

2016, Issue 2 Harbour Lights

Junior Chamber International Hong Kong Magazine

Theme: Empowerment

Cover Story:

MR LO TING-FAI: EXPLORES THE
HORIZON WITH FREE TV

- ★ WHO IS WATCHING TV NOW?
- ★ THE PROVERB OF "SILLY THINGS
SERIOUSLY DONE"
- ★ A LEADER WHO OFFERS CHOICES
- ★ WHAT IF THERE'S NO TV?

主題：充權

人物專訪：

魯庭暉 — 開拓免費電視新眼界

- ★ 電視誰人看？
- ★ 「無聊事認真做」的職後語
- ★ 給予選擇權的領袖
- ★ 沒有了電視會如何？



ARTIST SHIGA LIN:
HOW DOES SHE THINK ABOUT
"TRAVEL WITH RIVALS"?

藝人歌手連詩雅：
如何看【銀住矛盾去旅行】？

EDITORS' MESSAGES



Ronald Kan
National General Legal Counsel

Empowering groups or communities may be conflicting at times. At one end a company may be giving autonomy to its production team to produce innovative programmes at the team's own pace. At the other end the same company may be allowing its target audience the choice to flick between channels and introducing flexibility in its programme schedule and content to adapt to the audience's lifestyle and taste. This company is ViuTV. And it appears that this conflict is well managed as the company is enjoying the best of both worlds. In particular the popular show *Travel with Rivals* demonstrates that conflicts may well sit merrily together. Let's delve into this year's second issue of *Harbour Lights* and empower ourselves to Be All We Can Be!



Irene Leung
National Publication Director

We have the power to choose!

Once upon a time, when I was a primary school student, I was a shy and quiet girl. How was I back then? Remember teachers used to ask students to answer their questions during class? Every time when I was asked to stand up to give my answer, I know my face would surely turn red like a drunkard, and other classmates might whisper, "Her face and ears are turning red!" This made me feel embarrassed. Time passed by. It came to the time for me to graduate, and I was a representative to give graduation speech in the school hall.

Today, I am a JCI member. I understand deeply the Mission, "To provide development opportunities that empower young people to create positive change." I changed through taking up different opportunities. Now, I am brave enough to face any audience.

The interviewee of the Cover Story in Issue 2 is Mr Lo Ting Fai, the General Manager of ViuTV. We may think that producing programmes is TV stations' only job. However, ViuTV provides opportunities to professionals in various areas as their creativity on specific areas can help on programme production, such as the programme called "About Sports". The public can be more involved in programme production. They can arouse the interest of viewers and their sense of belonging too.

For the core value of ViuTV, I do believe it *provides development opportunities that empower their staff and the public to have better choices too!* We have the power to choose – let's treasure it!



Amanda Li
National Publication Officer

Our world is running fast -- everything is tweeted in minutes via social media. We gained consciousness to the world in front of a smartphone not even paying cents on the newspaper. At the core of the concept of knowledge, there is the power to change. How do we react on what we see? How do we transform what we know? Shall we collaborate and make a collective change? We would like to invite you explore your inner strength, and feel empowered to achieve your bigger dream.



Sandra Chong
National Publication Officer

It is the best of times and the worst of times for Hong Kong's television industry.

While the city finally has a new free-to-air station, we have not forgotten that HKTV had again failed in its bid to barge into the free TV market.

I am not sure about you but I am fan of ViuTV reality shows. From the much-hyped *Travel with Rivals*, to the exciting female MMA fights of *G1 Fight Club* and touching cooking competition *Changing Mama*. To me, it not only empowers audience with a choice, but actually helps to regain the fun of watching TV.

Empowerment is a process of risk-taking. It can be seen in ViuTV's attempt to challenge TVB's dominance with the production of reality shows which is a new program format in local TV industry, and also the freedom granted to the production and creative team in working towards programmes that ended up become talk of the town.

Lo Ting Fai, interviewee of our cover story of this issue, the brain behind ViuTV's strategy said, an important responsibility as a leader, was "to remove all hurdles so that my colleagues can do what they want to do".

This is one of the keys to their success and a good lesson to be learnt by all JCI members.

How much risk are you willing to take?



COVER STORY

COVER STORY

14-19 Mr Lo Ting-fai: Explores the horizon with free TV
 魯庭輝——開拓免費電視新眼界

Mr Lo Ting-fai, General Manager of ViuTV takes you into a different television standard, analyze the concept of market commentary behind him, so that he can empower his creative team and the public to obtain more choices.

ViuTV掌舵人魯庭輝帶你走進不同的電視尺度，解說他背後的市場理念，讓他的創作團隊及公眾得以充權並得到更多的選擇權。

FEATURES

5 Interview our 2016 JCI Vice President Marc Brian Lim,
 one of the legends of JCI Philippines
 與國際青年商會副會長面談

Marc Brian Lim, 2016 JCI Vice President explains his mission and satisfaction in JCI, and what he has been inspired from JCI Hong Kong.

2016年，國際青年商會副會長Marc Brian Lim解釋他的使命及滿足感，並從JCI Hong Kong身上得到的啟發。

REGULARS

2 Editors' Messages
 編輯的話

4 Message from National President Brian Kwan
 總會會長關德仁的話

5-13 JCIHK News
 焦點活動

20 JCIHK Alumni Club
 JCIHK 資深青商會

21-23 Local Chapters' Events
 分會快拍

25 JC Trivia
 青商冷知識

25 JC Mailbox
 JC 青商天地

Any suggestions or tips-offs for Harbour Lights?
 Please email to : harbourlights2016@jcihk.org
 對Harbour Lights有任何意見或資料提供?
 請電郵至: harbourlights2016@jcihk.org

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JCI CREED

WE BELIEVE . . .

That faith in God gives meaning and purpose to human life;

That the brotherhood of man transcends the sovereignty of nations;

That economic justice can best be won by free men through free enterprise;

That government should be of laws rather than of men;

That earth's great treasure lies in human personality;

And that service to humanity is the best work of life.

青商信條

我們深信 . . .

篤信真理可使人類的生命具有意義和目的;

人類的親愛精神沒有疆域的限制;

經濟上的公平應由自由的人通過自由企業的途径獲得之;

健全的組織應建立在法治的精神上;

人格是世界上最寶貴的;

服務人群是人生最崇高的工作。

JCI Mission

To provide development opportunities that empower young people to create positive change.

青商使命

提供發展機會以促進青年人創造積極正面的改變

JCI Vision

To be the leading global network of young active citizens.

青商願景

成為全球具領導性的青年積極公民網絡

Message from NATIONAL PRESIDENT

Life in JCI always involves making decisions. Some members choose to get more involved in various activities because they find that they are getting something out of it. Other members choose not to be involved and leave JCI because they are not getting anything. Same place. Huge difference. Why?

From a young age, I know two things.

First, **I get two choices for the same thing.** The first choice is to do or not to do. The second choice is what attitude you will take for making your first choice.

For example, I choose to attend the Asia-Pacific Conference (ASPAC), and then I choose to take an open attitude towards new things, through which I learn, experience and broaden my horizons. Or I choose to take a passive and suspicious attitude when attending ASPAC and treat it as something foreign to me. The first choice of to do or not to do is self-explanatory. People who do not understand the second choice have something in common – unhappiness. Eg They may feel tired when they chose to study for advancement. They may feel a lot of their private time has been occupied when they chose to organise a project. As time goes by, they fail to see their self-worth because they are unhappy.

Second, **to be responsible.** I met many friends who blame this and blame that whenever they encounter adversities. They never blame themselves but feel better when they blame others and say how much they have suffered. They do not see how unhappy they become. Oftentimes they know they are responsible to a certain extent but are unwilling to admit as they fear they will lose face. They share their “misfortunes” to get assurance from others. What’s wrong with coming to terms with your shortcomings? Loosen up yourself, move on to the next challenge and leave a good impression. We like someone who reflects, not someone who blames.

I have joined JCI, an international leadership development organisation, for 13 years. During my time here, I have organised non-profit making activities of various sizes. I choose to take up opportunities to learn and grow through new challenges. Because I believe that thought affects action and action affects the result.

