

The magazine for members of the Dutch Chamber of Commerce in Hong Kong



DUTCHCHAM MAGAZINE

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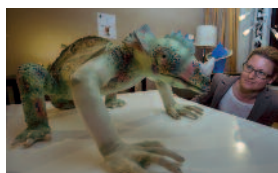
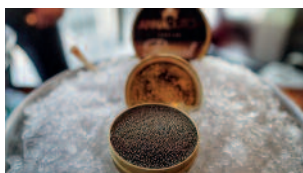
Craftsmanship & Passion

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The magazine for members of the Dutch Chamber of Commerce in Hong Kong

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Reaching for the Stars



How time flies when we are busy and productive! Christmas is already almost here, and to me, last Christmas seems like it was only yesterday: this must be because the Chamber has had quite a busy few months, including the special cocktail party for our 25th anniversary.

During a recent Board Meeting of the European Chamber of Commerce, of which we are a member, every board member had to introduce his or her respective chamber to the newly appointed EU representative in Hong Kong who was our guest during a lunch. Listening to all the other chambers I realised how active we are compared to even some of our bigger peers. This comes from the passion and drive that many of our members have! It was also striking that quite a few other chambers also celebrate their anniversaries this year or next year, 20, 25 and 30 years. Please do mark in your diaries the Gala dinner and Business Awards ceremony which will be held in on 24 March 2017 with the theme of “Reaching for the Stars”, and which also continues to celebrate our anniversary year.

The passion that our members, volunteers and office staff bring to help organise our many and varied events, is the same passion and drive for perfection that is the theme of this issue of DutchCham Magazine. I am reminded of the Grolsch beer slogan, which they used for so long, “Craftsmanship is Mastery”. A number of craftsman have been interviewed for this issue, including Douwe Cramer and Angelle Chang. The mastery will be further exemplified through such companies in quite diverse fields from oysters to beer to photography: all led by entrepreneurs who are also constantly reaching for the stars.

Lastly, but certainly not least, I would like to take this opportunity to thank Caroline Schikker our Marketing and Communication Manager for her fantastic work, including this magazine: sadly for us she will be leaving Hong Kong at the end of January, returning to The Netherlands. We are currently interviewing possible replacement candidates, but her shoes will indeed be hard to fill. We wish her all the best and hope she will continue to reach for the stars!

Season's Greetings to everyone, and happy reading.

Daniël de Blocq van Scheltinga
DutchCham Chairman

PMQ – Where creative entrepreneurs are being made

We spoke with William To, Creative & Programme Director at PMQ, Hong Kong's iconic hub for design and creative industries, about PMQ, BoDW and deTour, as well as what makes PMQ unique.

■ By Donna Mah



PMQ



Hollywood Garden at PMQ



deTour 2015 at PMQ

Please tell us a little about yourself.

I grew up in Hong Kong and moved to Vancouver in the 70s. In Vancouver, I studied Business Administration at the University of British Columbia. I am currently the Creative & Programme Director at PMQ.

I moved back to Hong Kong in 1986 and started my career with a large advertising agency. I worked in advertising for a number of years, and in 2005, I joined the Hong Kong Design Centre, which has been the organiser of Business of Design Week (BoDW) since 2002. In 2012, I joined PMQ while maintaining a consulting role with Hong Kong Design Centre.

After an absence of two years (2014-15), I was asked to run this year's Business of Design Week again. BoDW is an annual international event aimed at promoting design and strengthening ties between the design and business communities. For those that are unfamiliar with this annual event, it is an international platform for current design issues to be presented and discussed via exhibitions, international forums and outreach activities.

A concurrent event to BoDW called deTour, an annual event hosted by PMQ, is a ten-day creative festival taking place from 24th November to 4th December at PMQ this year. This year's theme is "Game Changer", which is "about transforming our traditional way of perceiving the world and exploring every possibility in our daily life". It is the third year that PMQ will host deTour.

What is PMQ and what does PMQ provide?

I've pretty much been at PMQ since Day One. The original buildings were once used as the Police Married Quarters, thus the name – PMQ. It was the first dormitory for married police officers.

Police Married Quarters was included as one of the eight projects implemented by the Development Bureau to be preserved under "Conserving Central" in the 2009/10 Policy Address. In November 2010, the project was awarded to the Musketeers Education and Culture Charitable Foundation Limited to transform the site into a creative industry landmark named "PMQ".

We have a broad range of designers at PMQ. There are creative talents involved in furniture, fashion & accessories, food, household products, architecture and communications (i.e. graphic designers, branding experts, etc.).

Contrary to what many people may believe, PMQ is not funded by the government (the land is government-owned). In fact, we are funded by the Musketeers Foundation and any profits must be reinvested into PMQ and its continuous revitalisation. We must be able to generate enough revenue to sustain ourselves; this is one of the conditions required by the government when we were assigned this project. In order to do that, twenty-five percent of PMQ premises is rented out to established commercial brands and restaurants at market rates. Rental income is a major source of revenue. Designers who have rented spaces – workshops with retail space – at PMQ are subsidised by the project as we hope to help create a new crop of entrepreneurs who will bring value and growth to our city.

The base rent of a standard studio unit (approx. 40 sq.m.) is set at HK\$18,000 per month. Local designers are entitled to 20%-50% discount off the base rent. An additional 5%-10% discount is offered to tenants on higher levels.

At PMQ we offer a training ground for our designers. We provide regular workshops to teach our tenants to run a business, for example we invited lighting experts to show them the importance

of good lighting in retail spaces, international writers explained how to prepare good press kits and promotional materials and IP experts teach them how to protect their products. For the past two years, we have taken some of them abroad to participate in overseas trade shows and fashion week. We used our network to create exchange programmes to showcase and sell their products in other countries. Designers are good at being creative, but it is the business side of building a business and promoting their brand that many need help with. PMQ provides international exposure and access to international buyers for tenants. We are always looking for potential partners and have already had reciprocal showcases of selected designers' work in Japan and Korea, which is an ongoing endeavour.

We also host a number of events each year as we have a covered multi-purpose exhibition space, the Qube, and event facilities. The list of events is growing each year.



Smart Fashion Runway at PMQ

Other facilities include a photography studio sponsored by Canon for designers to make use of, a design shop where designers from all over the world are invited to showcase their work and the new Taste Library and Taste Kitchen. The Taste Library houses more than 3,000 books dedicated to food and food culture from around the world. Taste Library runs events regularly. Taste Kitchen will be a pop-up restaurant for chefs from all over the world to come and show off their culinary talents.

PMQ is not just a space for designers, it is a training ground for creatives to grow a brand with minimum risk and a great deal of support. It's important for our tenants to be creative, active and proactive in order to get the most out of being located at PMQ. With hard work and good communication, we guarantee that they will receive support and international exposure.

Why is PMQ special?

PMQ is a unique entity and a new business model that combines the effort of government and the private sector to create a non-profit project. Foreign cultural ministries and design associations from all over the world have come to learn about the PMQ model.

It is an iconic hub for design and creative industries which has government support but operating rights are with a non-profit-making social enterprise. PMQ is run in collaboration with Hong Kong Design Centre, the Hong Kong Polytechnic University and Hong Kong Design Institute of the Vocational Training Institute and promotes "enterprising creativity". We nurture local designers and help them to build their businesses.

We have also retained some of the history of this Grade 3 Historical Building and maintain an exhibition in two units on the 5th Floor of Block A showing how a family would have lived

here when it was used as living quarters. We also offer guided tours of the premises giving visitors an opportunity to explore the historical and cultural background of PMQ.

Who is based in PMQ?

Mostly young local designers with some foreign designers. There are 100+ design and creative enterprises based here. Most of the tenants are involved in fashion and household product design with the rest in creative design categories such as food, furniture, jewellery and watches, design services and design galleries.

We also have some units reserved for pop-ups as not all designers or collections can sustain a long-term lease. We try to bring in programmes that benefit people with different needs. Last year, European designers and entrepreneurs selected by the Dutch, French, German and Swedish Chambers of Commerce participated in EuroPop! – pop-up shops showcasing European designs to the Hong Kong market – at PMQ for a month at around the same time as deTour.

As mentioned before, we have some established commercial brands located mainly on ground level. There are also a number of restaurants, a cooking school, cafes and pastry shops on the 1st floor. They pay market rent and help to sustain our operation.

What challenges have PMQ faced (or continues to face)?

Just like any space, we are greatly affected by the economy and some of our designers are suffering the overall slowing down of retail business in Hong Kong. The number of visitors to PMQ is up though as we have become a new tourist destination. Tourists love to buy local products as souvenirs so hopefully that will balance things out. Foot traffic to our location is also very dependent on the weather.

We are constantly communicating with designers and potential tenants. Tenants need to make their products and showcase interesting. We bring press in, but it is really up to the individual designers to promote themselves and their work. It's a great learning experience for them as the site is a co-creation effort.

Happenings at PMQ

We have our annual event, deTour, in November/December. In late December, we will host a tri-city project – "Here is Hong Kong, Here is Zine" (Hong Kong, Shenzhen, Tokyo) involving 50 artists from each city who will each create their vision of a book. A selection will tour the cities. Another one following that will be an architecture exhibition in late February. We have various exhibitions and events happening throughout the year as well as exchange programmes on which we are collaborating. We hope to be able to bring in visitors from different backgrounds to benefit our wide range of designers.

