*, launched in Beijing on 25 May, lists twenty-one examples of UK-China cooperation in Europe, the Middle East, Asia and Africa, on projects worth more than £19 billion.

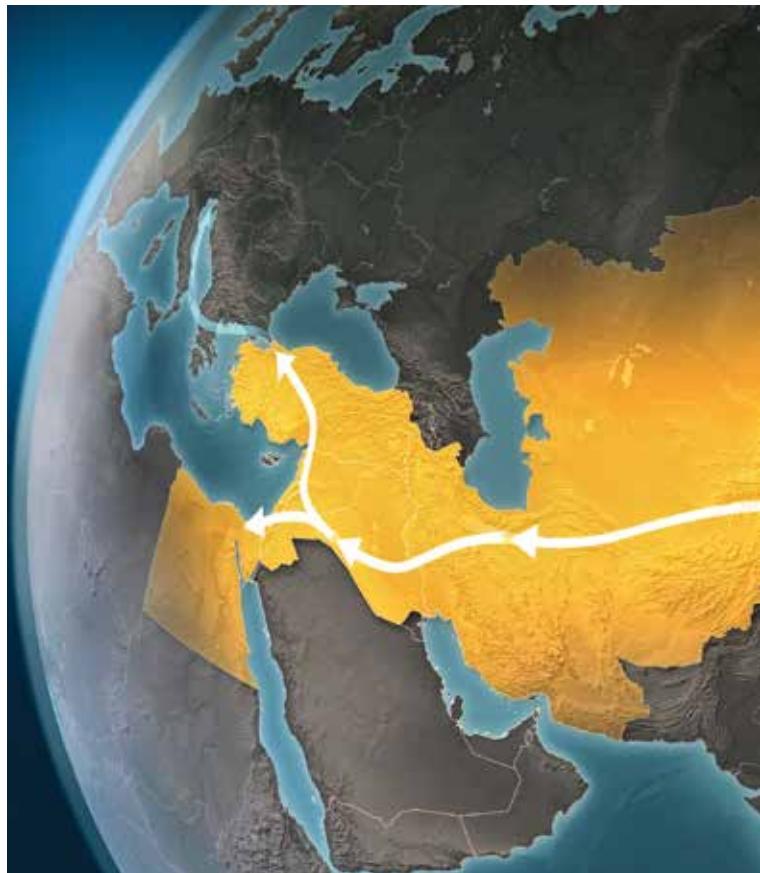
The document includes case studies from some of the UK's most renowned companies, such as HSBC, British Petroleum, London Metal Exchange, Linklaters and KPMG, demonstrating the complementarity of UK and Chinese expertise across the globe.

The report was delivered in partnership with Tsinghua University, and is endorsed by the Silk Road Fund, a state-owned investment fund of £29 billion for projects along the routes.

Belt and Road is a crucial opportunity to position UK expertise at the forefront of international trade for decades to come. This report shows what is already happening in UK-China cooperation, and more meaningfully, what is possible as more Belt and Road projects begin across the routes.

Included also are initiatives in Britain, such as Changan UK's ambitious plans to build its own test facility in Birmingham, and Beijing Construction Engineering Group's £800m joint-venture investment with Manchester Airports Group.

Douglas Flint, the Group Chairman, HSBC, said, "Britain is ideally placed to contribute financial and professional expertise vital to delivering the Belt and Road initiative. Our leading positions in offshore RMB, sustainable infrastructure financing, project management and engineering design and delivery provide clear evidence that Britain has the skills



and experience to help turn the New Silk Road into reality."

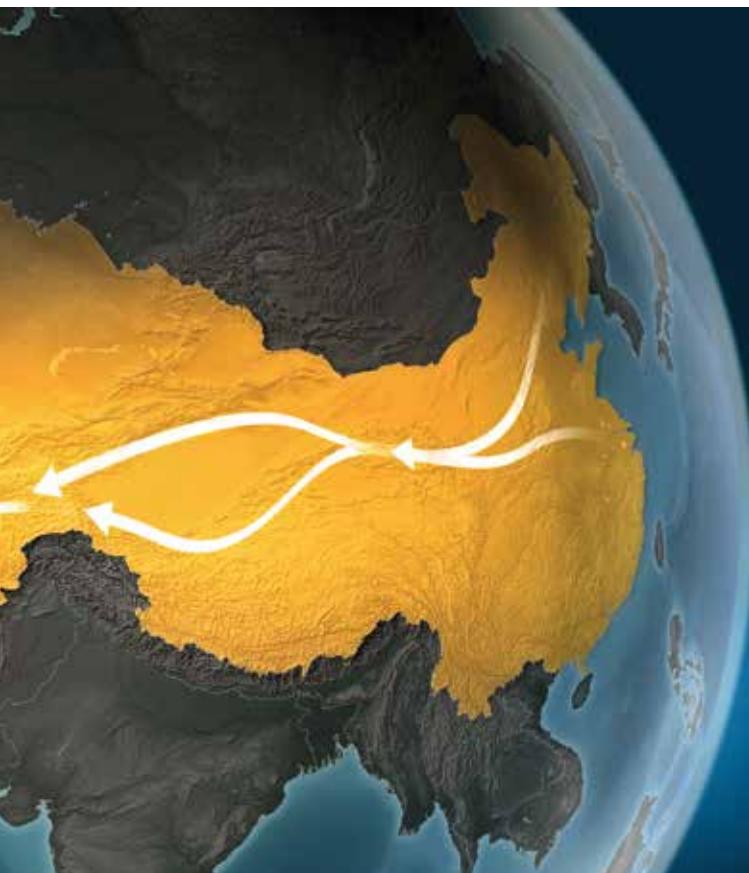
Likewise, Garry Jones, CEO of the London Metal Exchange, noted, "The infrastructure projects stimulated by China's Belt and Road strategy have created significant demand for base metals and other commodities. The LME's initiatives in this space reinforce our position as a conduit for trade flow between China and the rest of the world."

One Belt, One Road

President Xi Jinping launched the Belt and Road initiative in 2013 with the aim of improving and creating new trading routes, links and business opportunities between China and the rest of the world. Consisting of two main elements, the One Belt One Road (OBOR) routes cover more than 60 countries across Asia, Europe, the Middle East and Africa.

It is estimated that the Belt and Road countries account for two-thirds of the world's population, but only one third of the world's GDP. Infrastructure is key to the economic development of countries along these routes.

Chinese enterprises are already experienced in building China's modern and ever-expanding



network of roads, railways, airports and power generation facilities. Supported in their efforts by new financial institutions such as the Silk Road Fund and Asia Infrastructure Investment Bank; they stand ready to take advantage of these opportunities.

Entering into unfamiliar, challenging and often risky geographical and business environments is where UK firms have expertise. The case study report demonstrates powerful partnerships between British and Chinese companies playing to their unique strengths, that are already shining, tangible examples of cooperation along the Belt and Road.

As is evident in the report, from Asia to the Middle East, from Africa to Eastern Europe, and in countries across the Belt and Road, UK firms are already cooperating with Chinese firms and helping to turn the Belt and Road vision into reality. By highlighting these cases, it is our intention to encourage many more Chinese and UK businesses to follow in their footsteps.

The China-Britain Business Council (CBBC) is the leading organisation helping UK companies grow and develop their business with China. We help companies of all sizes and sectors, whether new entrants or established operations. CBBC has worked with China for 60 years and our team has extensive experience of doing business there.



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The infrastructure projects stimulated by China's Belt and Road strategy have created significant demand for base metals and other commodities. The LME's initiatives in this space reinforce our position as a conduit for trade flow between China and the rest of the world.

– Garry Jones, CEO of the London Metal Exchange

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Amazing possibilities

Goods and people could travel between China and Europe at 1,120kmph reports *The Times*, thanks to Hyperloop One. This invention by Elon Musk, the American founder of Tesla and Space X, will carry pods full of people or freight speeding on a cushion of air down low-pressure tubes mounted on pylons. Hyperloop signed an agreement with Sergei Sobyanin, mayor of Moscow, as well as an infrastructure company to produce a feasibility plan.

A delegation from the European Bank for Reconstruction and Development is heading to China to participate in the first annual meeting of the Asian Infrastructure Investment Bank (AIIB) and to sign a joint project, the reconstruction of a road in Tajikistan, one of the first ever AIIB projects.

Chinese investments rocket

Chinese companies invested nearly \$15 billion in countries participating in Beijing's new Silk Road initiative last year. This was up one-fifth from 2014, President Xi Jinping said in Uzbekistan, lauding one of his key foreign policy strategies. China has dedicated £30 billion to a Silk Road Fund and the idea was the driving force behind the establishment of the £37 billion AIIB. ■

GREAT British Food

How delicious UK exports to Hong Kong will make foodies and retailers smile.