This year, I chose to revolutionise my mind and am determined to let members understand the true meaning and importance of the JCI Mission no matter how difficult it may seem. Once everyone understands that we should not do something for the sake of doing it but to seize the opportunity to create positive change, the result will be unique with long-lasting impact. This year, for example, we let members understand what opportunities will ASPAC bring about. We broke a new record because of our efforts: 90 out of the 325 Hong Kong delegates were First Timers! We also achieved a breakthrough by organising what was said to be a Hong Kong Night which was more enjoyable than Japan Night! Twenty booths included 3000 siu mai dumplings, 700 cups of milk tea, 500 pieces of Hong Kong style-egg waffles, 300 tea eggs together with various delicacies and games. JCI members from other countries were too sad to say bye to Hong Kong Night after all the fun. What I appreciated the most was that members were proud of being JCI members. Two weeks from ASPAC, we still see members reminiscing their experience and feelings on Facebook!

“What changes happen in you all depends on yourself.”

Be All We Can Be!

Senator Brian Kwan
2016 National President
Junior Chamber International Hong Kong





2016 JCI Vice President Marc Brian Lim

one of the legends of JCI Philippines

Every year at International level, JCI Hong Kong is supervised by JCI Vice President for Asia and the Pacific, and for 2016 JCIHK was assigned to Vice President Marc Brian Lim from JCI Philippines.

Always with a warm and kind smile on his face, Lim is the kind of person who makes you feel relaxed and comfortable. Yet he is approachable not only because he comes from the country of smiles, but also due to his deep roots with JCI since his childhood which makes him see JCI as a family.

LIKE FATHER LIKE SON

"I was exposed to JCI at a very early age. I have many memories of JCI as a kid, attending JCI projects and even attending an Asia Pacific Conference at the age of 12 or 13." Lim and his father is a family legend in JCI.

"Me and my father, is the first father and son to become JCI National President in Philippines, and the first father and son from Philippines to become JCI Vice President."

Although widely endorsed, Lim does not see himself as the BIG BOSS.

MY MISSION: TO SERVE IN THE BEST WAY I CAN

"I don't look at myself as the boss of the 6 NOMs (National Organisation Members). I am here to be a servant, my boss are members of the 6 NOMs. I am here to give them anything they need, to support, assist and train." Lim was assigned to 6 NOMs this year, including JCI Hong Kong.

THE BIGGEST SATISFACTION IN JCI: HELP AND SERVE

"My biggest satisfaction is seeing the satisfaction of the people you help. It can be a National President, an officer, a regular member, or the people who benefit from a project. All you need to is to give them a little bit of yourself, and you will find a happy face in front of you."



HOW TO "BE ALL WE CAN BE"?

The slogan for 2016 JCI Hong Kong is "Be All We Can Be". Being asked how he would inspire people to live to their full potential, he gave us an inspiring answer, "We don't get inspiration from anywhere else except ourselves. The secret is to wake up in the morning and inspire yourself, keep this as an attitude and the rest is automatic. But of course, this is not something that can happen in a wink."

Lim added "It takes time. We have to learn from our mistakes and make the most out of your mistake because it is an opportunity for you to learn. We all make mistake, if you don't learn from it and can't get over the disappointment, you won't be able to move forward, and if you refuse to be inspired you won't be inspired."

WHAT I LEARN FROM JCI HONG KONG

"I am very impressed by JCIHK, everyone here is so professional. As much as I want you to learn from me, I also want to learn from you."

Lim thought JCIHK can be one of the models in how a NOM can be managed and run. He was especially impressed by our discipline and punctuality, namely the efficiency in meetings and reporting. "When we do reports for the Presidents, there is no time limit, people can just go on and on....and you start on time. Back in my local chapters, the meeting can start 2-3 hours late... I will bring your meeting agenda back and share with everyone."



Interviewers: Sandra Chong, Amanda Li

Text: Sandra Chong

Photographer: Amanda Li





UNESCO HONG KONG

UNESCO Hong Kong UN 70 Peace and Sustainable Development International Youth Festival

To celebrate the 70th anniversary of the establishment of the United Nations, UNESCO Hong Kong held a series of events with the purpose of deepening the understanding of UNESCO's core mission, global peace and sustainable development among local and overseas youth. The climax of the program was the International Youth Festival held on 9 April 2016 where JCI Hong Kong took part as a supporting organization. This is the first year that JCI Hong Kong has created a booth to display the United Nations Global Goals Initiatives of the Local Chapters and promote the message that Peace is Possible. This fun booth included Sustainable Development Goal temporary tattoos for participants to show their support as well as a display to hang well wishes and pledges for the future. Several local chapters participated in the event and a Peace Education Workshop held by JCI Hong Kong trainers was also featured.

UNEP-DHI Eco Challenge 2016

Can learning take place through gaming? This is the 3rd year of the Eco Challenge competition that was organized in conjunction with UNESCO Hong Kong and Digital Game Based Learning Association, and hosted by JCI Dragon. This is a global, online, strategy game competition cum education program to enhance students' understanding about a country's water resource management and environmental conservation.

The game mechanics take real science into consideration and is a realistic strategy game environment in terms of water resources and hydrology. This allows players to also gain an insight into working with nature while developing their communities. The game includes

aspects of trading and division of manpower, political alliances, climate variability and weather patterns. This competition aimed to cultivate participants' independent and logical thinking, problem-solving skills and decision-making ability. The final competition took place on 30 April 2016 at Hong Kong Science Park with results as follows:

JCIHK Class

Champion: JCI Harbour
1st Runner Up: JCI Apex
2nd Runner Up: JCI Peninsula

School Class

Champion: Shatin Pui Ying College
1st Runner Up: The Hong Kong Management Association David Li Kwok Po College
2nd Runner Up: N.T. Heung Yee Kuk Yuen Long District Secondary School

This year there was also a training about the Global Goals and a training section where students engaged in a Water Experience Game. The project emphasized support for SDG 6: Clean Water and Sanitation.

National United Nations Affairs Director
Jessica Lee



LEADERSHIP ACADEMY 2016 "INSPIRE & INNOVATE"

Although the weather was not very well, we still had a wonderful experience in Leadership Academy training camp on 9 to 10 April 2016 at Breakthrough Youth Village Shatin. Our star trainers team with Head Trainer Past President Senator Carrie Shiu provided us with a fruitful training course which allowed us to understand more about "inspire and innovate", communication, crisis management etc. During this two-day camp, we provided some workshops, group projects, night assignment and mid-night delicious desserts. The trainers team inspired all participants through the two-day training program and created a positive and good atmosphere for the participants to learn and explore. I believe that all participants acquired many useful skills to further develop their leadership roles and competencies through the training camp.

JCI Vice President Marc Brian Lim and our National President Brian Kwan also joined our closing ceremony. We all had a good time and we will capture all the moments of joy in our memory collection. Finally, all participants committed that they will innovate and take determined action to achieve their leadership goals.



National Leadership Development
Director
Kelvin Lam



Chairman
Marco Chan





THE 23RD 5-STAR TRAINING CAMP (CO-HOSTED BY JCI SHA TIN AND JCI APEX)



The JCIHK 23rd 5-Star Training Camp, led by Head Trainer Senator Marisa Choi, was held at Po Leung Kuk Jockey Club Tai Tong Holiday Camp on 5 - 6 March 2016 with 40 participants.

Since 2008, The 5-Star Training Camp aims to enhance JC Knowledge and leadership skills as well as introduce the path in JC Life for the new JC members. It also provides great opportunities for participants to build up fellowship with members from all 20 chapters.

The 23rd 5-Star Training camp covers Internationals Development, Business Development, Community Development, Project Management, Chairmanship, Parliamentary Procedure and Protocol. Besides, there are lots of activities for the participants, including Pre-Camp preparation, team building, video taking, dancing, sharing and outdoor activities. Participants who attended the camp shared how much they learnt from the camp and showed how excited they were when looking forward to their JC Life.

As every JC members could attend as participant in 5-Star Training Camp once in a life time only, we provide over two hundred percent effort to ensure all the participants would have a remarkable and enjoyable 23rd 5-Star Training Camp under a limited time and limited budget.

Organising Committee prepared a 3D Printed Star shape name tag for participants to create their own style name tag individually, a Star-shape packaged chocolate placed at participant bedroom secretly and instant photo-taking for participants as souvenir. Hope all participants enjoyed the arrangement and I would like to take this chance to thank all the great work by all trainers, group leaders, Organising Committee members and helpers.

We believe that after the fruitful and unforgettable 23rd 5-Star Training Camp, all participants are all ready to BE ALL WE CAN BE and JUST ACT to write their new page in JCI!!