Other regular events include movie nights where we will show non-commercial films and weekly food programmes at the Taste Library.

2016 has been the first year we started creating our own events. When evaluating events, we based it on three major criteria: design-related, able to draw an audience and/or revenue generating. We continue to work to make PMQ a destination for people. •

To learn more about PMQ, BoDW or deTour, please visit: <http://www.pmq.org.hk/>, <http://www.bodw.com/> and www.detour.hk.

IPR Protection in China for the Creative Industries

China's rapidly expanding consumer market creates both opportunities and challenges for European businesses in creative industries. Ideas and designs are the lifeblood of creative businesses and infringement can be particularly costly and damaging. Creative ideas and designs that are not adequately protected can often fall victim to infringement by potential Chinese clients or competitors, making some European businesses reluctant to enter the market and build relationships with partners. However, by effectively using the Chinese IP system and taking a few key steps, you can protect your company's IP and foster successful partnerships in China.

Copyright

As in Europe, copyright in China is automatically awarded upon the creation of a copyrightable work – protecting the expression of an idea, not the idea itself.

China does allow for voluntary registration of copyright. Copyright registration is presumptive evidence of ownership if you wish to enforce your copyright and greatly reduces the preparation of evidence. Copyright registration in China is inexpensive, easy and generally recommended.

When creating works for others, or commissioning others to create works for you, make sure that your contract clearly states who owns the copyright to the works. In China, the commissioned party owns the copyright to the works unless the contract states otherwise.

In addition to using copyright as a form of protection, it is also equally important to make sure you do not infringe upon another's copyright – such as using someone else's photograph on the Internet without permission in a project proposal.

Design patents

A design patent protects the aesthetic features (shape, pattern, colour) of industrial products. To receive protection for a design, the design must be registered as a design patent. Designs registered in another country are not protected in China. To qualify for protection, a design cannot be an existing design and must be sufficiently distinguishable from other designs. Currently, it takes approximately 9 months to 1 year to obtain a design patent in China. A design patent gives you the exclusive right to use or allow others to use your design in China for 10 years.

It is crucial not to disclose details of any design in any part of the world before you apply for a design patent in China as it will make the design ineligible for protection in China.

Trade Secrets

In China, a trade secret is any non-public information of commercial value that is treated as confidential. However, trade secrets protection is lost as soon as the information becomes public. Measures to ensure confidentiality include the use of confidentiality agreements tied to disclosure, non-disclosure agreements with employees, use of passwords, marking of documents as confidential, etc.

Prevention is the key to protecting trade secrets. Although legal action is available, it is often difficult and not always feasible to prevent the dissemination of sensitive information once it has been disclosed. It is a good practice to periodically catalogue what potentially valuable trade secrets you may have so that proper precautions can be taken.

Most cases involving the theft of trade secrets involve former employees or potential clients. It is important that you require all employees to sign an employment agreement with non-disclosure provisions and, if necessary, non-compete provisions. Limit access to certain valuable information to only certain employees with a need to know and to conduct exit interviews.

Insist that third parties, including potential clients or suppliers, sign a confidentiality agreement before you start negotiations or transfer documents. Sometimes, however, a potential client may refuse to sign a confidentiality agreement because they may consider such a request as “hostile”. It is recommended that companies should insist on an NDA, as not using an NDA will qualify your documents as non-trade secrets – and therefore not protected in accordance with Chinese law.

Preventative Measures for the Protection of IP

Cost-effective protection of creative ideas and designs in China generally requires a combination of knowledge, prevention and business savvy. Preventative strategies for the protection of IP generally include: 1. Registration of IP, 2. Contractual protection and 3. Preventative operating measures.

Your IP is best protected when properly registered. Copyrights registration is not required, however, registration is useful should the need to enforce your copyrights arise.

In addition to or in lieu of registered IP rights, you can protect your IP contractually by ensuring that your contract clearly stipulates the ownership of the IP and contains proper confidentiality provisions. However, contractual protection is only available once negotiations have matured to a point where a contract can be negotiated. In lieu of a full contract, insist on having a confidentiality agreement before negotiations start or documents are transferred. •

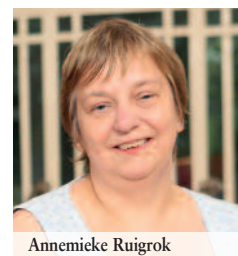
The **China IPR SME Helpdesk** supports SMEs from EU member states to protect and enforce their Intellectual Property Rights (IPR) in or relating to China, Hong Kong, Macao and Taiwan, through the provision of **free information and services**. The Helpdesk provides jargon-free, first-line, confidential advice on IP and related issues, along with training events, materials and online resources. Individual SMEs and SME intermediaries can submit their IPR queries via email (question@china-iprhelpdesk.eu) and gain access to a panel of experts, in order to receive **free and confidential advice** within **3 working days**.

The China IPR SME Helpdesk is co-funded by the European Union. To learn more about the China IPR SME Helpdesk and any aspect of IP rights in China, please visit <http://www.ipr-hub.eu/>.

Hong Kong welcomes new Dutch Consul General

Annemieke Ruigrok is Hong Kong's first female Dutch Consul General and took up her post in August 2016. It has been a whirlwind of activity since her arrival but she took time to speak to us about the posting and her plans.

■ By Donna Mah



Annemieke Ruigrok

Annemieke began her diplomatic career in 1987 in Jakarta, Indonesia and has worked in The Hague, Moscow, Washington DC, Vilnius and Canberra before arriving in Hong Kong to take up her posting as the Consul General of the Kingdom of the Netherlands to the Hong Kong Special Administrative Region on 22 August 2016. She is the first female Consul General of the Netherlands to Hong Kong.

Please tell us about your impressions of Hong Kong.

It took a little bit of adjusting. My husband, Edward, and I had never been in Hong Kong and China before so I was relying on my experiences in big cities such as Jakarta and Sydney as reference points. Needless to say, Hong Kong is unlike either of those cities. Hong Kong is also nothing like quiet Canberra where I was last posted!

The people make the best of the space they have here. For a relatively small place, there are lots of people living here. People have learned to make the most of the limited space and I quickly learned that often times I should look upwards to find what I'm looking for. I call it a "3D city". For example, supermarkets and bookshops are upstairs and the best way to cross a street may be by using a footbridge and not at street level. However, I have found that it's very easy to get around and walking is sometimes better than taking transport.

Life seems to be faster paced and intense here. There is so much going on in Hong Kong which is relevant to the work, so I feel I've literally hit the ground running and I haven't stopped running yet. It is nice though.

How would you describe the role of the Consulate in Hong Kong?

I see my role and the role of the Consulate as facilitators. We help to connect businesses in Hong Kong and businesses in the Netherlands. We match Hong Kong demand with supply from the Netherlands. I need to know what is going on in this city and what is relevant. For me to add value, it's important to get to know as many people as possible. It's important to have a strong network. Here in Hong Kong I have been very busy attending lots of events and it has been invigorating. Also, we are fortunate to have the Dutch Chamber office in such close physical proximity to our office so we can cooperate and exchange information and experiences easily. Our basic objectives are the same. We help Dutch businesses to do better in Hong Kong.

The office in Hong Kong has 11 employees. It is not a large office, but there are four Commercial Officers who are engaged in areas such as agriculture, horticulture, food, innovation in energy, IT, waste management, the environment, creative design and healthcare. We also provide consular services to Dutch citizens.

In my position, I am the formal point of contact for dialogue between the Hong Kong government and the Dutch government. With reference to my comment about adding value, my position provides me with access to senior government officials and other authorities that can to foster and advance business ties.

We also promote Dutch culture and make it more visible in Hong Kong. When Dutch artists come to Hong Kong we have programmes to help subsidise their visit. Each year, we organise the Dutch Days in April with lots of cultural events and activities. We also work closely with universities in Hong Kong helping to set up ties with universities in the Netherlands to establish exchange programmes.

What would you like to achieve during your time in Hong Kong?

I would be very satisfied if there were a few business deals made after four years, and that I had a hand in making them happen. That would be very good. But that's really part and parcel of this job.

I also hope to garner more attention for Hong Kong in the Netherlands. Hong Kong, not China. Hong Kong is different from China and though its role as the springboard to China is important, I would like to develop more awareness of Hong Kong itself.

On a personal level, I'd like to get to know as much of Hong Kong as possible. I plan to go hiking often and see different parts of the city. I also want to get to know the different aspects of Hong Kong society. There is a lot to explore here.

About the Residence ...

The Residence is where I live, but my husband and I understand how unique our home is. I want to use it as much as possible to promote Dutch interests in Hong Kong – so for events and networking. •



The Hague, city of Peace and Justice

Many leading international organisations consciously choose to be located in The Hague because it's a place where you can exert influence, expand your network, enter into unique partnerships and make a difference in the world.

