

May 2003

Hong Kong Branch
www.managers.org.hk

Chairman's Message

Dear members, students, and friends,

2003 promises to be a challenging year. Following the war in Iraq, and in the midst of Atypical Pneumonia outbreak in many parts of the world as well as struggles in the declining economy, Hong Kong people should face the reality with confidence and demonstrate community spirit to overcome the hurdles. Every society has its ups and downs, its cycles. I hope Hong Kong will come back just as strong in the near future.

As for the Hong Kong Branch, our greatest goal is to provide value for your membership by delivering information and activities that address your needs. Together, we are committed to serve our members through:

- Communication and Networking;
- Lifelong Learning;
- Knowledge and Leadership.

We have lined up various activities for members in the coming months (see attached). Please watch out for email announcements and visit our website www.managers.org.hk for latest updates. While email will be a primary way of communication, we will also send information by post to ensure all of you receive updated news of the Branch.

A Membership Survey Form is attached to collect opinions and information. We look forward to having your active participation and feedback. For those who have not registered your email address, kindly fill in details in the Membership Survey Form for ease of communication and cost saving purposes.



On behalf of the Executive Council, I thank you for your dedication and support. Wishing you good health and a happy summer season!

Yours in Chartered Management,

Cecilia Tsui

Salute to Medical Professionals

The Executive Council and members of
The Chartered Management Institute Hong Kong Branch
salutes the dedication of
frontline medical professionals
in the fight against SARS

Silver Bauhinia Star Shines for our Vice-Chairman

On 12 October, 2002, our Vice-Chairman, Mr Tony Kwok Man-wai was presented with the Silver Bauhinia Star by the Chief Executive of the Hong Kong SAR at the Medal Presentation Ceremony at the Government House.



Mr Kwok retired from the Independent Commission Against Corruption as Deputy Commissioner after having worked in the Commission for 27 years, and had given significant contribution to the fight against corruption in Hong Kong. He is now performing voluntary work as the Honorary Course Director for the University of Hong Kong School of Professional and Continuing Education (SPACE) in the newly introduced Postgraduate Diploma Course on Corruption Studies. He is also frequently invited to give talks in the Mainland and overseas and he has set up his own homepage to share his experience in fighting corruption : <http://www.kwok-manwai.com>

Mr Kwok has been a member of the British Institute of Management (MBIM) since 1990 and has been a Fellow of the now renamed Chartered Management Institute (FCMI) since December 1994. He has been the Vice-Chairman of the Hong Kong Branch since 2000.

Congratulations to Mr Kwok for this very prestigious and well-deserved award.

Inside this Issue

Chairman's Message
Silver Bauhinia Star Shines for our Vice-Chairman
Scholarship Award Ceremony
Annual General Meeting 2002
Executive Council
Continuing Professional Development
Visit to Maipo Marshes
Membership Survey
Q & A
CMIHK Toastmasters Club
Communication Matters
International Management Action Award (IMAA)

Scholarship Award Ceremony

The Hong Kong Branch honoured 11 students of the Hong Kong Baptist University (HKBU) for their academic excellence on 25 April 2002. Two MBA students received an UK Study Visit Award of HK\$12,000 each. Nine BBA students received Cash Awards of HK\$2,000 each. Professor Yiu-Kwan Fan, currently Vice President (Development) and Dean, School of Business of HKBU as well as Mrs Cecilia Tsui, Chairman of the Hong Kong Branch, extended warm welcoming remarks to participants, comprising of faculty, students and our members. Mr Tony Kwok, Vice-Chairman of the Branch, presented certificates of award to winners.

It was a great opportunity for members of the Hong Kong Branch to congratulate the award winners and to establish partnership with the School of Business, Hong Kong Baptist University.



Annual General Meeting 2002

The Annual General Meeting for the year 2002 was held on Thursday, 16 January 2003. The AGM was well attended with members and students.

In the Report of Council, Mrs Cecilia Tsui highlighted activities and development of the Hong Kong Branch during 2002. For a full Report, please visit the Branch website www.managers.org.hk. After formal business of the AGM, members also had a joyful evening to mingle with one another.

Executive Council



Office Bearers

The following office bearers have been elected by the Executive Council.