5-Star Training Camp Chairman
Rachael Ng





POVERTY SIMULATION WORKSHOP

Most of us never have to worry about where our next meal is coming from, but more than 1.5 million individuals in Hong Kong are dealing with poverty and hunger. This project was created to educate Hong Kong residents about poverty and the difficulties faced so that we can all work together to rectify the situation. This poverty simulation workshop emphasized support for SDG 1: No Poverty and SDG 2: No Hunger. The workshop is a role-playing game that mimics the daily realities of those living in poverty. From finding jobs to paying rent, participants will feel the pressure and stresses of living without sufficient resources to fulfill their basic needs.

The workshop, hosted by JCI North District, was held at Diocesan Boys' School on 10 April 2016 for 100 primary school students and at St. Paul's Convent School on 24 April 2016 for 200 secondary school students. We were honoured by the presence of Chief Executive of the HKSAR Leung Chun-Ying, GBM, GBS, JP and Mr. Matthew Cheung Kin-Chung, GBS, JP, Secretary for Labour and Welfare who gave a sharing about the current measures and upcoming initiatives the government is undertaking to tackle the problem of poverty in Hong Kong.



National United Nations Affairs Director
Jessica Lee



ROADSIDE BANNER



Tsim Sha Tsui East



Tsuen Wan

Have you seen JCIHK's roadside banner when you are walking on the street? National Corporate Communication (CC) Team has initiated a new promotion plan this year and arranged the installation of JCIHK's roadside banners in most of the 18 districts of Hong Kong since the first quarter of 2016, with a view to further enhancing the publicity of JCIHK. The banners are colourfully designed and filled with some simple but essential messages, like "Leadership Development", "Organizer of TOYP", "Joining JCIHK's Family", etc. Besides, 30 banners are mainly located in the urban areas of Hong Kong, including Yau Tsim Mong District and Shatin District. CC team welcomes ideas for betterment of the content of the JCIHK's banner, so that we can launch a more impactful second wave of installation of roadside banners in the second half of 2016. Haven't seen a banner yet? Go and catch one!



Tseung Kwan O



Kwun Tong

National Corporation Communications Director
Terry Chan



2016 BEIJING EXCHANGE AND STUDY TOUR



The "2016 Beijing Exchange and Study Tour" held from 15 April to 19 April comprised a group of 36 people including National officers and Local Chapters Presidents.

The study lessons gave the participants a good insight into China's current economic outlook, government structure, and its international relations

and the upcoming challenges. The highlights from the trip include several face-to-face dialogues with important government officials and tours inside remarkable buildings, such as Beihang University, CCTV, Hong Kong and Macao Affairs Office of the State Council, Ministry of Civil Affairs of the People's Republic of China and the National Committee of the Chinese People's Political Consultative Conference. We enjoyed the warm hospitality of receiving institutions. During the conversations we had with the government officials, the Chapters Presidents displayed their enthusiasm in raising questions and expressing ideas.

Towards the end, all Chapters Presidents provided many positive feedbacks, expressing they have fully enjoyed and gained a comprehensive perspective of China.

National Economic Development Officer
Raina Tjoeng



NEW VIDEO CAMPAIGN ON SOCIAL MEDIA



National Digital Marketing Director is a new position in JCIHK's history—it aims to respond to the rapid growth in this digital age, and to capture the eye balls on online social media.

Among the various newly invented projects, the Video Campaign 2016 is the one which allows local Chapters to get involved. The Campaign was announced in end of January while the result was released in early May.

The purpose of the Video Campaign is simple: to make a video that Hong Konger is willing to SHARE on social media such as Facebook. All submitted videos are limited to less than 1 minute with the theme: Be All We Can Be / positive change / JC value. The prize is having the winning videos promoted on JCIHK's Facebook fans page as a sponsored post so that they can reach a larger audience.

Judgment is based on:

- 40% no. of shares of the video posted on Chapter President's Facebook
- 30% independent professional from advertising industry
- 30% focus group of non-JC Hong Konger

National Digital Marketing Director
Michael Shek



2016 E-BIDBOOK SEMINAR I

"Unleash the Power, Be Award Winner!" is the theme of the first E-Bidbook Seminar, which was successfully held on 18 March 2016, with the aim of equipping our members with the ability to transfer the power of impactful projects into award-winning bidbooks.

Two guest speakers, 2007 JCI City President Senator William Wong and 2014 JCI Sha Tin President Priscilla Wan, brought participants new insight from the fundamental concept of our award system to the secret tips behind successful awards.

Participants then engaged in an interactive workshop to observe the prominent features of bidbooks which have won awards. Speakers provided further tips post-event to enhance the chance of success.

What's more? National Records & Recognition team arranged the first ever "ASPAC Bidbook Review" for Chapters which have submitted ASPAC award entries in April. Our Advisory Panel consisting of Past Presidents reviewed the bidbooks based on their rich experiences in writing ASPAC-winning bidbooks. The Panel delivered valuable suggestions to Chapters to sharpen their entries. We are excited to anticipate your winning entries in the coming ASPAC.

National Records & Recognition Director
Peggy Yip



JCIHK TEAM WON THE CHAMPION OF CHESS COMPETITION

It is pleased to announce that JCIHK team won the champion of HKWeCARE Volunteer Day Chess Competition(真人康樂棋比賽). HKWeCARE Volunteer Day is organized by Wofoo Social Enterprises which is JCIHK Better World HK Project Platinum Sponsor. The event was successfully held on a sunny Sunday (28 February 2016) at Tamar Park. Around 500 people including families, kids and youth participated. 40 JCI HK members joined the event.

National President Senator Brian Kwan represented JCI Hong Kong as the officiating guest of the event. NP Senator Brian together with the Guest of Honor Mr. Gregory So, GBS, JP, Secretary for Commerce and Economic Development and other officiating guests kicked off the event. Over 20 NGOs and Corporates organised the game booths for the event including CLP, HSBC, Watsons, Lee Kee Group, Hong Kong Adventure Corps and The Boys' & Girls' Clubs Association of Hong Kong.

JCI Peninsula and JCI City Lady jointly organised an interactive game booth to promote JCIHK Better World (HK) Projects to the public. The spirit of giving is promoted through organising the booth games.

Photo album: <https://drive.google.com/folderview?id=oBzg9JaMwvDZOSHlwQVFLUXdoMnc&usp=sharing>

National Community Development Director
Do Do So



Brian Kwan, National President of JCIHK was one of the officiating guests of the event



JCIHK team won the Champion for Chess Competition



JCI Peninsula and JCI City Lady jointly organised an interactive game booth

AWESOME PACKAGE FOR ALUMNI!

JCI Dragon is now proudly announcing that the National Convention 2016 will be held at The Hong Kong Science Park from 16-18 September 2016. "Active Citizen, Active Life" is the theme of the 51st National Convention, which aims to empower and activate young leaders to protect and care the city we love. The first round of registration especially for our Alumni (senior members) is now open: you can now join the following activities in a special one-day-pass at \$999, which include the following fascinating events:

- Alumni Morning Exercise for muscle stretching (Tentatively at Tsz Shan Monastery (to be confirmed) with a maximum capacity of 60) (RSVP)
- JCIHK Alumni Luncheon (RSVP)
- Alumni Graduation Ceremony
- Senatorship Presentation
- Award Banquet

Alumni can contact JCI Dragon SMC Chairman Steve Leung - 9020 7076 for more details or application.

Besides Alumni, all JCI Hong Kong members, partners or supporters also have the opportunity to take part in THE signature

annual event of JCI Hong Kong, and share enthusiasm for creating positive change in society! Stay tuned to our Facebook fan page "JCI Hong Kong 51st National Convention" for upcoming important news and fun facts of NC2016. And don't forget to use our hashtag #NC2016 to share your wishes and ideas, and also for sending us a greeting!



2016 National Convention Promotion Organizing Committee
Ross Chan



PROJECT PITCHING EVENT

On 27 February 2016, the "Project Pitching Day" (also known as "CSR Project Intro Day" externally) has been launched successfully by JCI Hong Kong. A panel consisting of 16 high calibre companies' representatives attended the event where local chapters "pitch" these companies for sponsorship funding for their CSR projects.