■ By the WestHolland Foreign Investment Agency, www.westholland.nl

The Hague, one of the large cities in the Netherlands, is home to more than 180 international organisations and one of the world's top three UN cities. It is a compact city with a pleasant, open character. Government, business, start-ups and knowledge institutions are literally within a stone's throw of each other. So connections are easily made.

Guiding businesses all the way

We at the WestHolland Foreign Investment Agency specialise in assisting these international companies, organisations and start-ups. We advise on locating, relocating and expanding their operations in the The Hague region in the Netherlands. With our expertise, experience and extended network, we are able to provide assistance regarding immigration and registration procedures, help finding a suitable office location answering questions regarding tax and labour issues, and above all making sure the company feels at home in The Hague.

We work closely with the city of The Hague and support the department of international affairs of the city in attracting non-governmental organisations (NGOs). In addition, we work together with The Hague Marketing and The Hague Convention Bureau to attract international conferences and seminars.

Process and craftsmanship

When you receive assistance from the WestHolland Foreign Investment Agency team, they will thoroughly look into the nature and activities of the companies and organisations involved. The qualified personnel will always put the growth of the business first when advising clients on their expansion in Europe. Exploring partnerships with likeminded businesses, knowledge centres and new markets offers a broad perspective of what the The Hague region can bring for the clients involved. The different international and cultural backgrounds in the WFIA team will deliver tailor made introductions to these parties.

Passion for the job

When working closely with investors, entrepreneurs and companies from many different international backgrounds cultural adaption is an absolute necessity. After an intake session with the client, a team with different international backgrounds at the WestHolland Foreign Investment Agency will translate the needs and bridge cultural differences as well as differences in business customs. Offering that extra mile for expanding companies can only be done based on a natural passion for our work. We are fortunate to have worked on very diverse investment projects with passionate colleagues within our team. When working on relocation or expansion projects with NGO's or start-ups focused on social impact, you must be able to look even broader and bear in mind that global challenges need to be resolved. Contributing to that cause by facilitating these frontrunners is an absolute privilege.

Where we focus

The Hague is particularly interesting for organisations and companies in one of the five key clusters in this region: Peace & Justice, Oil & Gas, ICT & Telecom, Traditional Chinese Medicine and Finance & Legal. We focus on these clusters when attracting companies and organisations.

Peace & Justice

Over the years, The Hague has become 'the place to be' when it comes to international law and justice. It all started with the first Hague Peace Conference, held in the city in 1899. The symbol that represents this is the Peace Palace that now houses the International Court of Justice – the only UN organ not headquartered in New York. Nowadays in The Hague, tens of thousands of people are working every day to build a more peaceful and just world. We focus on attracting NGO's that make a difference in this world and connect them with our valuable network.

Oil & Gas

The Hague region has a strong cluster of upstream oil and gas companies operating in exploration and production. Also the presence of several international engineering and consultancy firms makes The Hague the ideal location for investing. The largest company within this cluster is Royal Dutch Shell, which has its global headquarters and the E&P centre of expertise in this region.

IT & Telecom

The Hague is the home of many global IT & Telecom operators. Here you find many national and international telecom operators and suppliers, such as KPN, T-Mobile, AT&T, ZTE, Siemens, Samsung and Huawei.

Traditional Chinese Medicine

With the public reluctance towards chemicals and synthetic treatment, we see a revival of traditional and herbal medicine. This brings about a renewed interest for Traditional Chinese medicine (TCM) worldwide. The WestHolland region has become a central hub for TCM companies seeking to invest and expand their business in Europe. Especially The Hague, with its Chinatown, is home to an increasing number of TCM-related companies.

Legal & Finance

Finance and legal companies need two things: expertise and stability. This goes especially for issues dealing with long-term decisions such as pensions. The Hague provides prudent professionals a stable, high-quality and dependable environment with the presence of government and regulatory bodies.

We believe the WestHolland region is the gateway to Europe. We serve as the natural logistic hub between oceans and the vast European continent. Come and find out for yourself. •



Flying out faster so you can relax

An increasingly complex global supply chain is driving the need for faster shipping solutions.

Royale International's premium Next Flight Out Air freight service is faster than regular air freight and more cost-effective compared to a hand-carry service. The NFO service includes a dedicated collection, the shipment lodged with the airline as express cargo, and a dedicated delivery on arrival. Each step is closely monitored by our global operations team who update the client at every step. Royale International's Next Flight Out delivery service makes it happen.



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Building a successful business with passion

Being an Oyster & Mussel Farmer or a Caviar Master are not the most regular jobs in the world. I think you cannot even call them “jobs”, but perhaps a passion and a way of living. For these people, working together with nature is one of the most beautiful things in life.



■ By Martin Rijk, Managing Director, NaturalHolland

Most oyster and mussel farmers are from families that have cultivated shellfish for generations. The father tells the farming secrets to his son and his son spreads the word to his children. This is how they can cultivate beautiful products for generations and offer it to local consumers.

NaturalHolland was founded in Yerseke – a traditional oysters and mussels’ village in Holland. I came up with the idea to set up the company in Hong Kong in 2013, as I wanted not only people in Holland and Belgium to “know the taste” of our seafood products, but also people on the other side of the world.

Official opening of the Oyster Season in Hong Kong

On 24th September 2014, we have organised the first official opening of the Dutch Oyster Season in Hong Kong including the Holland Mussel Launch. We needed this type of event in Hong Kong to let everyone know who we are, what we have and that we are finally here.

Two seasons later, NaturalHolland is well established, and we see a growing demand for Holland luxury seafood products in Hong Kong. On 1st October 2016 we have organised our third Oyster Season Opening in Hong Kong and launched the world highest quality caviar – Anna Dutch Caviar.

Every year, the farmers fly over to Hong Kong to meet their customers in Asia. It is important to let our customers meet the farm families behind the products, who can tell the real story of our products.

NaturalHolland works in Hong Kong only with an exclusive range of products and brands. We specialise in oysters, mussels and caviar and we work with a small selection of products to guarantee the quality to our final customers.

Dutch Imperial Oysters

Jean Dhooge is a passionate oyster farmer who grew up between the oysters and mussels in Yerseke. The Dhooge family have cultivated oysters and mussels since 1906 for the domestic, Belgium and French markets. The whole family works day and night with nature and they know how to grow the pearls of the sea. Since our first steps to Asia, we have successfully worked together to enter overseas markets. The main focus for the family is the Dutch Imperial Oysters (*ostrea Edulis*) which are native oysters from Holland with a long and rich history.



Anna Dutch Caviar

Since 2016, we have worked together with Anna Dutch, an Eindhoven based Sturgeon farm, established in 2009. The farm is young, but the caviar master, who turns the sturgeon eggs into caviar, is the secret of every grain of caviar they produce. The caviar master was born and raised in Azerbaijan and he is the third generation of caviar masters in his family. His grandfather made caviar for Churchill, Stalin and Roosevelt during the Jalta Conference in 1945. The characteristics and family secrets are still in every tin of Anna Dutch Caviar even now.

Holland Royal Blue Mussels

The first mussel fishers started cultivating mussels in Holland over 100 years ago. Yerseke is the heart of the mussel industry with a capacity for over 40 millions kilograms of blue mussels a season. These passionate family companies bring their mussels to the only mussel auction in the world, based in Yerseke. NaturalHolland works together with ZeelandsRoem Company, which was established in 1942. Together with their farmers’ experience, we select and pack premium quality mussels for the Asian market, known as Holland Royal Blue Mussels.

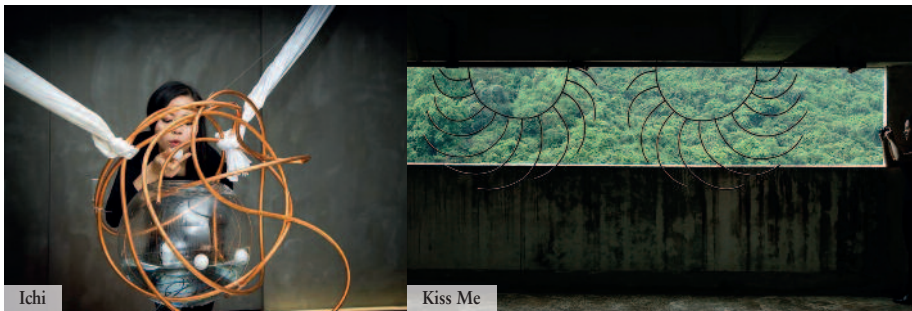
My passion is to spread the word about the traditional and famous Holland seafood products through NaturalHolland. We work together with professionals, who make pieces of art in the food industry together with nature. We fly over only the masterpieces from Holland so the best chefs and food lovers of Asia are flabbergasted by these small works of art. Each year of the annual Holland Oyster Season is special. It is where everyone meets each other in a unique atmosphere and creating unforgettable memories for everyone.

Without passion you can build any business, but a successful business cannot be built without passion. •

Mizu Ni Nagasau (Let Flow in the Water)

Our Creative Member, May Yeung, explains why she became interested in art and what she loves about sculptures. She advocates for public art installations and created a few herself, such as *Ichi* and *Kiss Me*.