Chairman - Mrs Cecilia Tsui
Vice-Chairman - Mr Tony Kwok
Hon. Secretary - Mr George Mok
Hon. Treasurer - Mr Stephen Siu
Chairman of CPD - Miss Sally Kwan

Mr Albert Chow has resigned from the post of Hon. Treasurer as a result of increasing workload in his full-time job. The EC expresses sincere thanks to Albert for his dedicated efforts during the year 2002.

Council Members

The following have been elected members of the Council.

Mr Albert Chow, Mr Andy Lam, Mr Kevin Tam, Mr Robert Tam, Mr Joseph Tsang, Mr Horace Wong, Mr Timothy Wong.

Secretariat

Mr Horace Wong has joined our EC. The Secretariat has moved to the office of Gold Mail Box (HK) Limited:

Ms Elaine Xavier

Room 513, Yau Lee Centre, 45 Hoi Yuen Road, Kwun Tong, Kowloon

P.O. Box 12462, General Post Office, Central, Hong Kong.

Tel: 28022333

Fax: 28022334

E-mail : info@managers.org.hk

Continuing Professional Development

In today's turbulent business environment dominated by knowledge-based economy, managerial professionalism relies increasingly on an ability to respond quickly to changing market conditions, to client requirements and to influences of government policies. Continuing Professional Development is central to managerial and organizational success.

Effective Lifelong Learning - Effective Management

with School of Business, Hong Kong Baptist University

Dr M Shaffer, and Miss Sally Kwan
(25 April 2002)

Dr Shaffer delineated the emergent needs why lifelong is critical for today's managers. She cited a diversity of learning styles - concrete experience, reflective observation, abstract conceptualization and active experimentation. Many of us shift from different learning types - diverging, assimilating, converging and accommodating. Dr Shaffer concluded that development of a learning community would require mutual respect, appreciation of individual differences, communication, influence, openness in expressing views, and tolerance for ambiguity.

In addition, Miss Sally Kwan shared the case of workplace education in the Independent Commission Against Corruption. She illustrated

various programmes and incentives for employees to update their knowledge and skills so as to achieve organizational effectiveness.



Modern Logistics Development in the Mainland and Hong Kong

with Hong Kong Logistics Association
Mr Raymond Leung, Chairman, Hong Kong Logistics Association

(3 July, 2002)

Corporate decision-makers are increasingly concerned with escalating operating costs and regional as well as global competitions. Logistics management is considered as a key business process technique to reduce expenses and to improve response time and customer service.



Mr Raymond Leung addressed the changing and increasingly important role of logistics in the

economy as well as issues of supply chain integration and the information technology and systems architectures in effective logistics management, with particular reference to the Asia Pacific region.

Opportunities and Avenues for SMEs to Enter the Mainland Market

with MBA Alumni Association Limited, City University of Hong Kong

Ms Pansy Yau, Assistant Chief Economist,
Hong Kong Trade Development Council
(16 January 2003)

China's economy has been surging ahead in recent years. Under China's WTO accession agreement, China makes substantial market access commitments covering agricultural, industrial and service sectors. The Mainland is unleashing opportunities every day giving the world greater access to her market.

Miss Pansy Yau presented mega-trends of China economy. She remarked that there are policies to encourage foreign investments, private enterprise

investments and development of SMEs. There is also rising importance of international trade because China is building her place as a world factory, producing and exporting a number of products, particularly light consumer goods. To stimulate economic growth, the Mainland will need further inputs, such as knowledge and experience in international trade, management and marketing skills to enable companies to grow and compete.



Visit to the Business Info Centre, Hong Kong Trade Development Council

(20 March, 2003)

Our members and the Chartered Management Institute Executive Diploma students had a visit to the Business Info Centre, Hong Kong Trade Development Council on 20 March 2003. The host warmly received our delegation. The Business Info Centre provides quality and comprehensive business information to Hong Kong companies, especially to SMEs. It houses the largest collection of market and trade information, including up-to-date electronic databases and a new state-of-the-art Multimedia Centre. A world class facility that provides all your business information needs.

After the visit, members had chats on business education and development of the Hong Kong Branch over dinner.

Visit to Maipo Marshes

Horace Wong



October 5, 2002 was a very pleasant autumn day and 26 members and families spent an afternoon together visiting the Maipo marshes. Maipo, being an environmentally protected area, is not open to the public and the opportunity to visit was unusual.