The company guests included some big names such as Hong Kong Broadband Network, Hong Kong Exchanges and Clearing Limited, Tai Hing Catering Group, etc. During the pitching session, the atmosphere was tense and upbeat. Our company guests have shown their support and appreciation by holding up the "Like" signs during chapters' presentations. Towards the end, some company guests have expressed their positive view on our devotion as members of JCI Hong Kong, and further provided us with some valuable comments on how our projects can be improved.



This year was the first time we have ever launched an event to line up companies and youth to discuss about potential sponsorship deals. We have garnered a lot of positive comments and feedbacks from both sides. We are delighted to keep receiving good

news of a range of successful sponsorship deals, not limited to funding, materials, services, venue, etc. The "pitching" experience not only helps to enhance our members' presentation skills, but also serves as an encouragement to our members to be more open minded and active in soliciting sponsorship/business deals out of their regular social circle.



Finally, our OC team would like to take this opportunity to express our gratitude to National President Brian Kwan, National Executive Vice President Calvin Kwok, National Economic Development Director Gilbert Tsang and Chairlady Emily Kwok for showing their support and leadership to make all these happen. We are proud to be the pioneer in launching this project and look forward to see more collaborative effort of young members and corporations to provide positive changes in our society.

National Economic Development Officer
Raina Tjoeng





Interviewer: Irene Leung

Text: Irene Leung, Ronald Kan

Translator: Elite Translations Asia

Photographer: Josh Tam (Josh Takes Photo)

Videographer: HKMDA 香港多媒體設計協會

LO TING-FAI

EXPLORES THE HORIZON WITH FREE TV

It is almost time. A gentleman in a gorgeous black suit, with a pair of black-framed spectacles, beaming at us as he entered the room prepared by ViuTV. He then greeted everyone in the crew. No arrogance, no unattainability, Lo Ting-fai, or well-known as Lofai, the General Manager of HK Television Entertainment Company Limited, is absolutely an amiable person.

HK Television Entertainment Company Limited (a.k.a. HKTVE) is a commercial television station in Hong Kong, and it is currently one of the three free-to-air television stations. With regard to the name of their first free TV channel, it starts with "V", representing "View" or "Video", and "i" and "u" as "me and you" respectively. It symbolizes "people" as the core of ViuTV. The date of 6 April 2016 marked one of the most important dates of ViuTV as it is the big launch day.

在約定的時間，一位全身穿著黑色恤衫連西裝、架著黑粗膠框眼鏡的男士，掛著一抹微笑徐徐步入ViuTV為我們準備好的房間，然後逐一跟我們的訪問團隊打招呼。沒有一般管理層的趾高氣昂及遙不可及，香港電視娛樂有限公司總經理魯庭暉先生，人稱「lofai」絕對屬於隨和型。

香港電視娛樂有限公司（簡稱港視娛樂、港娛；英語：HK Television Entertainment Company Limited，HKTVE），為香港一家商營無線電視台，也是目前香港三家免費電視台之一。它的首條免費電視頻道的名稱，其中「V」代表「View」和「Video」，「i」和「u」代表「我與你」，象徵ViuTV的核心就是人。2016年4月6日必定是ViuTV最重要的日子之一，皆因這是開台的大日子。



魯庭暉

開拓免費電視新眼界



WHO IS WATCHING TV NOW?

"We do want more people to watch TVB and people around thought it was a joke. However it is true." Lo Ting-fai gazed and told us. He then added, "a producer shared a table at a local café restaurant and heard two ladies in their 60s chatting, and it was the time when ViuTV has just launched for a week:

"Have you ever heard of the new TV station? I don't know how to read the name, like it's channel 99..."

"Yes! I have no idea of what they do, but it's the first evening that my daughter walked out of her room and watched with me in the couch...and we ended up watching for more than one hour!"

Lo Ting-fai revealed that they used to spend their time alone and separately, and this time they get together again, thanks to the new channel. "When it comes to a couple watching TV the wife will hold the TV remote control; and it's the kids when it comes to a family." It is quite true!

電視誰人看？

「我們都想TVB的收視上升，很多人以為我講笑，其實是真的。」魯庭暉睜大眼睛說。他續說，一位監製在茶餐廳「搭檔」，聽到兩位六十多歲的媽媽對話，當時正開台一星期：

「妳有沒有聽過那個新的電視台呀，不知道如何讀呀，好似99台的……」

「有呀，我都不知道那個台做甚麼的，不過我女兒昨晚第一次沒躲在自己房間而出來大廳，那我就陪她看咯，結果看了一個多小時！」

魯庭暉表示本身兩母女是分開各自有獨處時間的，但藉著這個情況大家又走在一起看電視了。「如果兩夫婦看電視，話事的會是太太；如果父母及子女看電視，話事的多會是子女。」確實不無道理。

THE PROVERB OF "SILLY THINGS SERIOUSLY DONE"

Our editor has referred to his line "silly things seriously done" in one of his interviews. So how it is going to be implemented in producing programs? "The proverb behind 'silly things seriously done' is we work everything in a serious manner. Actually it is more than just 'silly things' but it happens to serious stuff too. Silly things also seriously done...actually there is a word 'also'." He regarded the audiences also pay attention to details, and if they keep doing things seriously they will feel it.

He added, "We always have the line "Happy Mother's Day" in our Mother's Day promotions, but our colleague happened to meet a mother and a daughter that time. The mum was not cooking this time but she asked her daughter to do grocery shopping with a budget of \$100. It came to her daughter buying just a fish with \$90, because she did not know how to bargain." This promotion might not help much to the ratings, but it was the effort spent on comprehending Mother's Day by our staff.

「無聊事認真做」的啟後語

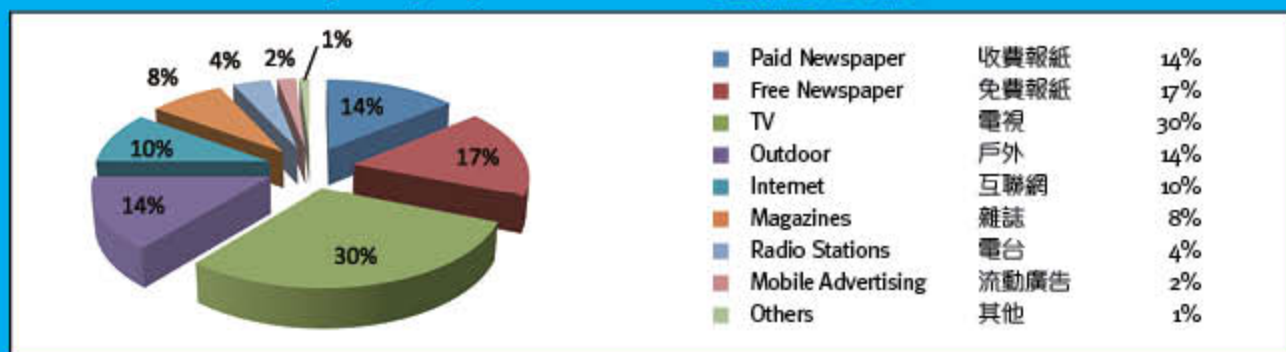
編者提及從一些報導看到魯庭暉說過「無聊事認真做」，究竟對於節目製作來說是一個概念呢？「『無聊事認真做』的啟後語是做任何事也要認真做，並不只是無聊事，即是認真的事當然要認真做啦，無聊事都認真做，其實有個『都』字在中間的。」他認為觀眾是會看細節的，如長期堅持的話，觀眾一定會感受到。

他續道：「如我們母親節的宣傳片，一般都是寫著『母親節快樂』，但是我們的同事就找來一對母女，平時母親煮飯，但今次由母親給女兒一百元去市場買菜，最後女兒未買魚就已用了九十元，因為不懂講價之類。」這個宣傳片雖然對收視未必有幫助，卻是工作人員為母親節背後的理念而花的心思。

ADVERTISING RATINGS? NO WORRIES.

He replied serenely, "our only goal is to offer our audiences with a number of choices. We don't want to see them flipping channels. We do the flipping for them." He regarded forging ratings as something meaningless. Audiences are looking for quality programs but not ratings. Advertisers will decide if they are to make a deal or not upon the effectiveness. Lo Ting-fai revealed that, starting the counting from the launch, the advertising had been doing quite well. "Our goal is to ask ourselves if what we produced are some good choices for our audiences." It is undeniable that TV commercials still capture an important segment in media advertising.