At 2:55pm on 6 July 2016, for the first time in history, a consignment of fresh, sweet, succulent British berries landed at Hong Kong International Airport. Picked just hours before, the punnets showed that fresh British produce could be enjoyed at its peak – even 6,000 miles away. Could China be the ideal market for the UK's fresh-food exporters? Could fresh British produce become the region's next big thing?

A consortium trade initiative linking UK producers with new export opportunities in the HK region believes it can. Under the brand umbrella of "Great British Food" the agenda is simple: take the finest UK seasonal produce; add advanced logistics; make new trade agreements; and feed a growing Hong Kong domestic and expat market hungry for original British food.

The numbers – both for Hong Kong resellers and for fresh-food imports – make interesting reading.

Hong Kong imports 90% of its food

Hong Kong imports an astonishing 90% of its total food supply. With a resident population estimated at just over 7.35 million people, plus some 59.3 million tourists and visitors a year, that's a lot of mouths to feed.

According to the Hong Kong government's latest expenditure survey, residents spend around 27.5% of their household expenditure on food. Of this, some 17.1% of purchases were meals bought away from home.

Not surprisingly, the latest market projections show food and catering businesses flourishing. By 2016, per

capita food expenditure in Hong Kong is expected to reach HK\$35,044. Hong Kong's catering market is on a trajectory worth HK\$126.2 billion.

Brexit: a trigger for new food trade with Asia?

The UK's decision to leave the European Union means that soon Britain, not Brussels, will negotiate its own international treaties. There are already clear indications that Chinese officials are keen to trade. Speaking to the *China-Daily* newspaper, Xing Houyuan, an official in the state-backed Chinese Academy of International Trade and Economic Cooperation, observed that the EU frustrates China. He said that following Brexit the "situation in Western Europe will push China and the UK to make a trade treaty".

The marketing allure of "fresh from the UK"

The culinary capital of Asia, Hong Kong's fast-paced, cosmopolitan lifestyle fuels a profusion of traditional and world cuisine menus and experiences. Approximately 14,000 restaurants provide formal or casual dining and include Chinese (37%), non-

Great British Fresh Food poised for Hong Kong and China

1. Super-sweet, juicy British Everbearer Strawberries (*Hampshire New Forest*)
2. Sweet, year-round special Piccolo cherry tomatoes (*Vale of Evesham*)
3. Fresh Organic Spinach, Red kale and Cavelo Nero grown in top grade soil (*Crediton, Devon*)
4. Northumberland Artisan Cheese made from Jersey cow milk
5. High-marble Wagyu Rib-Eye beef from English pure-bred Stoneham free-range Wagyu Cattle
6. Wild venison steaks & roasting joints from Red Fallow Deer (*Rendlesham Forest, Suffolk*)
7. Free-roaming Wild Pheasant game birds (*Norfolk Countryside*)
8. Succulent dark meat from Norfolk Black free-range organic Chickens
9. Fresh, delicate, line-caught Cornish Lobster and Crab
10. Four-year old vintage dry-cured ham made from organic, woodland-reared Managalitzta pigs (*Dorset*)



“

The Hong Kong market represents a golden opportunity to showcase unique and traditional British-produced fresh food. Local buyers and retailers know consumers will be receptive. – Russell Bishop, Director, Constrad International

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Chinese (56%) and fast food outlets (7%). The vast culinary choice means whether eating out or at home, the style, taste and provenance of food and drink really matters to consumers.

Premium British brands sell well overseas, especially in China, where British history and culture is highly regarded. There is a rising demand for our products,

fuelled by a growing middle-class with increased disposable incomes and a taste for quality products made in Britain. Now, by uniting together under a "Great British Food" banner, UK premium fresh food producers and Chinese importers have the chance to create a new offer in one of Asia's most lucrative markets.

Join the journey

Constrad International is shaping the concept, business partnerships, investment funding and negotiation needed to make "Great British Food" happen. Director, Russell Bishop says, "the Hong Kong market represents a golden opportunity to showcase unique and traditional British-produced fresh food. Local buyers and retailers know consumers will be receptive. We are already matching partners to sampling requests including fresh berries, organic vegetables, cured ham, Wagyu beef and dark meat chicken. We also envision the re-export opportunities into Mainland China. We are convinced this will develop quickly, and now is the moment to join the journey." ■

Constrad International is an experienced food and beverage Export and Brand Management Company helping British SMEs to market and sell their products/brand in China markets. In the last 12 months Constrad has amassed a portfolio of over 50 UK suppliers offering some 30,000 product lines. As the consortium finalises its "Great British Food" umbrella brand plans, the directors are preparing for commercial and investment enquiries from interested equity partners. Contact: Russell.bishop@constrad.co.uk



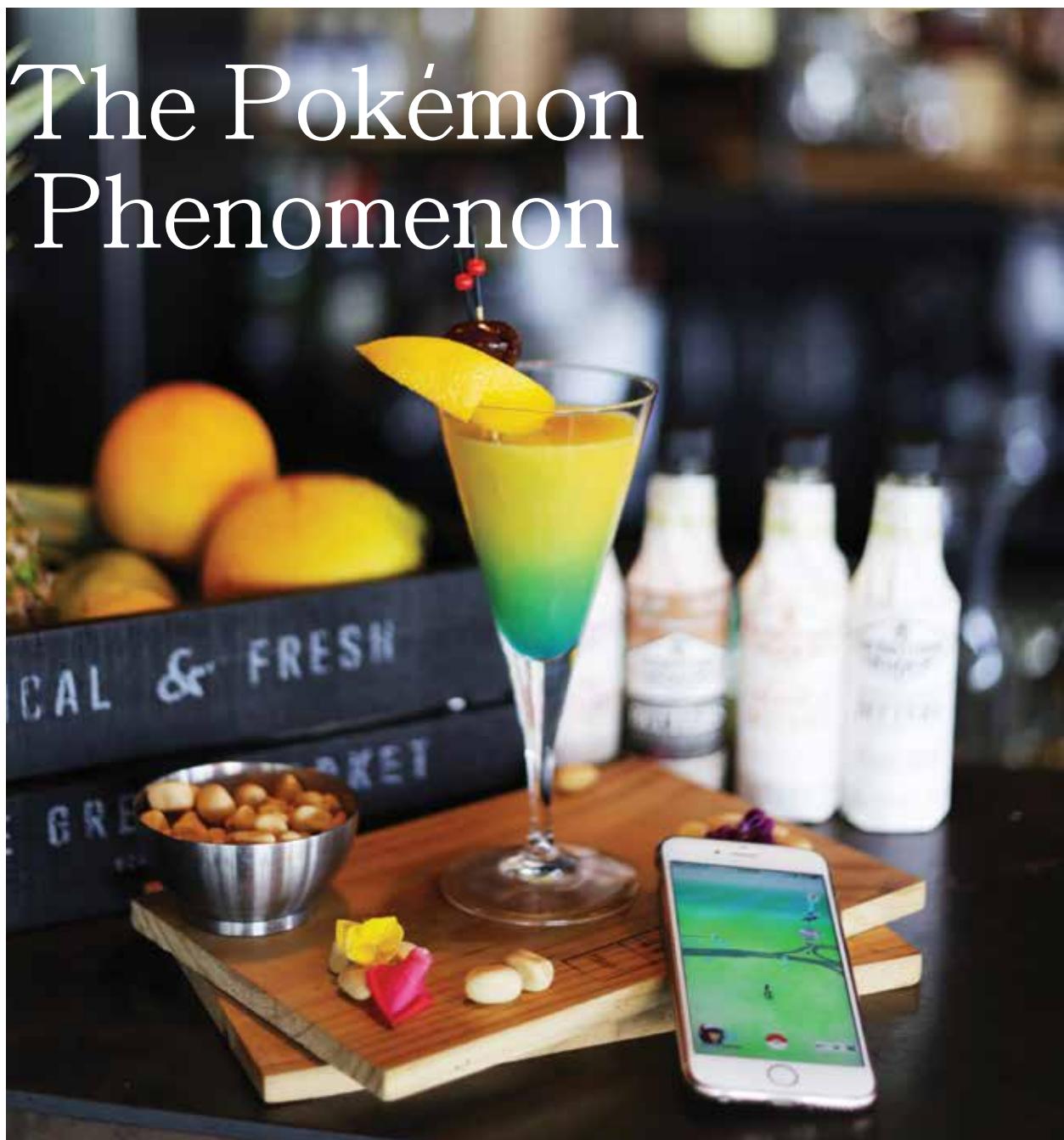
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The clever business strikes when opportunity presents itself.