Members were able to see flocks of birds flying and squatting around in the area. The excursion ended with a wholesome dinner in Yuen Long.

Membership Survey

We are listening!

Your Opinions Count

Through the Membership Survey 2002, telephone conversations and face-to-face chats at Branch events, we have collected your views. In the last survey, more than 85 members showed interest in joining the CMIHK Toastmasters Club. Your suggestions have been valuable in setting priorities and direction for development of the Branch. For example:

- We hold monthly Toastmasters club meetings in the City Hall, Central to provide a platform for members to practise communication skills and networking.
- We invite student members to join the Branch activities to mix with seasoned managers.
- We incorporate organizational visits allowing members to grasp trade and industry development in Hong Kong and China.

Membership Survey 2003

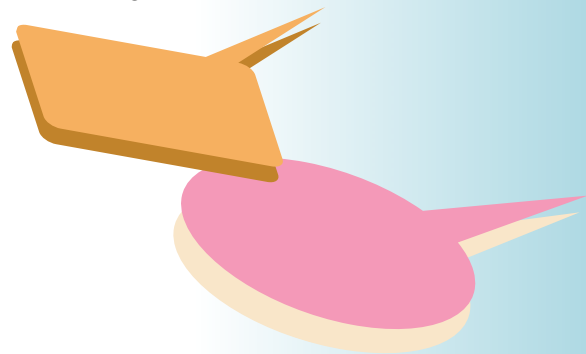
We would like to take this opportunity to gauge what services and activities you would like to see enhanced or introduced as we move forward in the near future. Please take a few minutes to complete the attached Membership Survey Form. This information will be beneficial for the Hong Kong Branch to offer better services to you.

Q & A

Membership Certificates, and Chartered Manager Updates

Q How can I get a new certificate with the new name?

A You can write to the Chartered Management Institute at Corby, UK or send an email (certificate@managers.org.uk) to order a new certificate for £10 unframed or £20 framed (including P&P).



Q Do you know anything about the progress of "Chartered Manager"?

A The Headquarters is presently running a pioneer group to testify required competencies. Formal announcements will be made in due course. For more information, please read "Chartered Manager Update", Professional Manager, March 2003 issue, p39.

CMIHK Toastmasters Club (51 5088)

Cecilia Tsui and Timothy Wong

*COMMUNICATION SKILLS RANKED
HIGH IN ALL FIELDS ... AT ALL LEVELS!
JOIN OUR MONTHLY MEETINGS*

Established in January 2002, the CMIHK Toastmasters Club is incorporated under Division H, District 51 of Toastmasters International with a lucky club number 5088, which implies prosperity and fortune.

As we all know, communication skills ranked high in all fields and at all levels. Through joining a toastmasters club, you will be able to have constant practice to build up confidence to speak in public. You will learn to be a better speaker and listener, easily lead teams and conduct meetings as well as to give and receive constructive evaluation. Most of all, these skills will help you to be more successful in whatever path you have chosen in life.

Activities

To provide value added activities, our programmes integrate management and communication skills, including:

- **Management perspectives**
Striving for managerial excellence
- **Speechcraft and communication workshops**
Developing communication skills
- **Prepared speeches**
Practising public speaking
- **Impromptu speaking**
Learning to think on your feet
- **Evaluation**
Providing constructive and effective feedback to speakers



We are grateful that Toastmasters International governors in Hong Kong and our club mentor have given us immense moral support and administrative assistance to promote CMIHK activities. Each meeting is fruitful and enjoyable. Participants not only meet members of the Hong Kong Branch but also acquaint with valuable Toastmasters friends.

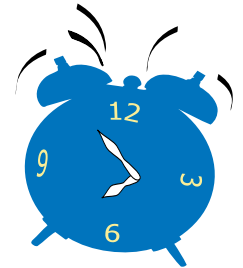
Monthly Meetings

Dates : 3rd Tuesday of each month

For 2003 : 20 May, 17 June, 15 July, 19 August,
16 September, 21 October,
18 November, 16 December

Time : 7.45 p.m. to 9.15 p.m.

Venue : North Committee Room,
7/F City Hall,
Central,
Hong Kong



Annual Subscription

- HK\$600 For members of the Chartered Management Institute
- HK\$800 For Non-members of the Chartered Management Institute
- HK\$400 For student members (full-time)

Annual subscription includes contribution to the Toastmasters International and administrative fees.