Market Share of Media Advertising in Hong Kong



Advertising spending report, April 2016
Source: admanGo

廣告收視何用怕？

他氣定神閒的回應：「我們目標只得一個，就是希望提供選擇給觀眾，我們不需要觀眾轉台，我們希望他們可以轉來轉去。」他認為「點數」沒有意思，觀眾是看節目質素而不是收視點，廣告商也會評估有沒有作用才賣廣告，而開台至今，魯庭暉透露他們的廣告成績也不俗。「我們的目標是要問自己所製作出來的東西是否屬於好的選擇。」無可否認，電視廣告仍在媒體廣告中佔一大席位。

香港媒體廣告市佔率

Paid Newspaper	收費報紙	14%
Free Newspaper	免費報紙	17%
TV	電視	30%
Outdoor	戶外	14%
Internet	互聯網	10%
Magazines	雜誌	8%
Radio Stations	電台	4%
Mobile Advertising	流動廣告	2%
Others	其他	1%

2016 年4 月份廣告支出報告
資料來源：admanGo

A LEADER WHO OFFERS CHOICES

There was massive preparation work before the launch. Like in the first phase it was about forming teams. He had some thoughts and ideas, like there should always be veterans and rookies in the same team. To him, veterans can be very avant-garde, whilst a novice can be prudent too. "People do right things, and they make mistakes too." Therefore it is important for everyone to have a liberal attitude.

From ViuTV's official website we are clear that "ViuTV aims at establishing an 'open platform' for creative people in Hong Kong, and even around the globe, to promote Hong Kong's original TV programs to the world". Lo Ting-fai was originally hoping to offer various entertainment to audiences, and gradually he found that they wanted to offer different choices. On the other hand, ViuTV is also a platform for nurturing talents who wish to explore in the creativity industry. He gave an example, "Had Johnnie To not been offered a chance back then he wouldn't have succeeded as a great director." A real leader should be broadminded enough to let his fellows to make use of what they have learnt in ViuTV when they move on to a new working environment, and to pay back to the industry so as to help maintaining the industry.

給予選擇權的領袖

對於開台前的準備實在眾多，如第一階段是籌組團隊方面，他有一些心得，如一個團隊中，總要同時存在具資歷及經驗較淺的人，因為具資歷的也可能是很前衛的人，而經驗較淺的也有老成持重的，「人有時就是有些事做得對，有些做得不對」，所以最尤關重要的是大家要有開通的思想。

從ViuTV網站上，我們清楚知道「ViuTV的核心是人與人性，以實況娛樂作主打，建立一個「開放平台」廣納香港以至全球創意人士及單位」。魯庭暉本意是希望提供不同的娛樂給觀眾，到後來他發現他們是想提供不同的選擇給大家。另外，ViuTV亦是一個培育有意發展創意工業人材的平台，他舉例，「如果當年沒有人給予杜琪峯機會，他就不會成為今天的大導演。」一個真正的領袖，需要有一個胸襟，去讓在這裡工作過的員工，即使他日到其他工作單位，都可以運用在Viu所學到的回饋這個工業，維持整個工業的生態。



THE MOST ESSENTIAL TO RAMBLING IS...

Lo Ting-fai regarded the most essential element to creativity is limitation. If there is no boundary to creativity people may lose direction.

"Creativity is unlimited, but when will it be out of use? By the time you stop thinking you begin to lose creativity." To Lo Ting-fai, when you think every day, like when you practise calligraphy, it always makes better results when you practise every day than when you practise once a year. To generate creativity is to expose yourself to new things and information every day, like net surfing, reading, or watching TV, etc. Ideas come abundantly. On the other hand, for every creative person they should have a sense of fear every day, that things may not work every time.

WHAT IF THERE'S NO TV?

A television plays a special role of being a décor opposite the couch. "Have you ever watched 'Friends'? There is one episode in which they talked about what if there's no TV? So where will your couch point to?" Lo Ting-fai gestured and said. "Since the first day we launched this TV channel we know we are to cover across all platforms, and of course we know there is digital media. I give you a more concrete idea. Our broadcasting schedule goes, one program on Monday and Tuesday; one on Wednesday and Thursday; one on Friday, and one on Saturday and Sunday. It's totally different from what we used to have in the traditional channel, in which they have the same program from Monday to Friday, and this is habitual. They want them to have a habit on that, and this is just partly right to do so. So it seems not very human when you ask people to sit in front of the TV at 9 every evening." He indicated that, "there are no simply netizens nor TV audiences. They are both netizens and TV audiences." Lo Ting-fai said very confidently, "the schedule we have today really matches human behavior."

WE ARE MADE IN HONG KONG

When we talked about the style of ViuTV and how they respond to the demand of the society, he said, "people in Hong Kong demand TV production should be up to the international standard, and this is important. How can a Hong Konger be happier? If we can also feel their happiness and satisfaction, just like when Leon sings people just come and listen to him. I believe Leon does not need to sing to make a living, or maybe just his fans want him to sing. We hope we can do the same. It's all about Made in Hong Kong. We think it's creativity that makes one proud to be a Hongkonger."

EMPOWERMENT

ViuTV always make bold attempts. The management offers the production team with a lot of room for creativity. At the same time, they let the audiences to choose their TV channel. ViuTV let a producer who is as young as 25 to be in charge of a production, that Lo Ting-fai regarded to be young as to be "young at heart". He supported all innovative ideas from anyone no matter how old he or she is. For instance, one colleague suggested an all-black promotion video to be put up during New Year. He still encouraged that colleague to give a try despite others' opposition. The concept of being "young at heart" also applies to the audiences, like his 70-year-old mother who watched the episode of "Talker - Helmet Intercom" in which they interviewed transgendered people. She then began to pay attention to the topic, like when she asked about everything in the old days.

Despite good results brought by the brand new programs, Lo Ting-fai does not reckon ViuTV is shouldering any social mission. Like

they brought certain consensus from people who share different views after the release of "Travel with Rivals". They brought the groups they represent to seek common grounds and resolve differences among them. Lo Ting-fai agreed that this was something they didn't expect to see and that made them flattered. He is not going to make more programs just because he wants to see certain impact. Creativity should be respected and there should not be any limits. We will do as long as it does good to our audiences.

天馬行空最重要的元素居然是……

魯庭暉認為創意最重要的元素是有限制，如果創意缺乏了任何規範，又會失去了方向。

「創意不會用完，但創意幾時用完？當你開始不思考的時候創意會開始流失。」魯庭暉的見解是，只要每天都思考，一如練習書法，天天都練習一定比一年才練習一次的效果為佳，而創造力的產生是需要每天看新事物及資訊，如上網、看書及看電視等，靈感便可以源源不絕。另外，他認為創作人每天應該要有恐懼感，要想想並不一定每次也是可行的。

沒有了電視會如何？

電視機有一個特別的作用就是作為梳化對面的擺設，「有沒有看『Friends』？有一集說到沒有了電視機如何？那你的梳化point to 哪裡？」魯庭暉手指劃著笑說道。「由第一天開創這家電視台，我們知道會包攬所有平台，而且我們已經知道數碼媒體的存在。我舉一個實質例子，我們電視台的節目時間表是，星期一、二有一個節目，星期三、四一個節目，星期五一個節目，星期六及日又一個節目，這是跟傳統電視台的節目編排是有很大的出入的。傳統電視台的節目是星期一至五都是做同一個節目，這個叫慣性，想培養大家的習慣，這是部份正確的。因此如果你要求人類每晚九時坐在家中看電視，這並不是人性的東西。」他清晰指出，「這個世界沒有網民及電視觀眾之分的，他們既是網民又是電視觀眾。」信心滿滿的魯庭暉說道：「我們現時的時間表已是符合今天人類的行為。」

我們是香港製造的

談到ViuTV的節目及風格有否回應社會上的甚麼訴求時，他說：「香港人的電視製作應該要達到國際水平，這個是很重要的。香港人如何可以更快樂呢，如果我們可以感受到更快樂及滿足感，就等同黎明唱歌有人來聽一樣，我相信黎明不需要為了賺取金錢而出來唱歌，而是可能歌迷想他出來唱。我們希望做到，原來是Made in Hong Kong，覺得有創意，令到香港人感到有自豪感。」