– By Erica Fong

With Hong Kong's retail sector facing a downturn, there couldn't have been a better time for Pokémon Go to arrive on our shores.

The wildly popular augmented reality (AR) game by Niantic Labs was launched in Hong Kong on 26 July, transforming hordes of regular people into zombie-like roadblocks.

Suddenly, millions of people were stumbling out of their homes and into public areas like parks, malls

and other landmarks to catch "pocket monsters" and battle it out with fellow "trainers". These Pokémon-addicts would often lose track of time and space and only stop playing when their batteries eventually died.

While this might sound crazy to most, local retailers were racing to cash in on this phenomenon right from the start.

Before the game was even launched, mobile operators CSL and 1010 announced that they would be giving



customers free, unlimited data to play the game – an effort to woo new customers and reward existing ones.

Swire Properties quickly used their social media channels to help customers spot Pokémon at their three flagship malls – Cityplaza, Pacific Place and Taikoo Place.

Uber Hong Kong threw together a campaign in less than 24 hours, wrapping several vehicles as Pokéballs and running a Facebook competition for those who had collected over 150 pocket monsters to win a free three-hour Uber ride.

Fashion retailer Grana set up “lures” at their Fitting Room on Hollywood Road and gave out special promo codes to anyone who successfully caught a Pokémon in the store.

Restaurants and hotels such as The Woods and Ovolo Southside also jumped on the bandwagon, offering Pokémon-themed food and drinks, charging stations and free Wi-Fi at their respective venues.

So why exactly is Pokémon Go so popular?

Call it a mix of nostalgia and the bandwagon effect. Those who grew up playing Pokémon could finally feel like a teenager again, while those who'd never heard of Pokémon suffered a major case of FOMO (Fear of

Missing Out) if they didn't join in. And really, who could resist the little monsters' cute factor?

Whatever the reason, Pokémon Go quickly became one of the most downloaded apps of all time, surpassing 100 million downloads on both the App Store and Google Play and generating more than US\$120 million in revenue from in-app purchases (as of 4 August).

“

Fashion retailer Grana set up “lures” at their Fitting Room and gave out special promo codes to anyone who successfully caught a Pokémon in the store

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It's become a game-changer (pun intended) not just for the gaming industry, but in marketing and retail as well. So what are the lessons here?

If your company hasn't done anything around Pokémon Go yet in Hong Kong, it's probably too late. Trends like this fade out fast, and we're already seeing fewer people playing the game in the city. However, the game has yet to arrive in other Asian countries like China, India, Singapore and South Korea, which means there's still time to hatch a Pokémon plan.

But not everyone should be jumping on the bandwagon. For example, turning your store or boutique into a Pokéstop might succeed in attracting a huge crowd of trainers of millennials, but they may not necessarily be the right audience or target customers for your brand.

The implications of Pokémon Go extend much further than this game alone. For the first time, augmented reality (AR) has gone mainstream, and corporate sponsorship of an AR game brings new possibilities in the future.

Whatever happens, the key is to act fast. Global trends come and go, and just like Pokémon, you've #GottaCatchEmAll. ■



Erica Fong
Chief Editor

Retail in Asia is the pioneering source of retail intelligence in Asia. Founded in 2010, our team of in-house journalists and expert contributors cover the latest trends and topics in Asia's thriving retail industry with daily news, reports and updates. Visit www.retailinasia.com and sign up for our bi-weekly newsletters to stay informed.

RETAILⁱⁿ**asia**

Creating Your Private Property Portfolio

Brexit's effect on sterling offers a silver lining to those off-shore investors interested in purchasing properties in the UK, and outside London there are gems to be discovered by savvy buyers.

– By Peter Grant

After the recent "Brexit" vote in the UK, investors have been reviewing what material impact the result might have on what to do with their cash. By any measure, appetite – at least for the residential property market in areas outside London – is holding up well. Bricks and mortar represent a less-volatile asset class and are still a reliable part of a diversified portfolio; property is a medium-to-long term investment, not one to enter speculatively for the short-term.

The depreciation in the value of sterling may also present overseas investors with an opportunity to acquire property at an effective discount and demand still outstrips supply.

The fundamentals governing choice of property type and location apply, whatever the market conditions. Individual investors with significant available capital and an interest in the sector should, therefore, take a breath and think about their priorities in order to reach an informed decision with which they are comfortable.

Consider what type of property attracts you: Do you prefer residential or commercial? Is location important to you? That is, what cities personally appeal to you? Would sourcing and managing more than one property be challenging in terms of time commitments? Could

you keep track easily of changes in government policies affecting buy-to-let investment? Is the long-term potential ROI a key driver? Finally, how easily would you be able to divest if you needed or wanted to?

Property investment funds, or REITs, might provide one route, and they are readily available. They have advantages of scale in that they are chiefly invested in large commercial developments in select



cities, spreading the risk. They require a minimum of management time and effort on the part of the individual investor.

They do, however, present challenges. The investor has no say in the locations or types of developments invested; the investment would typically be subject to a fee structure with three separate levels; an early exit may incur discrete penalties and the position may take more time to unwind than expected; such developments may be more exposed to cyclical economic challenges that depress the ROI; and they are impersonal.

For anyone who loves bricks and mortar and wants to accumulate a personal portfolio in the UK in which the individual appeal of the properties is a factor as much as the investment potential, there are myriad opportunities as well as a few key options to weigh.

Location, location, location: It is the mantra of every real estate aficionado and the starting point from which all else flows. In best cinematic parlance, “we’ll always have London”. This is true, but is London where you really want to park your capital? London could be considered the default investment setting, given the number of off-plan new developments. There is choice, but it comes at a price. It is worth taking time to assess the less obvious factors governing such property and whether they meet or miss your goals.

Resale value is an important consideration. The off-plan developments are not mature so it is hard to predict their long-term value, especially if they are located in the outer reaches. The infrastructure surrounding them may still be incomplete or insufficiently integrated with the city, affecting their desirability as rentals with optimum returns. The initial outlay is far higher and the ROI could be substantially less than opting for property in a prime city elsewhere in the UK.

The high cost of London living has prompted renewed and vigorous interest in major cities throughout the UK,

Is London where you really want to park your capital? London could be considered the default investment setting, given the number of off-plan new developments. There is choice, but it comes at a price.

made attractive by their affordability, liveability and career prospects. Investors could do much worse than accumulate properties in one or more cities where they already have a connection or in cities that appeal because of attributes that attract a buoyant rental market, such as student populations, which provide a stable rental income stream.

Such cities are not short of new-build developments, but they also support the better option of more traditional properties with practical layouts, space, character and flexibility. Traditional properties have already retained their value and continue to outperform their modern counterparts; they are also located in mature districts with the kinds of amenities that prospective tenants like to have on tap. Moreover, their ROI is conservatively two and a-half to three times that of a London establishment. Compare and contrast: a 1,400 sqft modern apartment in the London suburbs could buy four Victorian properties in central Edinburgh with respective yields of 2-3% and 6-7%.

It all sounds ideal, but you also have to consider how much time it will take you to research, acquire, renovate, furnish, and manage even a modest portfolio of four or five properties, and your dream may seem just that bit out of reach. Given all of the factors on the balance sheet, is your ambition at all achievable? Most definitely! So developing a bespoke property portfolio without the headaches may yet be within your grasp. **B**



Peter Grant
Founder

Grant Property has built its business over the past two decades on its depth of knowledge of 12 key UK cities with an investment philosophy that focuses on Georgian and Victorian properties in prime areas. It offers a complete sourcing, renovation and management package for a single fee. Grant Properties has experienced increasing client demand for bigger holdings, and it has developed its new Aspen portfolio plan to meet that aspiration. Further information visit www.grantpropertyinvestment.com



Writing Wisdom from George Orwell

Orwell was an early champion of simplicity over complexity, and favoured original expressions to stale metaphors.

– By Freya Simpson Giles



George Orwell, one of the most revered writers of the past century, is best known for his dystopian novel *Nineteen Eighty-Four* and the allegorical *Animal Farm*. He was also an essayist, journalist and critic, and many of the expressions coined over the course of his career (such as "cold war", "Big Brother" and "thought police") are still widely used today.

However, many are unaware of the profound influence Orwell had on the activity of writing itself. In 1946, the author penned his "six fundamental rules of writing" in the essay "Politics and the English Language". These rules have since formed the basis of *The Economist's "Style Guide"* – the instructive, surprisingly entertaining and reassuringly concise authority on good English usage.