■ By May Yeung



Why I became interested in art

When I was a child, art was the only way for me to run away without leaving home. My artwork was like a friend who walked with me in the dark. Solitude during my childhood allowed me to be aware of the fullness of my own presence and learning about my own darkness. By having hope despite all of the gloominess, I soon realised that life is actually full of beauty and art is a great channel to reconcile within yourself and communicate with people around you.

What I love about sculpture

You have to create life by carving it, as if you are building a sculpture. While creativity means allowing yourself to take risks and make mistakes, art is knowing which ones to keep. As sculpture occupies the same space as your body, I have to deliberate about my creation – the measurements, the calculation of air resistance, the immersion into the surroundings. This is the same in life, in which you have to treasure every moment, every encounter.

Why I advocate for public art installations

We shape art; thereafter art shapes us. Public art installations are a reflection of this time, this day and this age. They trigger interaction, conflict, argument and debate, leading to good ideas and innovation. Without public art of our own, we have no soul within our civilisation. It alters life by holding it still, connecting the past, the present and the future. Public art reminds us of our origins and culture, as if it is strengthening the roots of a tree.

What I want to share about my recent project Kiss Me

Kiss Me is a public installation that brings an intimate body part, eyelashes, to the public. Although it does not convey any sense of a girl's identity, it almost objectifies female anatomy. Imagine a girl smoking a cigarette after sex ... Mounted on a plain wall, Kiss Me dares the public to kiss the eyelashes. The eyelashes have no face attached and represent no identity and lack of feeling for its surroundings. This piece conveys two distinct feelings, apathy and sex together. By encouraging the community to interact with the sculpture, the artist wants

people to question their relationship with space in a social media-dominated world.

Why I am excited about my upcoming project Tsubame

On Earth, there is no heaven; there are pieces of it, which you will fly with swallow wings to explore. I create Tsubame (Swallow), cheering viewers to hold fast on to dreams and never look back. This series of artwork is composed of three pieces – Komorebi 木漏れ日, Waldeinsamkeit and Mangata. Komorebi

(Light shining through the leaves of trees) encourages people to focus on the light during their dark moments. Waldeninsamkeit (Solitude in the forest and connection with the nature) reminds viewers that there are flowers for those who want to see them. Through Mangata (Road-like reflection of moonlight on water), the artist prompts people to be the candle or the mirror that reflects it to spread the light and hope. Time to fly high and far. •

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Growing up with music

Considered one of the main representatives of European jazz, Yuri Honing has built a unique personal style based on jazz, pop and non-western musical traditions. He became known internationally with the release of *Star Tracks* in 1996.

■ By Yuri Honing



Background

Yuri Honing is one of Holland's most important saxophone players, with touring experience in over 90 countries and a discography of almost 40 titles. He has played and recorded with great artists such as Pat Metheny, Charlie Haden, Kurt Rosenwinkel, Ibrahim Malooff, Craig Taborn and Paul Bley. In early 2016, he received the Edison Jazz Award (Dutch Grammy) for his recordings. In 2012 Honing was awarded the Boy Edgar Prize, the most prestigious jazz prize in the Netherlands.

For two years now, Honing has led his acoustic quartet with Dutch pianist Wolfert Brederode, Icelandic bassplayer Gulli Gudmundsson and Dutch drummer Joost Lijbaart. The group has been touring and performing at major festivals in Europe, Asia and South America. The album *Desire* from the group was released in 2015. Not only was *Desire* declared best jazz album of the year, but it was also Holland's No. 1 bestselling album in 2015.

Passion

My father and mother are both pianists. As work was hard to get directly after the war, my father, who loved music educated himself as an engineer and worked irregular and mostly late shifts.

When I was born, my mother put the crib under the piano and practiced the piano until my father came home late at night. I literally grew up with music. Just a few years ago I bought Bach's preludes on vinyl and was surprised that I could sing along to everything. My mother told me she studied these works when I was still a baby.

The first moment I can remember that music really hit me was at the age of five. I was in the bathroom while my mother was playing Bach's English Suites. The impact it had on me was so great. I actually started crying and decided then and there to do something with music in my life. The next day I asked for piano lessons.

At 13, two things happened: my father gave me a recording of Vladimir Askenazy to stimulate my studies ... I put the record on and decided to quit piano on the spot as I saw no way to reach this level, so why bother continuing? It was a shock for my family, since I was the youngest and most talented of three sons.

That summer we went to Switzerland and, as we usually did, we went for a walk in the mountains. On top of one of these mountains we heard music. In our Deux-Chevaux we drove down the mountain to check it out and ended up in Montreux. When we entered the terrace of the famous casino at Lake Geneva the place was packed with great jazz musicians like Stan Getz, Dexter Gordon, Freddie Hubbard, George Duke and many others having a lot of fun and looking like their whole life was one big holiday. On top of that, there were beautiful girls everywhere. I was flabbergasted by the sight of it all.

We got tickets for something called Montreux Summit, where all the great musicians performed together on one stage from 8 pm until 4 am without a break! It was magic. We stayed at a hotel and I woke up at 10:30 am. There was the most wonderful saxophone sound I ever heard in my life. I went to the balcony and opened the window. Next door there was Stan Getz, in his bathrobe, playing saxophone for the birds! It was at that very moment that I decided to become a saxophonist and jazz musician. I never looked back and have not had any regrets since. It is a great life. •

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The Art of Storytelling: iDiscover HK Neighbourhood Series

Back in our July/August issue, we featured an interview with social entrepreneur, Ester van Steekelenburg. Her passion for preserving Asia's heritage led her to develop the iDiscover City Walks App. To celebrate the launch of the iDiscover App&Map, they will stage a month-long art exhibition: the iDiscover Neighbourhood Series. We spoke to Ester about the new App&Map and how it promotes local craftsmanship.

What's the reason for creating the maps?

We listened to customer feedback and also noticed that many people still like to use a good old-fashioned map when they travel to a new place.

The maps all look different, why?

We wanted our maps to reflect the iDiscover neighbourhoods in a fun and individual way. By giving creative freedom to young local artists, we provide an opportunity to demonstrate their pride for local culture and connect with the craftspeople and businesses that have been there for generations. Plus, the maps make for a cool and unique souvenir.

**Tell us about the Art Exhibition:
The iDiscover Neighbourhood Series**

We've received such amazing feedback on the designs that we decided to stage a month-long exhibition, the *iDiscover Neighbourhood Series*. This free exhibition is kindly hosted by our friends at Teakha in Sheung Wan. In case you don't know the place, Teakha's a friendly and homely neighbourhood café that serves homemade baked treats with organic teas from around Asia, milk teas being a speciality.

Apart from the exhibition, where can people find the iDiscover App&Map?

The maps are available from participating hotels, restaurants and cafes in all iDiscover neighbourhoods. The maps are free; also the app is a free download. One walk is complimentary and with a simple in-app purchase you can buy more walks for an affordable HK\$15. All proceeds go back to our local partners who co-curate the walks.

What's next?

It's only the beginning of the iDiscover journey. Our team has already explored Macau and the historic cities on the Indonesian islands of Java and Bali. By the time you read this, we have just returned from a very successful App&Map launch in Yangon, Myanmar. We've also started exploring ancient cities in Northern Thailand, hit the streets in Manila's old city centre and have appetite for more!



Stay tuned and follow iDiscover on their journey via their Facebook and Instagram pages, it's guaranteed to be one helluva adventure! •

- The free iDiscover Neighbourhood Series exhibition runs from 7 December 2016 to 7 January 2017 at Teakha, Shop B, 18 Tai Ping Shan Street, Sheung Wan, open daily from 11am – 7pm.
- iDiscover City Walks is a socially responsible travel App&Map with six community curated neighbourhood walks in Hong Kong: highlighting local culture and living heritage in Aberdeen, Sheung Wan, Wanchai, Sham Shui Po, Sai Kung and Kowloon City. Search [iDiscover City Walks] in App Store and Google Play
- In addition to Hong Kong, iDiscover is available for Yangon, Bali, Java and Macau.

Learn more at www.i-discoverasia.com
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Craftsmanship is about Passion

One of our activities at WSS is to produce software that provide solutions to a problem, or at least a perceived problem/solution. Some software projects fail with sometimes huge costs though. What was missing?

■ By Bernard F. Scheffens, CEO, WSS Asia Ltd.



“This aspiration for being the best can only be reached by a strong belief in what you are doing. It requires a lot of focus and energy but without passion, that’s hard to do.”

Software is a complex craft. A good software developer does a bit more than just programming. It is a craft, it involves science, engineering, mathematics, linguistics, psychology and, last but not least, creativity. Hence, these guys are called software engineers.

The software industry has become very labour intense, and developers are about the most expensive component in a project. This developer now needs to stand for craftsmanship in order to distinguish him- or herself from the pack.

To become a craftsman takes time. Knowledge and experience don’t come in a day or a short course in programming. A good software developer has knowledge, skills, knows his (programming) languages, design, methodologies and frameworks. But real skills can only be reached by training endlessly.

These skills are, for example, software testing, advising, analysing, communicating with stakeholders, planning, cooperating, improving and perhaps as most important: learning.

