

Chartered Management Link

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inspiring leaders

February 2004

Hong Kong Branch
www.managers.org.hk

Annual Dinner 2003





**Congratulatory Message
Ms Mary Chapman, Chief Executive,
Chartered Management Institute**

11 December 2003

Dear Cecilia

I am delighted to take the opportunity of your Annual Dinner to congratulate you on the valuable work undertaken by the Hong Kong Branch of the Chartered Management Institute.

The Institute's community of managers extends across the world. Your success in establishing a strong presence in Hong Kong is an important contribution to the creation of a global support network for Members.

You are to be congratulated for your commitment to supporting the lifelong development of managers and raising the standards of management performance. Together with your colleagues, you are sending out the clear message that to be a successful manager, individuals must engage in continuous professional development. It is an invaluable message and one that people would do well to recognise.

The need for excellent management and leadership skills is increasing across organisations in all sectors. This presents an exciting development opportunity for the Chartered Management Institute because, with the launch of Chartered Manager, our new professional hallmark for managers, individuals are in a position to gain public recognition for their capabilities and employers will have access to tangible evidence of workplace competence.

Your colleagues in the UK greatly appreciate the work of all those associated with the Hong Kong branch. By creating a successful and active branch in Hong Kong you are opening up exciting opportunities for the future. I am sure that you and your committee will embrace these and I look forward to sharing ongoing success.

Yours sincerely

A handwritten signature in blue ink that reads "Mary M. Chapman".

Mary M Chapman

Chief Executive

Chartered Management Institute



From the Chairperson

Dear members, students and friends,

As the Founder Chairperson and Chairperson of Executive Council (2002-2003) of the Hong Kong Branch, I am delighted to bring to you the third edition of the *Chartered Management Link*, which is an extension of our community. I would like to thank everyone for participation and support over the years. The Chartered Management Institute is a leading professional organization of its type in the world, I am privileged to have been appointed the Founder Chairperson of the Hong Kong Branch. As illustrated in Ms Mary Chapman's, Chief Executive of the Institute, congratulatory message, I am sure you all share the joy of our growth.

Having served the Branch since May 2000, I am going to step down soon. On reflection, in these years, our work has been based upon the vision of creating a community, which builds value in all that it does, and establishing a culture that great success is not achieved alone. Although we had a fruitful 2003, there is a lot more to be accomplished and the Branch will do it with determination.

On behalf of the Executive Council, I wish you a happy and prosperous 2004.

Yours in Chartered Management

Cecilia Tsui

Founder Chairperson & Chairperson, Executive Council (2002-2003)

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Continuing Professional Development

Commercial Fraud

(Saturday, 12 July 2003)

In collaboration with the Trade & Industry Department, HKSAR Government and the Hong Kong Business Institute

Speakers:

(a) Mr Tony Kwok, Vice-chairman of the Hong Kong Branch and Hon. Course Director of the Corruption Studies Programme, SPACE, the University of Hong Kong (Former Deputy Commissioner of ICAC, HKSAR Government)

(b) Mrs Alison Wong, Director, Restructuring, Investigation and Insolvency Division, Grant Thornton

Commercial fraud and corporate corruption is of major global concern. It occurs not only in developing countries, but also in highly developed countries, as evidenced by scandals of Enron and world.com in the United States.

Mrs Alison Wong remarked that the number of company liquidation and personal bankruptcy cases in Hong Kong had shot up drastically with nearly more than double after the financial crisis in 1998 and further increase after the year 2000. She also discussed a few reported fraud cases highlighting major factors leading to the changes since 1997. Also, Mrs Wong raised general awareness and alertness in areas of commercial fraud and corporate failure.

Mr Tony Kwok spoke on the subject of fraud and corruption: the legal definition, different types of corruption related to fraud. He illustrated a number of ICAC cases to demonstrate how companies would



Members and guests attending the Commercial Fraud seminar.

suffer if they failed to take adequate preventive measures. Mr Kwok then concluded the talk by providing a number of foods for thought on how to strengthen the organization's resistance to corruption and fraud.

Doing Business in China

(Monday, 22 September 2003)

Speaker:

Mr Paul M P Chan, Managing Partner, Paul Chan & Partners, Certified Public Accountants

Nowadays, more companies and individual practitioners are trying to understand, interpret and make use of CEPA (Closer Economic Partnership Agreement) in an enlarged Mainland market.