Orwell's six rules for simple and effective writing

1. Never use a metaphor, simile or other figure of speech that you are used to seeing in print.

2. Never use a long word where a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive voice where you can use the active.
5. Never use a foreign phrase, scientific word or jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything outright barbarous.

In short, Orwell's six rules urged us to keep our writing clear and concise. It was advice out of step with the preferred style of the time. Orwell himself pointed out that his rules "demand a deep change of attitude in anyone who has grown used to writing in the style now fashionable" – a style that he dubbed ugly, with a "staleness of imagery [and] lack of precision."

The excerpt below, taken from the novel *Paul Clifford* (1830), serves as an example of the kind of writing Orwell railed against. In fact, it is often mocked as an example of “purple prose” (the show-off of the literary world).

“It was a dark and stormy night; the rain fell in torrents — except at occasional intervals, when it was checked by a violent gust of wind which swept up the streets (for it is in London that our scene lies), rattling along the housetops, and fiercely agitating the scanty flame of the lamps that struggled against the darkness.”



Orwell might well have preferred something like the following: *“Violent rain and wind swept through the London streets, threatening to extinguish the night-time lamps.”*

Applying Orwell's rules to business writing

In the example above, Orwell's plain English approach has been applied to a piece of literature, but nowhere is it more relevant than in business writing. The primary aim of business communications is to effectively convey a point of information. To achieve this, function must be prioritised over form. However, all too often, business communications are guilty of breaking Orwell's rules, and key messages are lost as a result.

The overuse of industry or general workplace jargon is a common misdemeanour. Used with particular enthusiasm, it can easily render a piece incomprehensible to the layperson. “Blue-sky thinking”, anyone? “End-user perspective”? Metaphors can also confuse the uninitiated (and

All too often, business communications are guilty of breaking Orwell's rules, and key messages are lost as a result.

grate even for those in the know). Think “low-hanging fruit” and “push the envelope”.

Overly complex sentences can further confound, forcing the reader to tease out the meaning, or more likely, simply move on. Take the following statement announcing a 2012 internet conference call hosted by Darden Restaurants:

“Questions may be poised (sic) to management by participants on the call and in response the company may disclose additional material information.”

Translation: Participants will answer questions during the call.

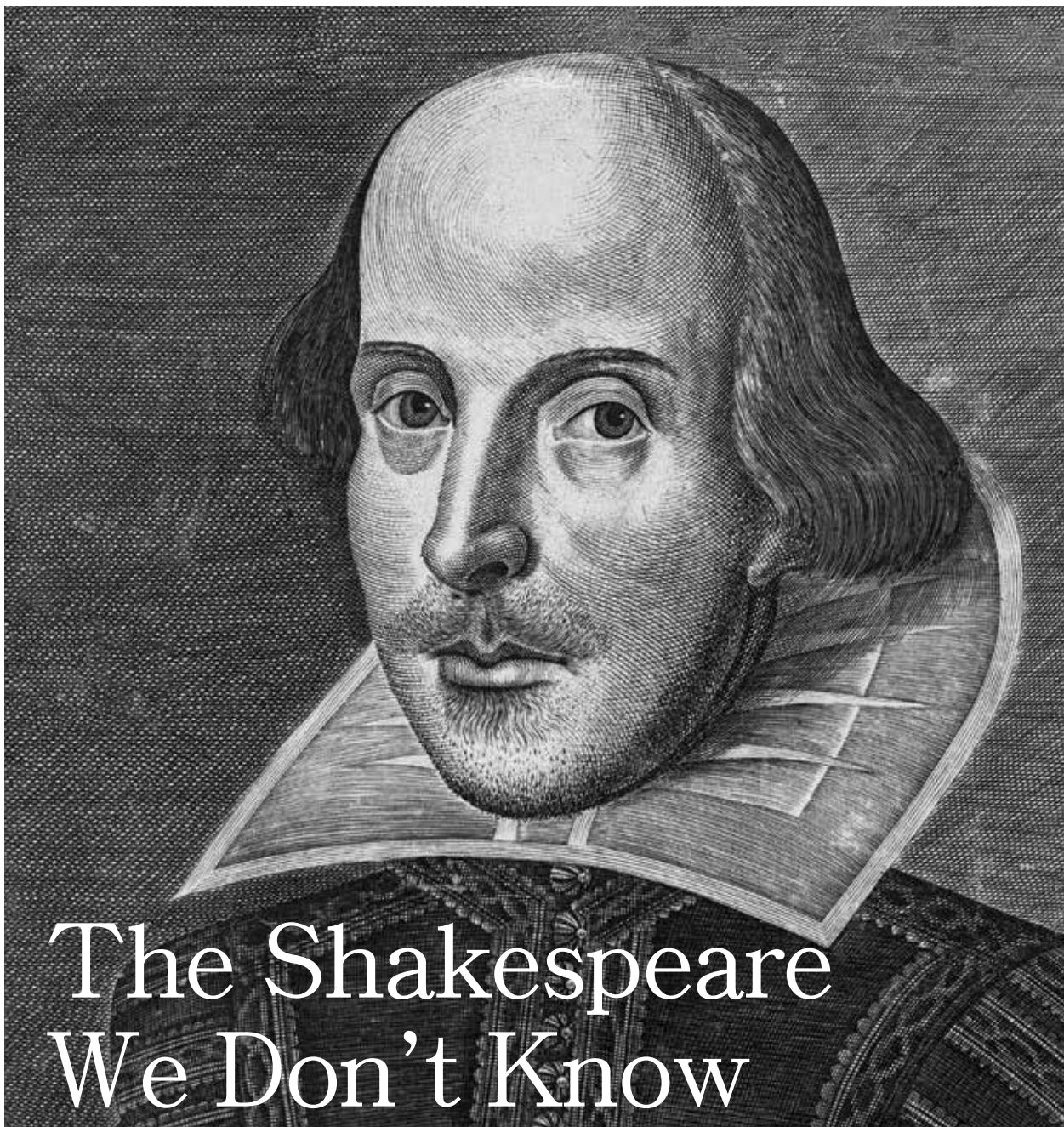
Such writing may be intended to sound more formal, business-like or perhaps even more intellectual. However, it can create the opposite impression, causing the writer to sound confused and making the reader feel the same way. As Orwell put it, language should be used “as an instrument for expressing and not for concealing or preventing thought.” **B**



**Freya Simpson
Giles**
Director

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The Shakespeare We Don't Know

The dreamy bard we imagine – Shakespeare penning sonnets, comedies, histories and romances – had another face, that of a business genius and disruptor. – By James Shapiro

We imagine Shakespeare working solo, scribbling away alone in some garret. Contrary to popular belief, he wasn't paid for writing *Romeo and Juliet* or *Hamlet* and earned only a pittance when his plays were printed. His literary success and economic well-being depended instead upon his role as a shareholder in a joint-stock company, of which he was an investor and leading member. He excelled as an innovator – both creatively and in terms

of the business of theatre – navigating complex challenges that included an increasingly competitive marketplace, censorship, plague, fire, domestic instability, and the threat of foreign invasion.

Building the infrastructure for an entertainment industry

When Shakespeare was born in 1564, no writer or actor could earn a living without the support of

aristocratic or royal patrons. Strolling players toured from one town to the next in search of a venue and a paying audience, for there were no permanent playhouses and hadn't been in Britain since the Roman occupation. Actors were of low social status, vagabonds subject to being whipped and sent on their way by local authorities.

That situation changed dramatically a few years after Shakespeare's birth. Of the nearly 5,000,000 inhabitants of a largely agrarian England, 150,000 lived in and around the walled City of London, a number that would swell to almost 200,000 by the end of the 16th century. This meant that there was a critical mass of potential playgoers. Seizing on that potential, visionary investors began converting inns into playing spaces and theatres.

Actor-owned playhouses

Between 1567 and 1642, 23 theatres were built. None were designed to last more than a few decades. The investors who built and owned these earliest playhouses divided the box-office receipts with the players who performed in them.

London's primary business structure was the guild in the 16th century. But the emerging professional theatre did not work well within the cumbersome hierarchical structure of the guilds. The newer model to which Shakespeare and his fellow actors turned was the joint-stock company, coming into favour as those with capital turned to foreign trade, whose huge rewards required significant investment at a time when lending at interest was illegal (though that didn't stop some, including Shakespeare's father, from practising what was considered usury).

The earliest joint-stock company was probably the Company of Merchant Adventurers. It allowed for the rapid expansion of foreign trade, culminating in the charter to the powerful East India Company. It would also provide an invaluable model for England's actors. The most significant innovation in which Shakespeare participated was the Chamberlain's Men, formed in 1594.