This openness to learning and improving is the secret to becoming a better developer, if not the best. This aspiration for being the best can only be reached by a strong belief in what you are doing. It requires a lot of focus and energy but without passion, that’s hard to do.

Our software has been through a long period of testing to make sure it works and to provide a solution to a problem. It required a strong belief that the vision to enable separation at the source of waste streams does have a value. To create clean fractions that can be used for recycling. At the same time, the team was driven by the idea that this was also contributing to a better environment. To concert these skills and experience with passion to succeed and create a solution took about eight years. At last there is a solution that is robust and working.

What do you need to achieve the best? Endless training. Take a golf or tennis player who is practicing hitting thousands of balls

each day to improve, to be the best. But ask yourself, how many of us can do that? An Iron 7, distance 110 yards, over and over again, at the same spot. That takes a lot of passion and love for the game, apart from talent of course.

There are many examples of vision, persistence driven by a passion not only to succeed but also to provide a solution. It’s also possible that without passion the work may end up being just average. We believe in continuous working relationships with the clients to understand their issues and goals to help them with solutions that work.

A complex system is created that is communicating with a computer in a truck, to communicate with containers (IoT), register faultlessly the incoming fraction, from whom and where, how much (by volume or weight), to feed an information management system that produces reports allowing for management of waste streams and bring this into the (economy) circle once again. The complex team play on all components: hardware, software, communications technology and so on, with passion bringing the craftsmanship needed.

In 2050, we expect to face a shortage of resources to support the world’s economies. It is time to use technology to help us to reuse or recycle our waste, or better referred to as our used resources. Without this passion for a contribution to a better and cleaner world, this passion to create the best solution at an affordable price, we will be in trouble indeed.

We are proud to be a part of that Environment Industry, to deliver our contribution. We need to improve this each day, as the world keeps changing too. But we also need others like you, corporations, their employees and citizens to use technology in an easy way.

“Without craftsmanship, inspiration is a mere reed shaken in the wind” – Johannes Brahms. •

“Without this passion for a contribution to a better and cleaner world, this passion to create the best solution at an affordable price, we will be in trouble indeed.”

Which form of entity in Mainland China suits a foreign investor?

Foreign investors preparing to establish an entity in Mainland China have to consider carefully the form of their entity set up. Otherwise the entity incorporated may not be in accordance with their intended features and business purposes.



Willem Jan Hoogland



David Lo

■ By Willem Jan Hoogland (taxservices@hkwj-taxlaw.hk) and David Lo (david.lo@hkwj-taxlaw.hk), HKWJ Tax Law & Partners Limited

Comparison among WFOE, JV and RO

A A Wholly Foreign Owned Enterprise ("WFOE") is solely and wholly owned by a foreign party(ies), either an individual or an entity. A Joint Venture Company ("JV") is a partnership entity between a foreign

company/enterprise/other economic organisation/individual and a Chinese company/enterprise/other economic organisation. A Representative Office ("RO") is an office established by a foreign company without a separate legal status. The major differences among WFOE, JV and RO are analysed below:

	WFOE	JV	RO
Legal status	A separate legal entity	Same as WFOE	Not a separate legal entity, but an extension of a foreign head office which is required to be established for more than 2 years
Liabilities of shareholders	Limited to the amount of the subscribed investment capital of foreign shareholder(s) in general	Limited to the amount of the respective subscribed investment capital of foreign shareholder(s) and the Chinese shareholder(s) in general	Foreign head office is required to bear the potential unlimited liabilities arising from its RO
Registered capital	<p>No requirement on the minimum amount of registered capital, except for certain industries such as bank which are required by the specified rules and regulations</p> <p>In practice, a high amount of registered capital, which varies among different industries and cities, is preferred by the Chinese government and hence favourable to the application for setting up a WFOE</p>		

	WFOE	JV	RO
Business scope	Generally allowed to conduct direct business activities including trading, (consultancy) service and manufacturing, provided that they are not illegal, prohibited and restricted by the Chinese government and the business is within the approved business scope stipulated in business license	Same as WFOE	Generally limited to (i) market research and survey for foreign head office; (ii) introduction, presentation and display of products/services for foreign head office; and (iii) liaison and coordination with business contacts for foreign head office in Mainland China
Representatives and management team	<ul style="list-style-type: none"> - Required to appoint a legal representative who can be either a foreigner or local Chinese - Can choose to (i) appoint an executive director (either a foreigner or local Chinese); or (ii) set up a board of directors 	<ul style="list-style-type: none"> - Required to appoint a legal representative who can be either a foreigner or local Chinese - Required to set up a board of directors with not less than three members 	Required to appoint a chief representative, who can be a foreigner or local Chinese
Labour employment	<ul style="list-style-type: none"> - Can employ both foreigners and local Chinese directly - No limitation on the number of foreigners to be employed 	Same as WFOE	<ul style="list-style-type: none"> - Can employ not more than four foreigners by foreign head office, including one chief representative and three general representatives - Employment of local Chinese has to be made through foreign enterprise service corporation (FESCO) in Mainland China
Invoicing and contracting	Allowed to issue invoices to customers and enter into business contracts under its own name	Same as WFOE	<ul style="list-style-type: none"> - Not allowed to issue invoices, sign contracts and receive payments from customers - Operating funds are sourced from foreign head office
Set up cost	Higher	Higher	Lower
Estimated set up time	About two months in general provided that everything goes smoothly	Same as WFOE	About one month in general provided that everything goes smoothly

Factors to be considered

Though the cost and time for setting up an RO is lower and shorter respectively when compared to a WFOE and JV, the business activities allowable to be carried out by an RO are quite limited. Therefore, in case one would like to have more flexibility for the Chinese entity to conduct business in Mainland China and intend to have the Chinese entity to issue invoices to customers as well as enter business contracts, WFOE and JV would be suggested.

When comparing between a WFOE and JV, the former will be preferred if foreign investors would like to have sole ownership and full control over their business investment in Mainland

China. In addition, transfer of equity shares of a WFOE is generally subject to fewer restrictions/requirements when compared to a JV. Having said that, JV may be the only choice available to foreigners for investment in certain industries, which are still controlled/protected by the Chinese government. Moreover, JV is sometimes preferred by foreign investors who would like to take the advantages of business contacts/networks, market information and human resources possessed by the Chinese parties in Mainland China.

To conclude, foreign investors are recommended to consider their business activities, risks and strategies as well as the intended degree of management and control over the investment in determining the form of entity set up in Mainland China. •

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Passion for the Law vs Passion for the Game

■ Column by Ralph Ybema, rybema@chinaltd.com.hk



Ralph Ybema

When still gainfully employed as an in-house lawyer in the information technology industry, one of my colleagues was Bob, a self-confessed "lawaholic". After a busy workday as Deputy General Counsel of a major US multinational, he would return home and read court reports for a hobby.

Big deal, I hear you say. Don't we all try to keep track of industry developments outside office hours since the alternative just keeps us in the office longer? Perhaps. Difference is Bob did this for fun. Nothing better to do in his spare time than to read up on case law, he used to say

Now there may well be plenty among you that find satisfaction in keeping current during family time. Some may even go as far as to say they do so to entertain themselves. But I can assure you that few of those will be lawyers. Bob's is NOT a common affliction in the legal ranks.

Not that lawyers are averse to reading, quite the contrary. They tend to digest more written text than those in almost any other profession, save perhaps professional translators and journalists tasked to trawl through the Panama Papers, or list all contradictory public statements by Donald J. Trump

Must be an American thing was my initial thought on Bob's hobby. No lawyer friend of mine would admit to using court jurisprudence as a form of entertainment, even in the highly unlikely case they do. So surely, this must be something Americans consider "cool" enough to get away with?

However, hearing Bob's internal lectures on the finer points of the Uniform Commercial Code and seeing the esteem he was held in by the entire legal department including our General Counsel, it occurred to me that I was witnessing a lawyer with a genuine passion for his profession.

This is a rare phenomenon indeed, at least in the corporate space. Show me a corporate lawyer with a

passion for their job and I'll show you ten who are interested in the money and perks, but who couldn't name a single substantive part of the job that really makes them tick. None.

A few years back, before taking the IRB Level 1 Match Officials course, I was told that the sheer volume of the Laws of Rugby were a deterrent to some aspiring referees. I saw the pocket-sized rugby law book and replied that no lawyer would consider that a challenge. Not after fourteen kilos of law books for the "Groot BW" exam at Leiden University law faculty anyway.

A passion for rugby was less the driver for taking the referee exam than was the desire to know the laws. Or rather, not to be seen as totally ignorant of them. So can refereeing be passionate? Some would say it must be. For the referee's remuneration for league matches, I can use one of Bob's favourite expressions, "the square root of f**k all". His purity of birth tends to get questioned a lot from the touchline (being hard of hearing is a useful attribute). Players may well say the real passion in the sport is their preserve and if anything, it's LACK of it that makes a good referee.

Personally, I get satisfaction out of game management. In rugby that essentially means to ensure that players powerful enough to knock a person out with one punch, don't use those skills either on each other or on, well, me. Debates about the finer points of law are kept to a minimum, all know that refs make errors at all levels including the highest – it's little talk and all action.