充權

ViuTV是一個很大膽的嘗試。管理層給予製作團隊很大的自由度發揮創意，同時讓觀眾自由選擇電視頻道。ViuTV除了讓年僅25歲的年輕製作人擔大旗外，魯庭暉認為年輕的定義應是"young at heart"，即無論任何年紀，只要意念創新，他都會支持。例如一位同事提議新年推出全黑色的宣傳片，雖然其他同事不能接受，但他卻讓這位同事嘗試。"Young at heart"也適用於觀眾，如他七十歲的母親，看了訪問變性人的《晚吹：又要威 又要帶頭盔》，引起她對於變性人的好奇心，重拾年輕時每事問的一面。

儘管新穎的節目帶出很好的效果，但魯庭暉不認為 ViuTV 存在甚麼社會使命。如《跟住矛盾去旅行》推出後，某程度上令到不同看法的人取得共識，帶動他們代表著的群體彼此之間求同存異。魯庭暉坦言這些效果是他們沒有預料的，讓團隊覺得很欣慰，但不會因為節目達到某些效果而多做那一類型的節目。要尊重創作，不設規限，只要觀眾有得著，就去做。

Young people and ViuTV 青年人與ViuTV

ViuTV was launched for only two months or so. How do young people feel about it? Any expectations?
ViuTV 開台只兩個多月，青年人對它的觀感如何？有沒有甚麼期望？



Leo CHAU

Leo watched "Travel with Rivals", "G-1 Fight Club" and Korean dramas mainly through TV as he likes sitting in front of the couch. He seldom watch programs through the App. He reckons that Korean dramas already have their

own audience but combat programs are worth watching as the idea is new. Leo has reservations on whether ViuTV has the ability to break the TV monopoly. Nevertheless it has taken up some market share. He personally thinks new ground can only be broken when the moral standards are in line with that of the general public.

Leo曾收看《跟住矛盾去旅行》、《G-1格鬥會》及韓劇，而他主要透過電視去收看這些節目，因為喜歡坐在梳化前，反而少用App。他認為韓劇某個程度上已經可以吸納一些本身愛看韓劇的觀眾，而格鬥節目題材新穎，值得觀看。對於ViuTV能否打破電視壟斷局面，他仍有所保留，但ViuTV的出現確實分佔了一些市場份額。他個人認為有關道德層面及標準需要符合普通市民在接受水平才有機會打破有關局面。



Kelvin LAM

ViuTV's "Travel with Rivals" strikes Kelvin the most. We will find two people with contradictory views going on holiday intriguing. ViuTV has relatively more reality shows compared with others. Kelvin is not too concerned about

the social responsibility of this new free TV station. He can watch news through other channels.

Kelvin 對於ViuTV 製作的《跟住矛盾去旅行》最深刻，因為兩個對立角色的人物一起去旅行，可以帶給大家趣味性，相對以往的電視台，ViuTV 實況節目相對較多。對於新的免費電視台的社會責任，Kelvin 沒有太大考慮，如要看新聞也有其他的途徑。



Cherry CHEUNG

Cherry hasn't watched ViuTV before but she received movie clips from friends on what's app. Watching from the App would be more convenient to her as she seldom spends time watching TV. Combat programs leave her with the

best impression while programs with homosexuals as the theme leave her with the impression that ViuTV makes bold attempts. She reckons that the one and only big TV station produces programs just to get by and aims just to complete production. The emergence of ViuTV will to a certain extent affect how serious other TV stations produce their programs. This will benefit the audience.

Cherry 沒有收看ViuTV，不過朋友在whats app 有傳送有關影片。她自己本身甚少花時間看電視，如果有App 她會覺得方便一些。她對於格鬥節目的印象最深刻，而覺得ViuTV 給她的印象是大膽，如同性戀者的題材節目也有談及。她認為現時獨大的電視台製作得過且過，但求拍攝完畢。某程度上，ViuTV 的出現會影響其他電視台製作會認真些，這對於觀眾也有益處。



Aska YEUNG

ViuTV gives Aska a strong impression that its leading programs are popular Korean dramas. Foreign dramas occupying prime time are widely promoted. He questions why a local free TV station is marginalising local

works and he feels that our cultural awareness is being nibbled away. He hopes that we see more local productions coming from ViuTV instead of focusing on pushing the ratings of Korean dramas so that Hong Kongers can fall in love with TV again.

楊先生對Viu TV 最深刻的，就是它以熱門韓劇為主打，大量宣傳於黃金時段播放外購劇，令他質疑作為一間本港免費電視台，卻將本土邊緣化，令他感到文化意識被蠶食。他希望可以在Viu 見到更多本土製作，而非一味集中催谷韓劇收視，令香港觀眾可以重新愛上看電視。



Wilson CHANG

Wilson never watched ViuTV before but gives in to its powerful marketing campaign. He knows that ViuTV's reality shows are the talk of the town. He is mostly interested in "Talker" and "Travel with Rivals". He reckons that the

emergence of ViuTV is a good thing for the television industry in Hong Kong. Hong Kong lacks this sort of TV programs. New genres bring a sense of freshness to the audience. Having grown up overseas, he is happy to see Hong Kong finally having the capability to produce good quality programs. He is looking forward to these new programs.

Wilson 雖然未有看過ViuTV的節目，但亦被其強勁的宣傳攻勢攻陷，知道ViuTV的真人騷節目很有話題性，他自己對《晚吹》及《跟住矛盾去旅行》最有興趣。他認為ViuTV的出現對香港電視業界有好處，一來香港缺少這類題材的電視節目，創新的類型能為觀眾帶來新鮮感，而於外國長大的他，亦樂見香港終於能製作一些較有質素的節目，令人期待。



Bennett CHAN

Bennett likes watching "Changing Mama" the most. Developing maternity love through a cooking competition and reflecting upon the relationship between mother and child resonate with Bennett. He is impressed by

the new genres produced by ViuTV. We now have choices. TVB is not the one and only TV channel. Our habits have now changed. Bennett has not tuned on the TV to watch TVB for years. Now he catches up with ViuTV's programs through the App. He looks forward to ViuTV's drama productions.

Bennett 最喜歡收看《煮吧！換左我阿媽》，他認為節目透過烹飪比賽培育親情，讓子女及家長反思雙方關係，令他份外有共鳴。他欣賞ViuTV拍攝題材新穎的電視節目，為觀眾帶來選擇，讓無綫不再一統獨大之餘，更改變了香港人看電視的習慣。以他自己為例，已經有很多年無開過電視看無綫，現在反而會定期用App追看ViuTV的節目，並期待它的劇集作品。

Epilogue

Lo Ting-fai impressed us most with his commanding presence. We can best describe him as opened-minded, far-sighted, well-mannered, and possessing acute marketing sense. Our editor would like to go and work for him and learn from him!

後記

編者做完訪問後，覺得魯庭輝絕對具大將之風。思想開通、目光遠大、不卑不亢、市場觸覺敏銳是對她最佳的形容。編者也很有衝動應徵他的部門工作並向他學習呢！



Artist Shiga LIN 藝人歌手連詩雅

I: Shiga, you went to shoot "Travel with Rivals". What message do you think the program is going to bring about?

Lin: I am not working in the station, but I learnt that they wanted to bring two people who share contradictory views to travel together, and they want to see conflicts. So I am not quite sure about what message they want to bring to the audiences, or if they simply just want to make some entertainment. Nevertheless I think it's an interesting idea, that to put two people who are totally different together and to travel and to get along with each other.

I: Anything inspired you after making this program?

Lin: To me this program is memorable, because I can travel with an experienced veteran and this is something not easy. Frankly, people who work in this industry can hardly get to know any veteran, not to mention travelling together. There should be something to learn. No matter in which industry, when you can get to know a veteran you must be able to get something back. I would say I am more benefited on this.

I: Shiga, 之前妳拍了《跟住矛盾去旅行》，妳覺得節目想帶出甚麼訊息？

連：我不是電視台那邊，但是我知道他們想將兩個有矛盾想法的人帶去旅行，然後擦出矛盾，所以我不肯定他們想帶出甚麼特別的訊息給觀眾，還是想做一個娛樂性的節目。不過我覺得這個題材頗有趣，將兩個完全不一樣的人放在一起，然後一起旅行及相處。

I: 妳拍完這個節目之後，對妳有甚麼啟發？

連：我覺得這個經歷是難忘的，因為可以跟一個行內的前輩去旅行，這件事已經是非常難得，坦白講，我們現在這一行的，其實很難接觸到前輩，還可以一起去旅行，一定有得著的。不論做哪一行，可以跟前輩去相處，一定有收穫，我在這件事上我是賺了。

連 (Lin): 連詩雅 I: Irene



JCIHK ALUMNI CLUB

★ YANGSHOU GUI LIN TRIP

25 senior members joined the trip from April 8 to April 11. Many scenic spots including Riyue Shuangta, Elephant Trunk Hill and the Gudong Scenic Area were visited. The group admired with awe on the breathtaking sceneries along the Li River. Lots of pictures were taken on the gorgeous karst peaks, and the fascinating journey at Silver Cave. To view the luxurious design at the Jingjiang Prince's Palace and the walk along the West Street was an enjoyable experience.