The earliest joint-stock company was probably the Company of Merchant Adventurers. It allowed for the rapid expansion of foreign trade, culminating in the charter to the powerful East India Company.

His initial share to buy in, the same 70 pounds the seven other shareholders each invested, gave him one-eighth of the half-share of all box-office earnings. Partners were expected to act and hired additional actors. They also took care of other demands: bookkeeping; providing and upgrading costumes and props; running concessions; dealing with the authorities; and buying new plays. In all likelihood, Shakespeare's main contribution was supplying two or three new plays a year.

The founding members who remained in the company all died wealthy. It proved to be the most successful theatre company in Elizabethan and Jacobean England and – judged in terms of talent, repertory, and profits – perhaps of all time.

To commemorate the 400th anniversary of the death of William Shakespeare, executive search firm Hedrick & Struggles published a few Shakespeare-related publications and is holding events in Asia in November to draw out leadership lessons for chief executives, chairs and directors from one of his greatest plays, *Julius Caesar*, under the theme, *Where Caesar Went Wrong: Anatomy of a Boardroom Coup*. To read more new articles on Shakespeare, visit <http://heidrickone.com/eyeonshakespeare/> 

James Shapiro is professor of English and comparative literature at Columbia University, New York, and a board member of the Royal Shakespeare Company.

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For more than 60 years, executive search firm **Hedrick & Struggles** has focused on quality service and built strong leadership teams through our relationships with clients and individuals worldwide. Today, Hedrick & Struggles leadership experts operate from principal business centers in North America, Latin America, Europe, the Middle East, Africa and Asia Pacific.

And Dream of Sleep

Sleep is a necessity, not a luxury.

– By Nick Mitchell

Sleep is in scarce supply in a lightening fast-paced city like Hong Kong.

We all too often skimp on it thinking that we can “catch up” either by weekend lie-ins or by riding the fatigue wave out with caffeine and sugar. But the harsh truth is that it’s a zero-sum game. You need what you need when you need it and can’t make it up later without a negative impact on your health, productivity, and body composition.

How do you define how much sleep you need? You should wake up feeling refreshed without the need for an alarm clock. That’s probably something that very few of you ever achieve. It doesn’t have to be eight hours though – for some it will be more and others can function optimally on much less.

Whatever your own sleep sweet spot is, you must never forget that it is one of the key non-negotiables to optimal living. In very simple terms, not getting enough sleep plays havoc with:

1. Testosterone production: Go a few nights on 60% measures of sleep and see where your sex drive is. Maybe a teenager or young man in his 20s won’t feel this, but wait until the 30s and 40s hit.
2. Insulin / Cortisol “see saw syndrome”: Your tired mind and body needs boosts in cortisol to get it going and

is also more insulin resistant (meaning it is much more likely to store glucose in the fat cells). What sort of foods do you reach for when you are sleep deprived? The worst kinds: Forget meat and veg and think croissants and candy. You do this for a hormonal reason and it will send you into a negative spiral of worse food, lower “real” energy, mental fog and fat accumulation.

3. Growth Hormone (HGH) production: We release a lot of our HGH during certain cycles of sleep. Miss these cycles out and you can’t play “catch up”.

How To Improve Sleep Quality

1. Keep regular hours: Go to bed at the same time every night and dispel the notion that you can play “catch up” at weekends.
2. Sleep in a cool temperature: By decreasing body temperature and regulating room temperature, one can create an environment that will sustain REM sleep.
3. Make your bedroom a bat cave! REM sleep is easily affected by noise pollution and light interference so make your bedroom as dark and as quiet as possible. Go as far as switching off electrical devices that have standby lights on, and if you travel a lot, use hotel towels to block out the light that often comes through from hotel corridors. Light interference can easily create a sensory marker in the brain that disturbs REM sleep; therefore, it is vital to

establish the best sleep environment. Even the slightest light contact with the skin will reduce the quality of REM sleep; so the darker the bedroom the more likely one is able to gain quality REM sleep. I know this sounds a bit over the top but the changes will be worth it.

4. Use Magnesium: This mineral is vital in aiding cortisol management and therefore assists deep wave sleep by resetting insulin sensitivity. Magnesium is also a catalyst in re-establishing adrenal health through the cortisol/insulin connection.

Californian poppy extract is a great herbal adaptogen that relaxes brain waves into deep wave sleep. It also acts as a liver detoxifier and has a secondary pathway in slowly aiding the removal of toxins that affect the sleep cycle.

Our diets also have a significant impact upon the sleep cycle. Foods that are high in carbohydrates may increase serotonin production (the neurotransmitter responsible for a calm, happy, and relaxed state of mind), but the downside is that once blood sugar levels decline the body will go into a natural hunger mode, and it is possible that you may wake up as natural reaction to low blood sugar.

Foods that are high in essential fats will aid in establishing a constant blood glucose level, which is beneficial as the body will be able to go into a fasting state while slow-release energy is being made available for metabolic function. Therefore, one option to try is to stay away from carbohydrate-rich meals at least two hours before bed and try to include a meal rich in essential fatty acids.



If you are waking up after two-to-four hours sleep, you may benefit from a protocol that will assist your liver's ability to detoxify. This can include:

“

Even the slightest light contact with the skin will reduce the quality of REM sleep; so the darker the bedroom the more likely one is able to gain quality REM sleep.

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- Increasing fibre intake and consider a morning and evening addition of a high quality fibre supplement;

- Glucuronic acid is vital in unbinding phase two detoxified substances for removal from the GI tract. Take two calcium d-glucarate capsules three times daily for 16 days;

- Use an estrogen control protocol for 16 days; and

- As an on-going liver support formula, mix 1-3 tablespoons of a good quality Greens powder with 1.5 liters of water and consume daily.

Maintaining pH levels will aid not only GI detoxification but also positively influence proper cortisol management.

And last but not least, go to bed when logic and your body dictate. That Netflix episode will still be there tomorrow, and so will those projects for the office. Prepare yourself to face your day better rested and focused. **B**



Nick Mitchell
Founder & CEO
of Ultimate
Performance

Ultimate Performance provides fully qualified advice from trainers and coaches who have all studied with leading organizations such as the NSCA, ACSM, Australian Sports Institute, the Poliquin Institute, StrengthSensei, and our own UP Education teaching team. We have assembled our own dream team of trainers, who can be called upon to collectively advise any one client on his / her particular needs.

UP ULTIMATE
PERFORMANCE

Luxurious Returns

Nihiwatu

Some holidays reward everyone. In this issue, Lightfoot Travel celebrates some of the finest and most philanthropic resorts and foundations on their roster, in an article that is sure to inspire you to consider a vacation that genuinely improves the communities and places you visit. – By Nikki Pang

Nihiwatu & The Sumba Foundation – Sumba Island, Indonesia

This intimate beach hideaway, located on one of the most isolated islands in Indonesia, delivers a unique holiday experience for those in the know. The property has an unrivalled reputation, with world-class fishing, surfing, diving and offers utter privacy and exclusivity.

Maintaining its deep-rooted philosophy, and through the generosity of American entrepreneur Christopher Burch, a portion of profits from Nihiwatu are now repatriated into the Sumba Foundation that was founded in 2001.

With the enthusiastic support of hotel guests, the property is a philanthropic vehicle dedicated to

fostering community-based projects. During their stay, guests are introduced to the Foundation's efforts through an impactful presentation and short film. Many guests subsequently become benefactors to the Foundation. The result is a rare collaboration between a resort and its local community that today co-exists with compelling interdependence: the resort has become the biggest employer on the island and the Sumba Foundation gives back to the local communities.

Over the last 14 years, the Foundation has set up four Medical Clinics, a Malaria Training Centre and has developed over 100 wells and water stations. It also currently feeds 80 small children in its malnutrition program; it supports and has refurbished 15 primary



schools, and provides school lunches for 1,100 children twice a week.

Song Saa & The Song Saa Foundation – Koh Rong Archipelago, Cambodia

Song Saa is the first of its kind in terms of luxury properties in Cambodia's untouched Koh Rong Archipelago. Situated on two pristine islands connected by a footbridge, the property features lovely overwater, jungle and ocean-view villas built with sustainable materials that blend in with the natural environment.

Rory and Melita Hunter, who first visited the archipelago in 2005 and fell in love with the beauty of both the islands and its people, created

the Song Saa Foundation. When they started to build Song Saa three years later, they wanted to introduce a programme that conserved these values. Today, the foundation is committed to promoting sustainable development of the archipelago's land, sea and people through a series of innovative and community-led projects.