As a lawyer, perhaps I am not meant to commute to the office all excited about the wild moments my working day is about to bring. There is intense pleasure though in offering a legal workaround, at equal or lower cost, to a client about to do the exact wrong thing. Similarities exist in rugby.

Like the player who was sin-binned in the match offering a beer after and saying "Good call". That is a real feel good moment. If it is enough to meet the "passion" threshold, is for each to decide. •

Crafting a business

Angelle Chang, Founder, JOW Fashion and Douwe Cramer, Show Director, Asia Contemporary Art Ltd talk to us about the businesses they've built in creative sectors – each sharing their passion for their work.

■ By Donna Mah

Angelle Chang, Founder, JOW Fashion

Angelle Chang is fashion designer born in the Netherlands to Cantonese Chinese parents from Hong Kong. She was a professional commercial model and studied Sociology at the Erasmus University in Rotterdam before starting her fashion brand, JOW. In 2013, she showcased JOW Junior by Angelle Chang with her friend and fashion designer Winnie Chan during Dutch Fashion Festival. The team was selected to design clothing for Queen Maxima's daughters, the royal princesses.

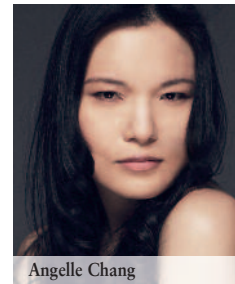
The name for the brand comes from a very personal experience of Angelle's. She told us, 'JOW Junior by Angelle Chang is named after my son Jowin who is now five years old. He was born with a cleft lip and I wanted people to look beyond his scar. My fashion asks for positive reactions and helps to boost confidence. My message is, "Our children are perfect because of their imperfections". When Jowin was born with a cleft lip, I needed to express myself, I needed to tell our story and I needed to influence people's reactions to my son. It's amazing what fashion can do, like the Dutch expression, "De kleren maken de man" (The clothing makes the man).'

Homegrown Dutch designs and materials

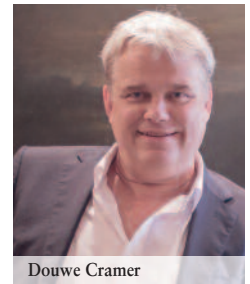
Angelle embraces her Chinese and Dutch roots and said her designs use Chinese design details with traditional Dutch-made fabrics. The fabrics are made in Holland and are used in traditional costumes. 'In villages like Staphorst-Rouveen, Bunschoten-Spakenburg and Eemdijk, the older inhabitants still wear traditional clothing,' she added. 'I have always loved traditional fabrics ... and you can see that in my designs.'

One interesting fabric that is used in Angelle's current collection is the "Dambont" which is a traditional Dutch kitchen textile commonly known as the tea towel.

'In the 18th and 19th centuries upper class ladies drank tea out of delicate porcelain cups. They washed and dried the cups themselves because the maids were not allowed to touch these cups. They dried these cups with the best damask towel which was only used for these tea cups,' Angelle explained. The fabric is made from 100% cotton, is of high quality, washable and soft.



Angelle Chang



Douwe Cramer

The weave of the fabric forms patterns of the same colour on both sides. It is a strong-wearing fabric that retains its beauty even after many washings.

Another Dutch traditional fabric used in the collection is the "Sitzen". The cotton flower Sitzen design was used in traditional costumes in the 17th and 18th century. This fabric is used for the Spakenburgse Krâplâp. A krâplâp is a triangle-shaped piece of fabric which covers the shoulders, back and chest.

Inspiration

Obviously the main inspiration for Angelle's designs is Jowin. However, she has also expanded her line to include an adult collection called JOW by Angelle Chang. 'It is another dream come true to walk matching and proud beside him (Jowin),' she added.

From the Chinese dress, Angelle finds inspiration from clothing items such as the *cheongsam* (*changshan* in Mandarin). The cheongsam is a traditional dress or robe worn by both men and women. What is often referred to as cheongsam in Cantonese is known as *qipao* in Mandarin, a fitted traditional dress worn by women.

When talking about the cheongsam (qipao) Angelle said 'I love that it's so traditional, historic, so Chinese and so timeless.' Angelle has always loved wearing the cheongsam but said it is not known to be the most convenient outfit for daily wear as it is quite fitted. However, in her collection she has a cheongsam-inspired basic viscose version in black, white or red that can be worn for everyday tasks such trips to the grocery store.



Angelle and Jowin on the runway



Backstage preparing for a show

Lead Story



Kids backstage at a fashion show in Hong Kong

Aside from the designing clothes, Angelle hopes to 'inspire and support other mothers who may be confronted with challenging experiences with their kids.' She expressed her desire to work with other brands in the creative sector to work toward creating social awareness.

Making a difference

JOW is a brand that is close to Angelle's heart and mentioned that she would love to work with 'like-minded brands, fashion designers and other creative people'. In Hong Kong JOW has partnered with BEAM International Foundation which provides surgeries for underprivileged children born with a cleft lip/palate in China.

On 27th November 2016 JOW was featured at Dutch Days in a crossover fashion show with the Sichuan Women Association in Chengdu. The Sichuan Women's Association is a government department that helps and supports women in the design industry.

Doing business

Angelle has been able to turn her passion into a business that has had many achievements. She stressed that she was not alone during this journey so far and is thankful for the support of her 'family, friends, relations, new friends and new relations'. The brand has grown in a few short years from her first designs to having an online shop and a good retail presence. The company also offers bespoke services.

'We sell in the Netherlands, Hong Kong, Indonesia and through online international shipping. Our main customers are mostly Dutch, Chinese and expats who can appreciate more exclusive designer fashion. In Hong Kong we are available at Novelty Lane in Wan Chai or online at www.angellechang.com,' Angelle told us.

Angelle is based in The Hague in the Netherlands but visits Hong Kong and China about twice a year. 'I think of Hong Kong and China as my second home, I always look forward to see my family and friends, but above all I want my brand to grow in the country where we are from. With JOW Junior by Angelle Chang and our personal story we can make a social difference!

Douwe Cramer, Show Director, Asia Contemporary Art Ltd.

If you are interested in art, no doubt you have been to the Asia Contemporary Art show, held twice a year in Hong Kong in the Spring and in the Autumn. Douwe Cramer is one of the people responsible for bringing the show to Hong Kong.

Douwe Cramer has lived in Hong Kong for 18 years and in 2012 after having worked in various industry sectors, he and two former colleagues decided to do something together in the arts in 2012.

The Asia Contemporary Art Show was founded in 2012 by collector and gallery owner Mark Saunderson, Douwe Cramer and Sarah Benecke.

'We were all interested in the arts and we were all looking with great interest to the fast developing art market in Asia and Hong Kong. From there it was a small step to the basic idea behind our business, which is to combine the benefits of an "on-the-ground" art show with an online platform,' Douwe explained. 'From day one, The Asia Contemporary Art Show was always intended to be more than a 4-day event and the website was the tool for that extension. At the time, we were the only ones thinking this way but now every art show, large and small, is doing the same thing.'

Accessible art

The Asia Contemporary Art Show offers art galleries and artists from around the world a centrally-located venue and an online platform to present their works to buyers and collectors in Hong Kong, and as of January 2016, in Singapore as well. The two annual shows in Hong Kong (one annual show in Singapore – Singapore Contemporary) provide exhibitors with the opportunity to meet and talk to customers directly as well as having the online support to showcase pieces throughout the year.

The show began in Autumn 2012 and has been held nine times now in Hong Kong. The first edition in 2012 had 60 exhibitors and grew to 105 exhibitors at one point. The show has more recently been scaled back to 85 exhibitors as feedback from visitors indicated that 105 exhibitors over five floors of the Conrad Hong Kong in Pacific Place was 'a lot to take in'.

The shows have been able to draw buyers to the exhibitions as can be seen by the attendance figures Douwe shared with us, 'Our most recent show in September attracted 11,000 visitors in four days – with record sales. In Singapore, we launched Singapore Contemporary in January 2016 and are now preparing for the second edition in January 2017. The shows in Singapore are held in the Suntec Singapore Convention & Exhibition Centre over three halls and 6,100 square metres of space. The 2017 edition will have over 90 exhibitors from around the world and is expected to draw more than 20,000 visitors from Singapore and the region.'

Finding 'good art'

With access to a good range of galleries and artists, we wanted to know what Douwe considered 'good art'. The question made him chuckle and exclaim, 'The 64 million dollar question!' as art is a very personal thing. However, he did say, 'Personally, I think you should buy what you like and hang it in a good place in your home. That means you have to look at it every day so you'd better



The Asia Contemporary Art Show at the Conrad, Hong Kong

enjoy looking at it. Of course some works are produced with greater skills than others and that is something that you start to appreciate increasingly as you look at more art over time. Art buyers and collectors go through something of a learning or experience curve in many cases. They start to develop a more distinct preference for a certain style over time as well. I think art buyers become more selective over time.'

From his own personal preference for expressionism in art in general and abstracts, Douwe recommended that buyers look out for 'Southeast Asian abstracts from artists such as Dedy Sufriady, an up and coming artist from Indonesia.'