With lucky draw as one of the daily highlights, the entire trip was filled with fun, laughter and joy. The participants carried home loads of fond memories.



★ MACAU TRIP ON MAY 17

Chairman Louis together with Excom members joined Senior Member Association (SMA) of JCI Macau, Excom meeting and Monthly Fellowship Gathering in Macau on May 17. Many good ideas were exchanged and one of the main discussions was our visit to Macau on September 24 - 25.



★ 2016 BEIJING STUDY TOUR (國情研習班)

On April 15-19, Chairman Louis joined the trip with NOM. The group attended a course in China Youth University of Political Studies, visited the Olympic Park, the Great Wall, Chinese Space Museum and CCTV Headquarters. Besides visiting some government departments, Chairman attended the flag raising ceremony in Tiananmen Square and had dinner with the China Youth Federation. It was a fruitful and rewarding trip.

★ SENIOR MEMBER CLUB CHAIRMEN (SMCC) GATHERING - HORSE RACING DINNER



The 2nd SMCC Gathering was held on April 27 at the Hong Kong Jockey Club, Happy Valley.

A total of 10 participants including 7 Senior Member Club Chairmen/Coordinators joined the dinner. Apart from the extra program of horse betting, the participants exchanged updates and rebuilt connections. It was a very nice get-together for all attended.



★ 2016 BADMINTON COMPETITION

The first-ever Badminton Competition of Alumni Club commenced from March and will finish in June. Three matches were held so far. All teams are strong so it is not easy to foretell who would head the games.

An award presentation party 「羽您共舞今晩夜」 at 'SLDANCE' on July 9 will be held which will be a celebration and fun evening.



Photo Source: Hong Kong Tourism Board

20 LOCAL chapters' events

There are 20 local chapters affiliated to JCI Hong Kong. Each of them have their official languages, such as English, Cantonese, Putonghua or bilingual.



JCI Victoria

維多利亞青年商會

www.vjc.org.hk

InnoBrand 2016 - 「GOOD SO 傑出創意社企」選舉

今年我們舉辦首屆「GOOD SO傑出創意社企選舉」，以表揚積極履行社會責任、並創造傑出品牌的社企，從而提升社企形象及其帶來的正面影響。

Sister Chapters:

JCI Tawau, Malaysia | JCI Tainan, Taiwan |
JCI Osaka, Japan | JCI Seoul Dongdaemun, Korea |
JCI Ulaanbaatar, Mongolia



JCI Kowloon

九龍青年商會

www.jcikowloon.org

Kepler Project

This is a new "Superior" recognition scheme to assist JCI members to develop a more comprehensive knowledge and leadership skills through various types of training courses.

Sister Chapters:

JCI Capital, Mongolia | JCI Daegu, South Korea |
JCI Kuala Lumpur, Malaysia | JCI Mandaue, Philippines |
JCI Nagoya, Japan | JCI Orchard, Singapore |
JCI Pan Mac, Macau | JCI Taipei, Jayceettes, Taiwan



JCI Island

港島青年商會

www.ijc.hk

2016 JC Sports Day

As one of the traditions of JCI Island, we were proud to have over 300 participants attending different events in the Sports Day, showing us their limitless energy, fun and friendships. We wish every participant enjoy all the sweat and laughter of the day. See you all in 2017.

Sister Chapters:

JCI Sendai, Japan | JCI Seoul, Korea |
JCI Bukit Mertajam, Malaysia | JCI Makati, Philippines |
JCI Manila, Philippines | JCI Taipei, Taiwan



JCI Peninsula

半島青年商會

www.hkpc.org

與未來對話 領袖傳「城」

Dialogue with The Future - Lead The City

本會將以同行者角色，引領30多位城大學生，在未來3個月協助學生去籌備社會工作計劃，為社會和自己帶來積極的改變。

Sister Chapters:

JCI Capital, Philippines | JCI City, Singapore |
JCI Minoh, Japan | JCI Tai Chung, Taiwan |
JCI Honolulu Chinese, USA | JCI Mapo West Seoul, Korea |
JCI Hou Kong, Macau



JCI Hong Kong Jayceettes

香港女青年商會

www.hkjt.org

Breastfeeding Empowers Women!

With over 3,000 signed pledges to support nursing mums and almost 1 million outreach via the social media platform, the flagship project 'Breastfeeding, Best Feeding' has brought awareness and positive connotation to the issue wider community support on breastfeeding confirms women's unique ability to care for their infants in the best way possible.

Sister Chapters:

JCI Manila, Philippines | JCI Kaohsiung, Taiwan |
JCI Yokohama, Japan



JCI Lion Rock

獅子山青年商會

www.jclionrock.org.hk

義不容「塵」 Get In Gear Volunteers

義不容「塵」於日前公佈「都市人使用抹手紙習慣」問卷調查結果，並發起「救救地球 停用抹手紙」口號、標誌行動及承諾書，誠邀各企業及公眾加入支持。

Sister Chapters:

JCI Kariya, Japan | JCI Sib, Malaysia |
JCI Sanchung, Taiwan



JCI Harbour

海港青年商會

www.hjc.org.hk

各嘉賓連同海港青年商會會長余修賢支持推廣海洋保育

為鼓勵公眾關注海洋保育，今年的國際兒童繪畫比賽透過主題「我愛香港」推動保育海洋的訊息。

Sister Chapters:

JCI Penang, Malaysia | JCI Kanazawa, Japan |
JCI Marina, Singapore | JCI Kaohsiung Ladies, Taiwan |
JCI Songpa, Korea |



JCI Yuen Long

元朗青年商會
www.yljo.org.hk

「自覺向心力・青年同心圓」

南沙高端論壇重點加強港粵兩地青年在「金融、法律、會計、教育、資訊科技及建築」相關層面上的交流，增強彼此關係，深化合作。

Sister Chapters:

JCI Kyoto, Japan | JCI Keelung, Taiwan



JCI Tai Ping Shan

太平山青年商會
www.jctps.org.hk

你是哪種《型「格」男女》？

你瞭解自己嗎？亞洲星級企業家教練鄭海名博士 (Yes Sir) 於月會中教授五十多名青商以MBTI瞭解自己，尋找突破！

Sister Chapters:

JCI Toyama, Japan | JCI Hsinchu, Taiwan



JCI Bauhinia

紫荊青年商會
www.bjo.org.hk

第3屆「同心圓表彰計劃」

本計劃旨在讓在職女性取得平衡生活，讓僱主減少員工流失，及讓社會釋放更多勞動力。兩個獎項 <傑出同心圓措施大獎> 及 <傑出同心圓表表者大獎> 現已接受報名！

Sister Chapters:

JCI Uji, Japan | JCI Elite, Malaysia



Photo Source: Hong Kong Tourism Board



JCI Dragon

騰龍青年商會
www.jcidragon.org.hk

The Best Employee and Employer Award (BEEA) 2016

This flagship project is to praise exemplary corporates and small to medium enterprises, as well as outstanding employees who gave valuable contributions to their companies. We aim to create BEEA as the benchmark of quality for local companies, and the reference for employees to assess their work performance.

Sister Chapters:

JCI Nishinomiya, Japan | JCI San Juan, Philippines | JCI Shilin, Taiwan



JCI East Kowloon

東九龍青年商會
www.jciek.org

JCIEK Business Start-up Competition - "Next Step Challenge"

"Next Step Challenge" has successfully come to a closing with the grand final being held on 7 May. Around 100 business proposals were received and top five teams were selected. The competition provided good platform and valuable seminars to empower potential entrepreneurs to compile business plans, perform pitching, exchange ideas with counterparts and dream big.