&Beyond Safaris & Rhinos Without Borders – Africa

&Beyond is best known for creating unforgettable tailor-made African safaris, South Asia and South America tours. Their safari camps are some of the finest on the continent, and maintain a sense of barefoot luxury that is in tune with the natural surroundings.



&Beyond



Rhinos Without Borders

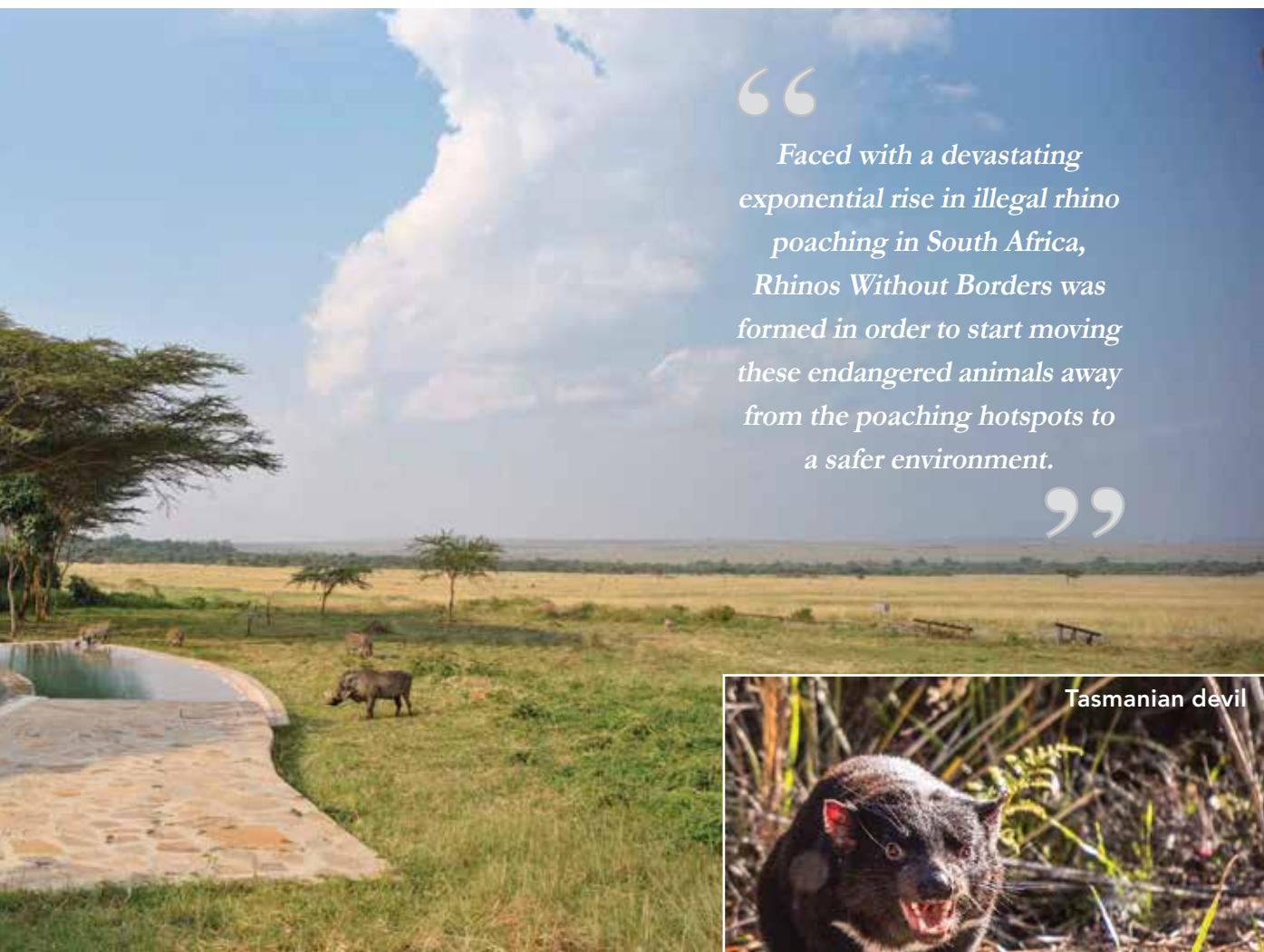
Faced with a devastating exponential rise in illegal rhino poaching in South Africa, Rhinos Without Borders was formed in order to start moving these endangered animals away from the poaching hotspots to a safer environment. The number of rhino being brutally slaughtered continues to escalate at an alarming rate with 1,215 killed in 2014 alone. &Beyond therefore joined forces with the like-minded conservation company, Great Plains Conservation, and together have committed to

moving 100 rhino to safety from South Africa to safe havens in Botswana.

Saffire Freycinet – Save the Tasmanian Devil Program

The jewel of Tasmania, Saffire Freycinet rises from its surroundings as a premium boutique property that is truly in touch with the beauty and nature of its surroundings. It features just 20 suites and is distinct in its provision of tailored, one-on-one experiences and service.

Tasmania's Save the Tasmanian Devil Program was formed as a result of the spread of Devil Facial Tumour Disease. This extremely fatal and rare form of cancer has seen a significant decrease in sightings and caused them to be considered an endangered species. The programme focuses on breeding genetically sustainable animals, which are safe in a variety of locations, in order to establish an insurance population for the species. This group of wild and captive-bred devils is carefully managed



“

Faced with a devastating exponential rise in illegal rhino poaching in South Africa, Rhinos Without Borders was formed in order to start moving these endangered animals away from the poaching hotspots to a safer environment.

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to ensure the species' genetic diversity with the aim of one day safely releasing healthy devils back into the wild.

Saffire Freycinet are long-term sponsors of the programme and have built a free-range devil enclosure within their grounds to house older devils that have been part of the breeding programme and whose genes are now well represented within the insurance population. In a nutshell, Saffire Freycinet has built a lovely little luxury retirement home for the devils that have played their role in helping to ensure that their species survive. **B**

Bespoke travel company Lightfoot Travel (www.lightfoottravel.com) is an Asia-based tour operator specializing in tailor-made holidays, honeymoons, short breaks, boutique accommodation and private villas in Asia and beyond. For more information please email info@lightfoottravel.com or call +852 2815 0068.


LIGHTFOOT
轻足旅行

DESIRE MADE REAL

Luxury



Since its launch in 2008, **Monica Vinader** has become a byword for beautifully designed luxury jewellery that bridges the divide between fine and fashion. Worn by everybody from Kate Winslet to Olivia Palermo, and prized by British royals and Hollywood stars, the award-winning jewellery can be engraved, stacked and styled according to the wearer's individual style. The Signature bangle blends directional design with effortless style. It is available in three widths in Sterling silver, 18ct Yellow and Rose gold vermeil. Two widths are available with pavé set diamond bar.

Monica Vinader Boutique, ifc Mall, 1025C, Podium Level One. Tel: 3568 6628

Scent



Quintessentially British, and always playful, **Jo Malone London** celebrates British style with unexpected fragrances and the elegant art of gift giving. The brand introduced a new Basil and Neroli fragrance that captures the very heart of retro London and is fresh, fun, and full of adventure.

Available to buy online
jomalone.com.hk

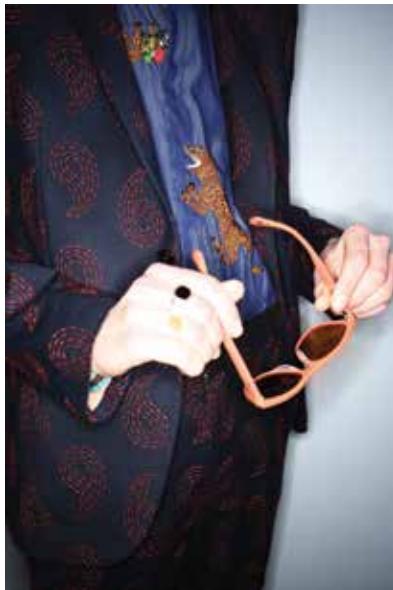
If you are in Hong Kong during the Mid-Autumn Festival, it will be impossible not to notice mooncakes, the traditional gifting item during the festive period. They are traditionally given as gifts between family and friends, and are a must if you want to celebrate the Mid-Autumn festival like a true Hong Konger. Mooncakes come in different flavours including egg custard, white lotus seed paste with egg yolk, golden lotus seed paste with egg yolk and the all-new chocolate custard flavour. Order now to get your hands on the best mooncakes in town!