With diverse China trade experiences, Mr. Paul Chan shared his professional expertise and insights in doing business in China. He cited different possible ways of setting up businesses in China, such as establishing representative offices, sino-foreign joint ventures, foreign invested enterprises and so on. Mr. Chan also explained major tax considerations applicable to different set-ups and shared some tips on tax minimization. He concluded the seminar with a few practical cases and illustrated other alternatives in exploring the mainland market.



Mr. Wong, Trade and Industry Development, HKSAR Government presenting a souvenir to Mr. Tony Kwok, Vice-chairman of the Hong Kong Branch.



Mrs. Cecilia Tsui, Chairperson of the Hong Kong Branch presenting a souvenir to Mr. Paul M P Chan.

Organizational Responsiveness in a Turbulent Business Environment

(Thursday, 9 October 2003)

In collaboration with the MBA Alumni Association Limited, City University of Hong Kong

Speaker:

Mr Jeremy Kidner, Co-founder & Managing Partner, Insight Dynamics



Mrs. Cecilia Tsui, Chairperson of the Hong Kong Branch, presenting a souvenir to Mr Jeremy Kidner.

Managing change and organizational development to meet dynamic market conditions are of utmost importance for today's managers.

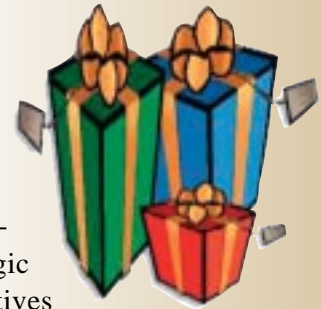
Mr Kidner delineated on concepts of "Learning Maps" that Insight Dynamics introduced to the Efficiency Unit of the Hong Kong SAR Government, and Jim Collins' popular books, *Good to Great - Why Some Companies Make the Leap, Some Don't*, and *Built to Last - Successful Habits of Visionary Companies*. In his talk, Mr Kidner cited reasons for organizational failure, measurement criteria and different levels of leadership. He made references to a few outstanding CEOs of conglomerates in Hong Kong. Mr Kidner reiterated importance of looking for signs of senior team competence and developing ability to deliver results consistently in excess of the market.



Students and their teachers attending the seminar on Organizational Responsiveness in a Turbulent Business Environment.

New Product Evening

Companies Must Innovate or Evaporate!



As companies shift from re-engineering and cost-cutting postures to strategic growth initiatives, executives are affirming the importance of innovation and development of new products as critical success factors.

Innovation is no longer viewed as belonging to the traditional R & D community. Highly innovative firms now recognize it as a corporate process, demanding management commitment, an inspired vision of the future, and full responsibility of every employee.

To encourage dissemination and sharing of innovative product / service development, the Branch launched its first New Product Evening on Thursday, 7 August 2003. There were five presentations, namely:

The Chartered Management Institute Executive Diploma in Management

by Mr Horace H M Wong, Chief Executive, Consort Management Consultants Limited

Next Office

by Mr Kenneth Tam, Chairman, Next User Group

Forensic and Investigative Tools and Services

by Mr J. R. Gay, Director, Hill & Associates Limited (Hong Kong)

Routes to PRC Professional Qualifications in Management

by Dr Y P Yeung, Chairman, Hong Kong Business Institute

NLP Communications Programme

by Dr Alex Cheung, Principal Consultant & Master Trainer, Professional Training & Strategy Limited

If you are interested to present your new products or services, please contact the Secretariat or send us an e-mail (info@managers.org.hk).

Visits to HACTL and HAECO

On Saturday, 30 August 2003, about 30 Branch members and families went to visit HACTL (Hong Kong Air Cargo Terminals Limited) and HAECO (Hong Kong Aircraft Engineering Company Limited). The companies warmly received our members.

HACTL handles some 80 per cent of cargo volume through Hong Kong International Airport. Serving more than 60 international airlines and over 500 freight forwarders, HACTL plays a key role in enhancing Hong Kong's position as the international air cargo hub and gateway to China. We were impressed by the Company's application of advanced technologies in supply chain and logistics management.

HAECO has provided comprehensive aeronautical engineering services to airlines and operators in Hong Kong since 1950. The Company is the only full service provider at the new Hong Kong International Airport. We had the chance to understand the process of aircraft servicing, and enjoyed boarding crafts in the plant.

What a lovely summer day, when members had a relaxing trip with family members.