Sister Chapters:

JCI Mandarin, Singapore | JCI Ipoh, Malaysia | JCI Sike, Taiwan



JCI City

城市青年商會
www.jcity.org.hk

第九屆影子企業家 - 全港大專生創業比賽

今年度以「低成本 真・創業」為比賽主題，參賽者可與企業家直接接觸對話，了解從商、創業及發展之道，從而成為一個真正的創業者。

Sister Chapters:

JCI Fukuoka, Japan | Incheon Songdo, South Korea | JCI Petaling Jaya, Malaysia | JCI Windy City, Taiwan



JCI Queensway

經緯青年商會
www.jciqueensway.org.hk

Model UN X JCI Queensway

An educational simulation in which participants can learn about diplomacy and international relations. Through the event, participants will enhance their research, public speaking, debating and writing skills, as well as enhancing their critical thinking, teamwork and leadership abilities.

Sister Chapter:

JCI Okinawa, Japan



JCI North District 北區青年商會
www.ndjc.org.hk

奇義夢想 開展燦爛新一章

「全港退休人士傑出義工表揚計劃」期望能透過表揚退而不休、服務社會的人士，讓更多退休人士加入義工行列，促進社會的正面改變。

Sister Chapters:
JCI Naha, Japan | JCI Cosmopolitan, Taiwan



JCI Ocean 浩洋青年商會
www.oceanjc.org.hk

社會工作計劃：「喝采人生-逆齡交易所」啟動禮暨智齡新一代同卷發佈會

本會邀請四位嘉賓就45歲以上智齡人士相關議題進行分享，藉以希望鼓勵智齡人士勇於突破傳統，向社會傳遞「智齡逆轉，活得精彩」的全新理念。

Sister Chapters:
JCI Saito, Japan | JCI Boai, Taiwan



JCI Sha Tin 沙田青年商會
www.jcishatin.org

V - Support

Launched since 2014, V support aims to liaise with different local organizations to gather our power to create our future master a better community! Until now, over 500 students have experienced our services on career talk, mock job interviews, interview tips sharing sections, work shadowing scheme and company visit.

Sister Chapter:
JCI Wakayama, Japan



JCI Apex 晉峰青年商會
www.ajc.org.hk

「企業杏林」為本地中小企增值，並積極正面地幫助改變本地營商氣候。

本計劃多年來與資深商家及專業人士合作為中小企作出針對性分析及提供專業意見，並透過面見及研討會為企業增值。

Sister Chapters:
JCI Gifu, Japan | JCI Port, Taiwan



JCI City Lady 城市女青年商會
www.jcicitylady.org.hk

紅蓮頤·闖天下2016之青年人真·開心？造就未來的我

7月9日將有「青年人，長大了就不快樂嗎？」同卷發佈會及精神健康專家分享。誠邀你一同認識和參與「真·開心」！

Sister Chapter:
JCI Yamagata, Japan



JCI Tsuen Wan 荃灣青年商會
www.jcitsuenwan.org

OUTSTANDING FAMILY BUSINESS LEGACY SELECTION 全城·傳承 2016

Through launching this flagship project, we strive to empower family business in Hong Kong. This project is an election for family business with outstanding achievements in carrying business over by generations. Nomination ends on 18th June.



2016 JCI HONG KONG 宣傳大使 謝安琪

謝安琪小姐 (Kay) 已成為 2016 JCI Hong Kong 的宣傳大使，快來收看她介紹國際青年商會的短片啦！立即加入 JCI，與 Kay 一齊凝聚正面力量，為社會出一分力，成就將來！

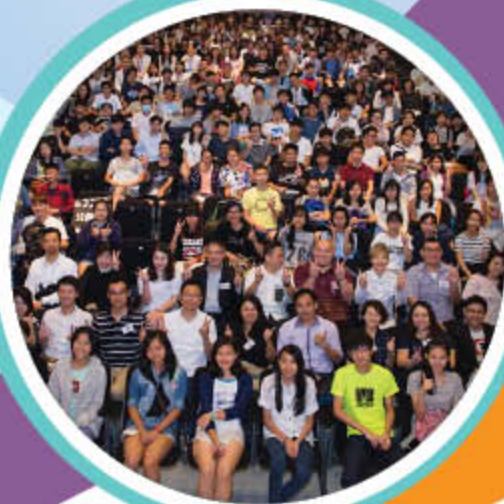


香港中華廠商聯合會青年委員會致力推動本港青年發展工作，其中自2009年起開始每年舉辦《全港中學生廣告短片創作比賽》，為中學生們提供開放的平台，藉著短片創作激發創作思維，增強他們對工商業發展的了解以及明白品牌發展之道。除中學生外，去年比賽更首次增設「公開組」，鼓勵全港18至25歲的廣大年青人、大學及大專生以廣告的形式表達無限創意，獲得社會及青年界熱烈回響，成功吸引逾150隊中學組及公開組參賽隊伍。

今年「第51屆工展會－廣告TEEN才短片創作比賽」即將展開，青委會誠邀全港各大機構或品牌參與贊助，屆時將獲安排參賽隊伍為其拍攝廣告短片。各贊助機構/品牌除可藉此回饋社會、參與啟發年青一代的潛能外，更可廣收宣傳效益，一方面大會將向全港所有大專院校及中學派發比賽宣傳品，共接觸超過9萬名大專生以及40多萬名中學生，而所有入圍隊伍的廣告短片亦將上載至Youtube及Facebook，大會更會於工展會舞台舉行大型頒獎典禮，勢必有助各贊助機構/品牌提升在新生代市場的認知度。此外，大會亦將透過各類宣傳渠道(例如報章/雜誌廣告、Facebook、宣傳海報、活動背板等)向贊助機構/品牌作出鳴謝，以提升曝光率。

除了「第51屆工展會－廣告TEEN才短片創作比賽」外，青委會亦將舉辦「第51屆工展會－TEEN創商機比賽」，最後入圍的隊伍可於工展會期間享有免費展位，實踐創業理想。

有關上述比賽最新詳情，敬請留意青委會日後公布。倘有查詢，歡迎與廠商會青年委員會秘書處蘇小姐聯絡(電話：2542 5764)或電郵^{aea6@cma.org.hk}。





11-12-1944
墨西哥

當年

今日

香港

11-12-2015



JCI (Junior Chamber International) was founded in the United States in 1915 by Henry Giessenbier, a banker in St Louis, Missouri, USA. He started with around 30 associates who shared the vision of developing their skills as leaders by tackling difficult civic problems. The movement grew and spread in within decades, and in 11 December 1944, with the historic first meeting held in Mexico City, JCI was officially formed. The first National Organizations forming JCI were Costa Rica, Guatemala, Mexico, Panama, El Salvador, Honduras, Nicaragua and the United States.

** Special thanks to National Alumni Club Vice Chairman Johnny Keung*

JC Mailbox is a new column under Harbour Lights. It aims to build a stronger JCI understanding by addressing some of the common queries shared by our members.

In this issue, let's see what query our member C has on ASPAC.

QUESTION:

What is special about ASPAC compared to conferences host by commercial companies of international network?

ANSWER:

ASPAC is the abbreviation for Asia PACific Conference, an annual regional event to unite JCI members in the Asia Pacific Region to exchange ideas, learn how to maximise their local impact and collaborate with other National Organizations in the area. There are four JCI Area Conferences held every year --- Africa & the Middle East, Asia & the Pacific, the Americas and Europe. At these Conferences, JCI gives its members the opportunity to address international issues and show their commitment to becoming socially responsible leaders. These global forums enable members to focus on solutions for their region and how they can grow, improve, share and create positive change across communities. It also serves as a platform for members to take advantage of JCI's international network while enhancing their National Organizations to align with international best practice.

You are welcome to grasp this opportunity to gain further insight on JCI. No questions are either big or small! See you in our next issue!

Our email address: harbourlights2016@jcihk.org



Step
1

DO YOU WANT TO CREATE
POSITIVE CHANGE?

DO YOU WANT A BETTER
ME?

LET'S JOIN US!

Step
2



Connect with members in your
community

Find out more about JCIHK

www.jcihk.org

[f jcihongkong](#)

Step
3

WANT MORE INFORMATION?
STAY IN TOUCH WITH
JCI HONG KONG

Let us know your interest or
questions!

Email: harbourlights2016@jcihk.org

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NATHAN WONG NATIONAL HONORARY TREASURER

MAJOR TANG 1980 NATIONAL PRESIDENT
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ANDREW WONG, BBS 1982 NATIONAL PRESIDENT
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HORSEMAN HO EXECUTIVE ASSISTANT TO NATIONAL PRESIDENT
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