Available online
peninsulaboutique.com/hk



F&B

Fashion



Paul Smith is one of Britain's leading fashion designers and renowned for his idiosyncratic take on traditional British styling – "classic with a twist". In for Autumn/Winter 2016 Paul Smith embraces his past, exploring some of his design signatures including stripe, print and tailoring. The latest collection features Dinosaur prints and knitted jacquards

peep from beneath the layers, while digitally-printed peaches on technical bomber jackets reference Paul's pioneering use of photo-printing techniques. Embracing the free spirit of the late-60s and early-70s, lip-shaped fastenings on leather belts and tasselled loafers are finished with toadstool and peace sign charms. Check out the new collection online.

Please visit paulsmith.com.hk for store locations

F&B



Dining Concepts, the group behind Bread Street Bar & Kitchen, have launched a new venture that aspires to great heights! Perched on the 31st floor of the stunning V Point Tower in Causeway Bay, **ALTO**, with its breath-taking views of Hong Kong, features a classic grill menu with a modern twist. Internationally acclaimed designer Tom Dixon's Design Research Studio have crafted a venue of infinite beauty, encompassing the stunning views across Victoria Harbour and featuring influences of the elements of stone, wood, fire and water. The extensive menu features contemporary French and Asian inspired dishes. Dine in style at ALTO.

31/F, V Point, 18 Tang Lung Street, Causeway Bay, Tel: 2603 7181, diningconcepts.com/ALTO

Beauty

The kr+ concept is the brainchild of celebrity hairdresser, **Kim Robinson**, Asia's foremost hair maestro, whose name is synonymous with pioneering Asian beauty. Kim seeks out the world's latest innovations in hair care and combines them with his artistry and skills to create hero solutions. kr+ is a full service studio with cuts, colour, blowouts and treatments. Why not try it for yourself and book yourself in!

Visit krplus.com for salon locations and bookings



Luxury



Tayma Page Allies, the talented British designer behind her eponymous **TAYMA Fine Jewellery** brand located in core Central Hong Kong, is delighted to present "Floating Islands" – unique hand-made luxurious opal jewellery. The collection is inspired by a bird's eye view of Australia's Lizard and Heron Island and reflects the myriad ocean hues of the Great Barrier Reef. One of two standout pieces in the collection features the five "Floating Islands" opal flower pendant – exceptional opals surrounding a cabochon green Paraiba tourmaline, with contrasting icy white diamonds to frame the opals.

The "Floating Islands" collection is available in-store and online exclusively through 1stdibs.com Shop 109, 1/F Princes Building, Landmark, 10 Charter Road Central



Book Shelf

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



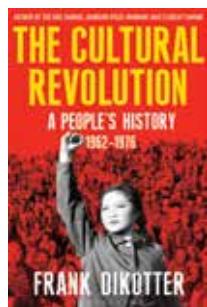
Smart Green Resilient

By Wilfred Lau, Christoforos Romanos, and Bruce Chong

Smart Green Resilient (SGR) is a planning approach developed by Arup and is based on over a decade of observations and multi-faceted participation in East Asia's urban growth.

The book details how the SGR concept has evolved against the background of growing environmental awareness and the different ways cities and planners have responded to these escalating challenges over the recent years. Through a number of projects across Asia, from the Ninh Thuan Integrated Planning Strategy in Vietnam to planning studies for Hong Kong's Lok Ma Chau Loop and Taiwan's Taoyuan Aerotropolis, the book outlines some of the elements that characterise the SGR approach, implementation in projects and sources of inspiration from global geographies.

Recommended by Richard Flood, UK Trade & Investment



The Cultural Revolution: A People's History, 1962-1976

By Frank Dikötter

This "People's History", by Hong Kong University's Frank Dikötter, provides a gripping account of the Cultural Revolution, which was officially launched 50 years ago this year. It analyses the top level political manoeuvring and conflict at the heart of the upheaval, with Chairman Mao at the centre. Combined with a dramatic and sometimes horrifying picture of events at ground level, in towns, villages, universities and schools throughout China, the book draws on newly available eyewitness and local accounts.

Intriguingly it also suggests that the growth in private production and free markets in the countryside in the latter years of the Cultural Revolution, laid the groundwork for the subsequent start of the wider economic reform programme by Deng Xiaoping.

Recommended by Andrew Seaton, The British Chamber of Commerce in Hong Kong

After Angels

Each year, many businesses apply to the British Chamber's Business Angel Programme to seek mentors, advice and possible funding to get their dreams off the ground. Each issue, in a brief Q&A, *Britain in Hong Kong* will endeavour to reacquaint our members with the successful applicants of the Programme, and showcase who they are and where fortune and hard work has taken them.



Malt Masters
Ian McKerrow,
Founder

What funding or support have you received?

We received invaluable support from the British Chamber Business Angel programme. It made me refine the Malt Masters business model and focus on how we wanted to turn it into a successful business. We received no direct funding, but made a number of contacts, notably Alan Taylor, who is in charge of The Entrepreneurs Network (TEN), and Rickesh Kishnani, who runs the Platinum Whisky Fund, and hosted the VIP room at Malt Masters 2016.

What has your development been since then?

The development immediately after the Angel breakfast was focused on our 2016 festival, which was at the end of February. This was held at the Conrad and was a big

“

We are currently planning a whisky tour to Scotland in September, we have more food pairing events coming up and want to host more corporate tastings going forward.

”

success again with over 500 attendees over three days. The main themes this year were food & whisky pairings, together with more international whiskies.

Malt Masters now has two full time reps in Hong Kong: Josh Tate, who is Head of Education, and Patricia Byott, who is in charge of Business Development. We have started regular, monthly

About The Company:

Malt Masters organised Hong Kong's first whisky festival in 2014 and we are the leading company for educating consumers on malt whisky. We have now hosted three festivals and have run numerous tastings for groups of 15-50 people. For further details, please contact Josh Tate at josh@maltmastershk.com or Trish Byott at patricia@maltmastershk.com or visit the company website at www.maltmastershk.com



About the Business Angel Programme:

The British Chamber's Business Angel Programme, launched in late 2007, was the first such initiative to be launched in Hong Kong. Since its inception, the Business Angel committee has reviewed applications from hundreds of enthusiastic Hong Kong entrepreneurs, introducing many of them to a wealth of Angel Investors and Professional Advisors drawn from the membership of the British Chamber. The Business Angel Programme runs a series of events every year, which allows shortlisted candidates to present their business plans in front of a panel of investors and enjoy the opportunity to network and make valuable contacts. The British Chamber Business Angel Programme is sponsored by Baker Tilly Hong Kong and supported by TiE HK and Connect Communication.

For more information visit angel.britcham.com

Malt Masters Club tastings and are hosting a number of tastings in response to bespoke requests.

What's next?

Demand and interest in malt whisky in Hong Kong continues to grow and Malt Masters will be helping consumers increase their malt whisky knowledge and discover more malts.

We are currently planning a whisky tour to Scotland in September, we have more food pairing events coming up and want to host more corporate tastings going forward. We will also start to sell whisky directly to consumers and will be expanding beyond tastings and launch our own interactive whisky training programme.

It is worth highlighting that our team has significant experience in world whiskies and not just Scotch. With the growing appetite in Hong Kong to try whiskies from relatively recent whisky producing countries, we will help consumers discover these whiskies with different flavour profiles.

“

Malt Masters organised Hong Kong's first whisky festival in 2014 and we are the leading company for educating consumers on malt whisky. We have now hosted three festivals and have run numerous tastings for groups of 15-50 people.

”

What are your thoughts on the Business Angel Programme?

I thought it was excellent. The initial pitch helped Malt Masters condense our value proposition into a coherent business model. Following that, the one-on-one coaching session that we received again was very useful in highlighting the key reasons why investors should be interested in Malt Masters. **B**



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Member Get Member

You'll be pleased to hear that prizes are up for grabs this year with the launch of our Member Get Member Campaign 2016-17.

So what are you waiting for? Successfully introduce a company to us before the end of March 2017 and receive one of these fantastic prizes. Contact phillippa@britcham.com for member referrals.



Three-course Super Lunch for four at Jamie's Italian

With locations in Causeway Bay and Tsim Sha Tsui, Jamie's Italian Hong Kong provides a causal dining experience for food lovers that share Jamie Oliver's appetite for simple, bold, honest and affordable food – using fresh, traceable and sustainable ingredients. Their incredible Super Lunch, created by Oliver himself, boasts an inviting array of fresh and vibrant dishes.



Sky High Tea for two at Azure

Discover the best hideaway at the top of Hong Kong at Azure Restaurant Slash Bar. Perched atop of Hotel LKF by Rhombus in Central, Azure features amazing views of the city's skyline. Enjoy the Sky High Tea at Azure with a selection of delicious treats and desserts, paired with two glasses of sparkling wine, and unlimited refills of coffee or tea.