*What a lovely summer day,
when members had a relaxing trip
with family members.*



Organizing a Speech

Irene Chan, DTM (former Div. H Governor, Toastmasters International, Hong Kong)

Many speakers, especially non-professional ones, find making a speech a daunting and frightening task. How to surmount this hurdle? The first step is to organize your speech. The secret to organizing a speech is like the abbreviation of advertisements - ADS. Offer an Anticipation, Details and Summary. A well and logically organized speech is half way to a successful public speaking experience.



Members and guests participating at a Toastmasters gathering.

The structure of a speech contains three main parts. Introduction: Tell the audience what you are going to tell them to capture their attention right at the beginning. Body: This is the main part of your speech. Give them details; tell them what you want to tell them. Conclusion: Don't forget, tell them what you have told them in your summary.

When you are on the stage, capture the attention of your audience. But how? The answer is: CMI. The first two minutes is crucial because you either win or lose the attention of your audience. Therefore, you have to give them a Catchy, Memorable Introduction.

The main body of your speech is again CMI: Coherent, Meaningful and Interesting. I would advise you to begin from the centre of your speech instead of the introduction. It is similar to preparing a dinner for your important guests. Usually, one decides on the main dish first. Once the main theme has been formed, then garnish with three points to support your main course. You could arrange them in order of importance or chronologically. You may wish to elaborate on those ideas by using examples, anecdotes, telling stories from own experience or someone else. Keep in mind, the three points have to be equally balanced.

When you have finished the main body, return to the introduction. You could cite a quotation, pose a question, sing a line or two from a song, crack a joke, use a prop to give your audience a preview on what they will be hearing.

Finally, conclude your speech with CMI - Confirm the Main Ideas. First, review the key points, corroborate your statements. Second: make a call for action, inspire the audience to adopt your idea, and third, gracefully return the control to the MC.

Without organization, and preparation, you lose the impact and your audience. Edit your speech by pruning, adding or deleting your draft. One last thing - time control, this is as important as your speech content. Our normal delivery pace is about 100 to 110 words per minute. During your rehearsal, time your speech. Adjust the pace and if necessary, the number of words according to the time you are given.

I hope my sharing this concept here will enable you to become a first rate speaker who can leave a Charismatic, Magnetic Impression on your audience.

Annual Dinner 2003 *An Evening to Remember...*

On the evening of 11 December 2003, more than one hundred members and guests gathered at the Bauhinia Room, Hong Kong Convention & Exhibition Centre. Following a reception, the dinner began with Mrs Cecilia Tsui's welcome speech, a cake-cutting and wine toasting ceremony. The event was filled with great company, good food and wine as well as beautiful pieces of classical music played by a small team of La Salle College students.

We were very pleased to have the presence of our Hon. President, Sir S Y Chung and a number of distinguished guests attending the event. Sir S Y also presented awards to founder members and council members to recognize their contribution to the Branch.

The guest of honour of the event, Mr C D Tam, Chief Executive of the Hong Kong Science & Technology Parks Corporation presented an enlightening speech by sharing with us his vision to build Hong Kong as a science and technology hub in Asia.

There was a lucky draw with prizes, donated by members and sponsors, presented by Mr C D Tam, Mr Tony Kwok and Mrs Cecilia Tsui. We had a warm and pleasant evening, much deserved recognition and memory.

Installation of Hong Kong Branch Founder Members

In recognition of significant contribution of Mr Tony Kwok, Dr Alex Cheung, Miss Sally Kwan, Mr Albert Chow and Mrs Cecilia Tsui, the Chartered Management Institute has awarded founder appointments as follows:

Founder Chairperson	Mrs Cecilia Tsui, FCMI
Founder Members	Mr Tony Kwok, FCMI
	Dr Alex Cheung, FCMI
	Miss Sally Kwan, MCMI
	Mr Albert Chow, MCMI

The awards were presented by our Hon. President, Sir S Y Chung at the Hong Kong Branch Annual Dinner 2003.

A Vote of Thanks

The Hong Kong Branch would like to thank the following sponsors for their generosity in support of the Annual Dinner 2003.

Mr Simon Chan
Mr Shun-Kwong Cheung
Mr Albert Chow
Mr Gordon Chung
Mr Matthew Ho
Mr George Mok
Mr Kai-Fun Tang
Mr Gilbert Tong
Mrs Cecilia Tsui
Mr Kin-Wah Yau

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BeyondCert Training
La-Way Fine Wines Company
Next Software
Pearson Education Asia Limited
PromoURL
Wayfoong Toastmasters Club