The team at Asia Contemporary Art Show do a lot of legwork and travel all over the place to find artists and galleries for each edition. They visit studios, galleries and other art fairs and when something catches their eye that they think will add value to their show, they engage to bring them on board as an exhibitor. 'Over the past 12 months I was at home in Hong Kong less than one week per month and there are three other people in our company doing a similar amount of travel,' Douwe shared with us.

What's next?

For Asia Contemporary Art Show, the business is expanding and in Hong Kong and in Singapore they are developing the market. The interest in visual art in these two cities is 'far from mature in comparison to cities such as New York, London, Amsterdam but also Taipei or Tokyo,' said Douwe.

Douwe explained that the shows they organise are also meant to help people who are not regular art buyers. It's exciting for them to be able to introduce people to the world of art in its different forms.



Admiring one of the pieces at the Asia Contemporary Art Show

'For people who don't always visit galleries and art events, if we are able to persuade them to attend an art fair and buy a piece [of art], they become more engaged and many will, over the following years, buy more works and sometimes more expensive works. This is what we like to do – get more people to see, buy and talk about art,' he elaborated.

The second edition of Singapore Contemporary opens on 19th January 2017 at the Suntec Singapore Convention and Exhibition Centre.

The 10th anniversary edition of the Asia Contemporary Art Show opens on 17th March 2017 at the Conrad Hong Kong. The show will feature exhibitors from five continents – Hong Kong, China and most parts of Asia, Australia, North and South America, and Europe. The special anniversary edition of the show will unveil "China Perspectives", a collection of contemporary art from new and emerging Chinese artists. •



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[World, here I come]



By Jacob Feenstra

Cliftons Venues

jacob.feenstra@cliftons.com

Passing the pen

Who am I: Jacob Feenstra, I am the General Manager at Cliftons. Originally from Friesland, I've lived in Europe, New Zealand, Australia and in Hong Kong since February.

My professional background is: I started my career in hospitality and hotel management after completing Hotel School in the Netherlands, I've worked across professional services and digital marketing before returning to the business events sector with Cliftons.

I work for: Cliftons, we are a corporate venue and event services business that delivers corporate events across a network of Cliftons owned and global partner venues. We are a dedicated team of 200 who deliver 15,000 global events per year and are committed to delivering our clients desired event outcomes.

I am in Hong Kong because ... I took the position in Hong Kong because it would allow me to experience something entirely new. I love the vibrancy and diversity that Hong Kong and the region has to offer.

My most remarkable work story relating to Hong Kong is: No day is ever the same when delivering events like we do. Hosting a sales event for the new iPhone launch recently required additional security measures to crowd control hundreds of Apple fans. Most remarkable is the volume of events that we deliver at our Cliftons venues and globally through our affiliate network. There are few cities in the world where we have not delivered an event.

I find most of my business contacts through: Being relatively new to Hong Kong, I attend many different events and through this I am making connections with a range of interesting people.

Craftsmanship to me is ... To be the very best that we can be, whatever it is that we do. When we strive for excellence, there is craftsmanship in any career path.

25 years ago I was ... It seems like a lifetime ago and I was living in a small town on the amazing island of Ibiza, managing events and entertainment for two beach side resorts.

One day I will be: It's more about what I do today than what I will be tomorrow. The best thing about the future is that it comes only one day at a time. •



How to find your passion

If you're struggling to find out what your passion is, don't worry. You're not alone. A couple of years ago I participated in a career coaching course, because I wasn't sure of the direction my career path was taking me at that time. Along with seven other 'doubters' I went on an exciting journey to find my true passion and mission in life.



Daniëlle Stegeman

■ By Daniëlle Stegeman, 1 day offline limited, www.1dayoffline.hk

The assignments in the course were about profound reflection on several areas in life to gain insights about yourself, your qualities and your ambitions. But also about the huge "yeah, but..." hurdle; the hesitations, limitations and obstacles which could prevent you from pursuing what you really love to do. It's that little voice inside your head whispering you can't do it or that it's too difficult. Moreover, if there's no one who would benefit (and pay) for it, what sense would it make to pursue just a hobby?

During the course we worked on various assignments for weeks; we learned how to visualize, composed a mood board, completed personality tests and more, to gain insight in ourselves and the things that tap into our inner power.

One of the most memorable aspects of the course for me was to meet with a 'talent reader'. Someone who uses intuitive abilities to see past, present and future events of a person by tuning into the energy surrounding that person. And one day that person was me. Somewhat nervous I went to see her for my very first 'talent reading'. To be honest I was a bit skeptical about the whole idea, but despite my hesitance it was truly one of the most intriguing meetings I've ever had.

The moment I will never forget was when I experienced a feeling of energized enthusiasm while we talked about what I love to do. She explained to me that this was my 'flow' – a highly focused mental state where you perform at your best – and that I needed to remember this feeling, because it was already in me all the time. And if I would ever lose it, this would be a sign that I wasn't on the right track anymore. So by that time I should ask myself what happened and try to find it again.

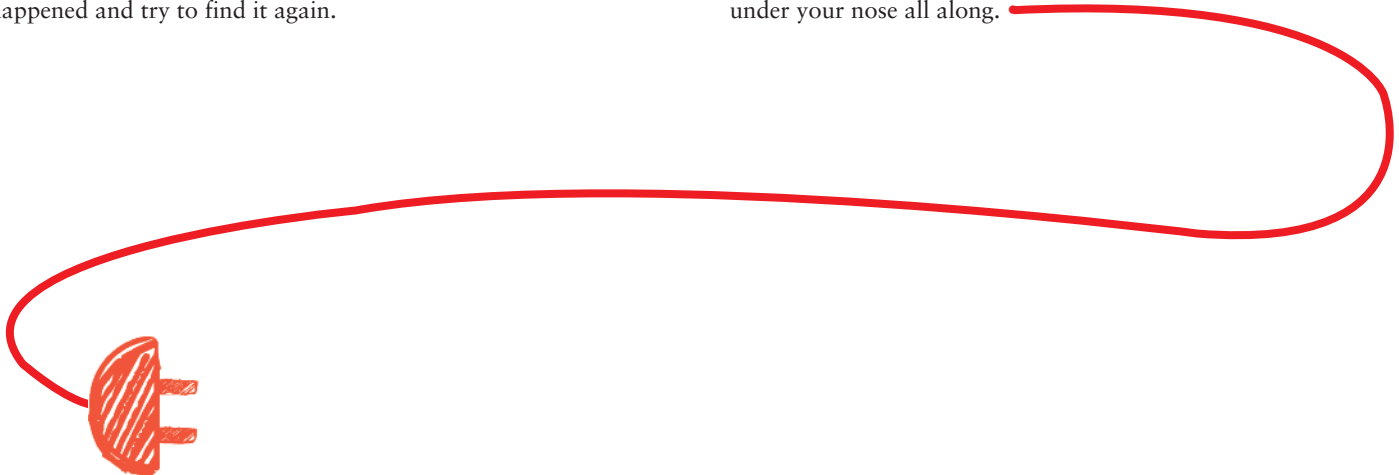
This was probably the most important lesson from this course for me. If you're passionate about something, it will already feel like such an ingrained part of your life that you will have to be reminded by someone else that it's a unique trait that belongs to you. Accordingly you will have to create the intention to do something with it.

This is what inspired me to follow my 'flow' and to eventually found '1 day offline' in Hong Kong. A unique coaching concept to inspire other people to work on self-development by increasing self-knowledge, thereby helping them to find out what they're passionate about in their personal and professional life.

At 1 day offline we use several assignments that help you discover your passion and we invite you to explore your own 'flow' as well. But I remember it clearly: instead of searching, trying new things, exploring jobs, careers and things outside of yourself, your passion – your one true authentic gift – simply has to be remembered. For it has been with you all along.

So if you're struggling to find your passion, I encourage you to sit down, pour yourself a nice cup of tea and try to remember your passions. Recall your childhood memories and think back on when you were 5, 10 and 15 years old. Try to remember what your favorite activities were, the things you wanted to be, the games you played, the books you read and the habits you developed naturally.

Find out how they may apply to your life and career today. You might be surprised by the starting points that have been right under your nose all along.



Best Locally Produced Beer

Family holidays in Europe and university in America exposed us to beers that had so much more flavour and variety than commercial beers. It was craft beer: artisanal, made in smaller breweries using quality ingredients. It was incredible, but not available in Hong Kong!

■ By David Gallie and Daniel Gallie of Black Kite Brewery

My brother, Dan, and I grew up in Hong Kong drinking big commercial beers such as Tsing Tao, San Miguel, Carlsberg and Heineken. We used to think beers were all basically the same – clear, light yellow, barely any flavour, and only good when extremely cold. It was a bit of a treat to find something different, even other international brands such as Guinness or Hoegaarden.

We aspired to open a brewery one day, but started with careers in finance and IT.

In 2008, the HK Government removed the tax on imported wine and liquor under 30%. It didn't take long before a few craft beer importers set up, then a couple of bars and bottle shops started to specialise in craft beer. Beertopia was started in 2012 as Hong Kong's first craft beer festival, originally in the Western Market in Sheung Wan with a few hundred visitors, and last year had over 13,000 attendees on the Central Harbourfront.