Enquiries

President

Cecilia Tsui (Tel: 9263 0786)

VP Membership

Timothy Wong (Tel: 9122 6818)

Secretariat

Elaine Xavier (Tel: 2802 2333)

Becoming Members of Our Club

Please choose Toastmasters Club as your preferred activity in the attached Membership Survey Form, under "Other Professional Activities", for referral service.

Be Our Guests

We welcome guests to visit club meetings to experience benefits of Toastmastering. So, do drop by when you are free.

Communication Matters

Cecilia Tsui

The essence of leadership is communication. To master any management practice, we must start by bringing discipline to ... the domain of words.

.....
Peter Senge, author of The Fifth Discipline: The Art and Practice of The Learning Organization

In business the three rules of success are communication, communication, communication! At organizational level, it is important that companies should link communication with strategies to achieve business goals and formulate, develop and implement their internal communication strategies as well as programmes relating to their overall goals. Watson Wyatt Worldwide and the International Association of Business Communicators conducted a study with 913 organizations in 1999. The study found that there is a strong correlation between the financial success of companies and their communication practices. The following findings are worth noting.

- Among the subject organizations, 90 percent cited electronic mail as a primary source of communication between themselves and their employees. However, just over half said it is as effective as more traditional means of communication.
- The findings indicated that 21 percent of subject organizations actually measure the effectiveness of their communications on an ongoing basis. 29 percent of subject organizations, classified as "high-performing" were more likely to measure communications effectiveness.
- The overall picture is that high-performing organizations were more likely to have a formal communications strategy in place (51 percent) than all other participating organizations (40 percent). Also, the high-performing organizations had communication programmes that put greater emphasis to help employees to understand their business (77 percent versus 64 percent). These high-performing organizations also had better channels in place for upward communications (38 percent versus 25 percent).

As illustrated, communication is essential to organizational effectiveness. Managers should beware that formal communication strategies, measuring communication effectiveness and encouraging communication with/ among employees contribute to an organization's financial success.

References

Senge P M, *The Fifth Discipline: The Art and Practice of The Learning Organization*, New York: Currency Doubleday, 1990.

Watson Wyatt, *Communication Matters*, 1999.

©2003. Watson Wyatt & Company. All Rights Reserved.



International Management Action Award (IMAA)

*Hong Kong Branch joins IMAA 2003 to honour leaders in corporate and public sectors
Search begins for this year's outstanding managers*

SPRING (Standards, Productivity and Innovation Board) Singapore and the Singapore Chartered Management Institute has recently launched a fresh search for outstanding candidates for the prestigious International Management Action Award. The Hong Kong Branch joins IMAA to honour leaders in corporate and public sectors.

The IMAA is an annual award to recognize individuals who have demonstrated exceptional ability in taking management action to achieve sustainable, tangible results for an organization, society or nation. It is open to senior executives in business, the public sector, the arts and social services. The nominees will be assessed in the following dimensions:

- Achievements in Management Action;
- Personal attributes for sustainable Management Action;
- Vision and value system for continual Management Action; and
- Other contributions to society and / or industry.

Since the launch of the Award in 2000, 11 managers – nine men and two women – have received the award.

The Branch will nominate outstanding managers in Hong Kong for the Award. Candidates will undergo a rigorous selection process. An Award Council approves the selection of the recipients. The Council is chaired by Singapore Ambassador-at-large, Professor Tommy Koh, and comprises the British High Commissioner, industry leaders, academics and representatives from SPRING and Chartered Management Institute Singapore and Hong Kong as members. A gala dinner will be held later in the year for the award to be presented to the winners.

For more information on IMAA 2003, please visit: <http://www.imaa.org.sg>

For background on SPRING, please visit: <http://www.spring.gov.sg/main.html>

For background on Singapore branch of the Chartered Management Institute, please visit: <http://www.inst-mgt.org>

For local enquiries, please call Miss Elaine Xavier (Tel: 28022333), Secretariat, Hong Kong Branch of the Chartered Management Institute.

Welcome to the Chartered Management Link! Our newsletter is designed to keep you up-to-date on the news, events, information and happenings within the Chartered Management Institute Hong Kong Branch. For further information, please contact our Secretariat.

Tel (852) 28022333

Fax (852) 28022334

E-mail info@managers.org.hk