Not only that, each new member will also receive a bottle of English sparkling wine.



Dolce Vita Afternoon Tea Set for two at AVA

Located atop of Hotel Panorama by Rhombus in Tsimshatsui, with spectacular panoramic harbour views over Victoria Harbour, AVA Restaurant Slash Bar introduces Dolce Vita Afternoon Tea Set, presented on a three-tier stand with classic Italian savoury treats and deluxe desserts. The set also comes with two glasses of Prosecco sparkling wine, and selections of beer, coffee or tea.



Chapel Down Vintage Brut Reserve

Chapel Down is England's leading wine producer and one of the UK's most exciting drinks companies. Produced in Kent, Chapel Down offers a world-class range of sparkling and still wines. Chapel Down has quickly gained support from leading chefs such as Gordon Ramsay and Jamie Oliver, as well as receiving an impressive array of international awards.



To enter:

- Consider who among your contacts might be interested in joining the Chamber
- Email phillippa@britcham.com with the name and contact details of your suggested company
- If appropriate, contact your suggested company and let them know that the Chamber will be in touch
- The Chamber will follow up with each suggestion directly
- If your referral is successful, the Chamber will contact you with details of your prize

Terms & Conditions:

- If you are a member of the Chamber, please note that the dining vouchers will only be provided if your referral results in a new member for the Chamber
- This offer is valid for all members whose referral results in a new Corporate, Overseas or Start-up member of the Chamber. It does not apply to Additional members or additional Emerging Leaders members
- The Chamber will allocate the restaurant vouchers. Members will not be able to choose which restaurant they visit and must adhere to the terms and conditions

SME 高 • 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
Corporate Services Limited

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 TELECOM CPC

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

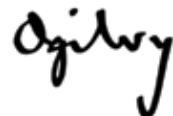
by deploying the best-fit and customisable Quorum solution, Quorum is offering start-up members a discount on their services.

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

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



or email booking: alfies@keeclub.com



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

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. You can find these benefits listed below and for more details please visit our website www.britcham.com.



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



HONG KONG

Members will receive 15% discount on food and beverage at the Grill and Tiffin and 15% discount on any 90-minute treatments: Monday - Thursday at Plateau Spa.



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



15% OFF total bill Rhombus International Hotels Group.

British 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

As a member of the British Chamber of Commerce, you 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



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.



Virgin Atlantic Airways once again announces a special offer exclusively to members of the British Chamber of Commerce for travel until 31 August 2016. Please call 2532 6060 for more details or to make a reservation.



British Chamber members can get a 5% discount on all purchases from VisitBritain's online shop at the checkout. Please visit www.visitbritainindirect.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.



Britcham 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](mailto:hk@regus.com) for details.



Please remember to present your membership card to enjoy member rates.
Login to access full offer details at www.britcham.com/membership/membersoffers

The 2016 5-A-Side Corporate Football Tournament

10 August 2016 – Hong Kong Football Club



A day of heavy rain made way for a picture-perfect evening for this years' annual Corporate Football Tournament, hosted by the Hong Kong Football Club. The popularity of this event continues to grow and this year's event was sold out, with several teams on the waiting list. The tournament was played with excellent spirits and some fantastic goals and action-packed matches, not to mention the nail-biting penalty shootouts.

Congratulations go to the overall winners, Savills, who defeated the Hong Kong St. Andrew's Society in the Cup Final. The Plate Final was contested by KPMG and Michael Page International, with KPMG taking the plate home.

Undoubtedly, the football left players and spectators alike with a big appetite. Fortunately, the Hong Kong Football Club provided a fantastic buffet dinner

and the players were able to enjoy a well-earned celebratory drink sponsored by Pilton and BY THE HORNS while prizes were presented.

We would like to offer all of the players and spectators a huge thank you for making this night a success. Needless to say, it couldn't happen without your participation and the Chamber appreciates your amazing support for this event.

Final thanks go to our sponsors: JLL. They have given tremendous backing to this event for 12 years, and we greatly appreciate their continued support.

This tournament is one the annual highlights for the Emerging Leaders Committee and we are already excited to see you all again next year.



Women in Business Wine Tasting & Networking with Debra Meiburg

21 July 2016 –
Art Futures Gallery, 5/F,
8 Wyndham Street, Central

The Women in Business Committee was delighted to collaborate with Debra Meiburg, Master of Wine, for the latest Networking Series event. Debra led the very popular wine tasting, taking the crowd on a journey through a fantastic selection of wine, while discussing her personal career journey to success. The Chamber would like to thank The Fry Group for sponsoring the series, as well as Meiburg Wines and Art Futures, who kindly donated an exquisite painting on the night as part of the lucky draw.



Sponsored by

virgin atlantic

The Entrepreneur Series – “Let it Fly” with Mukesh Bubna, CEO of World of Monexo

16 Aug 2016 – The Garage Society, Central



As part of The Entrepreneur Series, sponsored by Virgin Atlantic, the Chamber was pleased to welcome Mr Mukesh Bubna, CEO of World of Monexo, as a speaker who kindly shared his career story. Mr Bubna began as a CFO at Citibank, and Business Head at the Western Union, and eventually moved on to become the founder of a successful Fintech start-up in Hong Kong.

During this fireside chat, attendees were able to pick up the trends in the start-up environment in Hong Kong and gain a better understanding on capital funding. It was a thought-provoking evening and we look forward to more in the near future. The Chamber would like to thank the Emerging Leaders committee for all of their help organising this series.



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The Scottish Business Group

Farewell Dinner for Caroline Wilson CMG, British Consul-General to Hong Kong & Macao

17 August 2016 –
3 Sports Road,
Happy Valley Suite,
Hong Kong Football Club



The Scottish Business Group (SBG) mounted yet another of its vaunted evenings for top British consular officials departing the HKSAR, to say a fond farewell to Consul General Caroline Wilson, who will shortly be taking up a post in the UK dealing with the EU exit. Clearly she will travel from the sublime to... interesting times.

SBG Chairman John Bruce, Emcee, got the party going in his own inimitable style, reminding the audience of Caroline's distinguished career thus far, as well as highlighting her welcome support for the SBG's activities, most notably hosting, at her residence, the first BIG Dinner in aid of Edinburgh charity 500 Miles.

The audience was riveted as Caroline outlined her first impressions of Hong Kong and the sheer variety

of her days: from opening up doors for UK businesses in Hong Kong, to meeting the Fijian team at the Hong Kong Rugby Sevens; her take on how One Country Two Systems has worked; and her outlook on the future of the city, with all its challenges and opportunities. Not unexpectedly, questions were handled deftly and humorously.

Finishing on a high note, choir-master extraordinaire Vincent Connor led guests in a rousing rendition of Sevens anthem, *Sweet Caroline*, to see the Consul General off on her next adventure. What a way to go.

Inspirational Women Series

Baroness Neville-Rolfe DBE CMG in a Fireside Chat with Su-Mei Thompson, CEO of The Women's Foundation

22 August 2016 –
Barclays Hong Kong Office,
Cheung Kong Center, 2 Queen's Road Central

The Women in Business Committee was pleased to welcome Baroness Neville-Rolfe, Minister of State at the Department for Business, Energy and Industrial Strategy, to speak as part of the Inspirational Women Series in August.

It was a full house on the day, as the Baroness discussed her career journey so far, and the challenges she has faced on both executive boards and the political sphere.

Su-Mei Thompson, CEO of The Women's Foundation, moderated the fireside chat.

The Chamber would like to thank Barclays for their continued sponsorship of the long running series.



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S p o n s o r e d b y

 **Berkeley**
Group

28 July 2016 –
Urban Park, 2/F Nan Fung Place,
173 Des Voeux Road Central, Central



Gareth Parrington (*Fraedom*) and Philippa Martinelli (*Bank of America Merrill Lynch*)



Pirgun Akinal (*HSBC*), Josie Lexner (*Forth Capital*), Mini Zhao (*The Executive Centre*) and Virginie Thibierge (*Liana Technologies*)



Devyani Patel (*iEdge Consulting*), Tanya Vucetic (*Asia Jet*) and
Rebecca Learoyd (*Engel & Völkers*)



Stephen Druce (*Bupa*), Tony Forster (*Bupa*) and Sofia Li (*ICD Security Solutions*)



Natalya Telegina (*Contact Asia*)
and Ji Gisèle (*Orient Contact*)



Christian Tooley (*CBRE*), Lily Musgrave,
Bryan Vaz (*IMIT*) and Simon Musgrave



Thomas Yung (*Invisible Kitchen*), Richard Vernon and KS Chan (*Oliver Wight*)



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