Seeing the industry picking up, Dan and I decided it was a good time to follow our aspirations, and registered Black Kite Brewery in May 2014. We named our brewery after the amazing bird of prey that is seen soaring around Hong Kong's skyscrapers and hills. We were the fourth brewery to set up in Hong Kong, and within a year there were already another four. Now there are at least 20, of varying sizes, with more under construction and some of the early starters already expanding!

We had some experience with home brewing, and knew the types of beers we liked and wanted to create, and we hired a brewer to help set up the brewery and develop our first beers.

Making beer is relatively straightforward. There are four basic ingredients: water, malted grain (barley or wheat), hops and yeast. Of course, a lot of breweries now make use of all sorts of ingredients (e.g. we're making a beer infused with jasmine tea). To make beer, soak crushed malt in warm water to extract and convert starches to sugar. Filter out the grains, bring the sugary liquid (the "wort") to a boil, and add hops for bitterness, flavour and aroma. Cool the wort and add yeast, which will convert the sugar to alcohol and carbon dioxide. After a period of fermentation and conditioning, you should have beer!

Of course, it does get more complicated. There are so many types of malt, hops and yeast, and even with the same quantities of the same ingredients, you can greatly affect the final product by changing the temperature and time of different

processes. Water also plays a big part, and adjustments can be made with a variety of salts or acids. Then there's perhaps the most important job in the brewery: cleaning and sanitisation. Sour beers are gaining in popularity, but there's a big difference between an intentionally sour beer and an infected one.

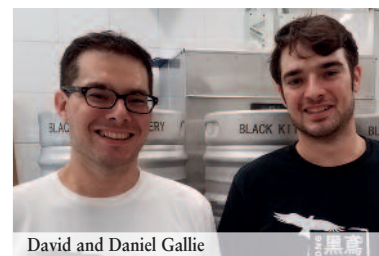
Dan and I picked up a lot from our brewer, and have been running the brewery ourselves for the past year, now with a brewery assistant, Phoenix, who does a bit of everything. We're very comfortable in the brewery, even taking care of the odd electrical and plumbing job, but we're still constantly learning. It's our first entrepreneurial undertaking, so the business side of things has also been a fun and interesting learning experience.

The market for craft beer has grown enormously in recent years. There are more specialised craft beer bars opening, and many mainstream bars and restaurants are adding craft beers to their menus. There are also specialist bottle shops, and supermarket beer shelves are expanding.

Together with our new distributor, we are currently reworking our range, and plan to cut down from six to three or four core styles, and brew more seasonal and special beers. Pale Ales and IPAs are the most popular styles, but also the most competitive (with contenders from almost every local and imported brewery), and we've actually found success with some of our less common styles. "Oh, Bacon!", a beer brewed with smoked malt (it doesn't actually contain bacon - in fact, it's vegan friendly!), has been a hit and recently won "Best Locally Produced Beer" at the Restaurant and Bar exhibition's beer awards!

Most people who are interested in craft beer seem to prefer to try new beers rather than always sticking to the same one. We're happy with that, as it allows us to continue experimenting with different ingredients (e.g. fruits, teas and spices) and techniques rather than brewing the same few recipes all the time. We also love trying other breweries' new beers, and giving honest feedback as they give us theirs.

The craft beer community in general is fun, supportive, and open, both locally and internationally (we'll often try to tour new breweries when we travel). The Craft Beer Association of Hong Kong has corporate members from breweries, distributors, bars, restaurants and other outlets, together trying to raise the profile of craft beer, and there are also individual members interested in news, offers and events. It's a pleasure to be a part of the community here, and we're excited to see the craft beer market continue to grow! •



Blend Brothers in Hong Kong

Born and raised in Zeeland, The Netherlands, brothers Hendrik and Kamiel Buysse are two young, deeply impassioned gastro junkies. Together they've risen to the top of the gastronomy scene by combining their extensive experience in the culinary world! ■ By Monique Detilleul



Blend Brothers Hendrik and Kamiel Buysse



At only 18, Hendrik started to work with famous chef Sergio Herman in the kitchen of his former restaurant Oud Sluis. Hendrik recalled this experience as working in “a rock ‘n roll kitchen, one which I will never forget!” After those intense years of learning from the best, he decided to go to another notable restaurant in the area, De Kromme Watergang, where he worked as sous chef for four years under the tutelage of the highly regarded Chef Edwin Vinke. During that period, he developed a passion for the local, natural and pure ingredients found on the land and in the waters of Zeeland. In addition to cooking, Hendrik worked as a sommelier at top Belgian Chef Filip Clays’ restaurant, The Jonkman. As a part of his ongoing culinary education, Hendrik has visited many foreign countries where he’s explored new techniques, styles and ingredients.

At a young age, Kamiel started organising events for Petrol, a discotheque in Antwerp, before spending over four years managing one of the oldest and highly respected house clubs in Europe, Café d’Anvers. After several years in the entertainment world and working in bars like Pure C and The Upper Room Bar of The Jane, both Sergio Herman establishments, he turned his focus toward spirits, both in libations and in atmosphere. By combining his love for music with his mixology experience, Kamiel stated, “Music is an underestimated part of a good atmosphere. It’s important to enjoy tasty dishes and top notch cocktails with music that adds to ambience and overall experience.” As a result, a unique atmosphere is built out of a combination of all the senses, leaving one pleasantly stimulated.

Blend is a fresh concept, an ever evolving combination of ingredients born from Hendrik and Kamiel’s experiences in both

the culinary, mixology and entertaining worlds. Their passion for food, beverage, music and spontaneity shows in their changing menus and exciting locations.

In October they took over Isono restaurant in Hong Kong, on the 5th floor of PMQ. Amongst the delicacies Hendrik proposed were a 3-course meal at lunchtime and a 5-course meal in the evening, in which he integrated, amongst others, oysters and clams from “Oesterij Meromar” in Zeeland, which were delivered freshly three times a week by Martin Rijk from NaturalHolland. Kamiel took care of enriching the menus not only through pairing with wine, cocktails and – very surprisingly – beer, but also through pairing with music.

The answer to the question, “Why Hong Kong?” fused immediately. They were thrilled with the opportunity to share their passion with people on “the other side of the world”, in an important international hub where different types of cuisines and concepts come together. To serve up tasty yet affordable treats prepared with the best products this world has to offer.

At the beginning of November they made a stop at the Temple Restaurant in Beijing, where they served dinner to 80 people for two nights in a row. For the occasion they created intriguing dishes where East and West came together, by adding ingredients like tea, Szechuan pepper and other Chinese spices.

They are now back in Holland, doing the things they normally do when there: cooking at people’s homes, creating events, adding a culinary touch to corporate events and acting as consultants for restaurants and bars. •

Do what you love, love what you do

A question I often get these days is “So is photography what you do full time now?” and my favorite answer to that is, “I don’t do anything full time”.

Yes, slightly cocky and annoying perhaps, but I do say it to make a point – why do we think in terms of doing things full time? Or equating one’s main activity to a job?



■ By Marcel Heijnen, www.marcelheijnen.com

“Find a job you enjoy doing, and you will never have to work a day in your life.”

– Mark Twain

My life is one of doing and number of things concurrently and my journey is one of ‘one thing leads to another’. Long-story-short, I moved to Asia from The Netherlands in 1992 as a graphic designer for a large company. Great pay and benefits but ultimately soul-destroying when it came to the creative content of the work. I took the plunge in 1997 and quit to start out on my own and co-founded the design collective Chemistry (www.chemistryteam.com). After about 10 years of getting involved in fulfilling design projects for all kinds of clients I took a sabbatical to concentrate on autonomous music and art projects. The result was a music album and an ongoing series of art photography called ‘Residue’, the latter leading to exhibitions, art fairs and eventually a coffee table book. The move to art was so much fun that along the way I co-founded a café-gallery called Artistry in Singapore which has, since its inception in 2012, become a well-loved venue for visual and performance arts.

Last year I needed a major change in life again and moved (back) to Hong Kong from Singapore and stumbled upon a fun project;

photographing cats in traditional stores which will result in a series of photo books, the first one to be released in December this year. A light-hearted project that will hopefully make people smile.

So, at the moment I’m in that lucky position that I cherry-pick design projects, keep expanding my photo series, work on music projects and help run Artistry by programming up and coming artists.

There’s no real formula other than ‘follow your bliss’. This article supposed to be about ‘passion in business’ and business is inevitably about money. And while I’m not averse to making money, I never saw money as an end in itself. Money is time (not the other way around, for me) and buys you freedom. Freedom to say ‘no’ to the tasks you no longer enjoy doing and start spending more and more of your time doing what you love. And who knows, some of what you generate then might result in some cash-flow again.

For me it’s the creative process that generates my bliss, makes me feel that I participate in the ever-changing flow of things. I’m in the business of creation, and that’s my passion. •



Software craftsmanship

Programmers, coders and developers are not often considered the most social beings. If you think that, then you may be surprised to find that there are a lot of extroverts in the software world. Big conferences with headline speakers, hackatons, bustling meetups, live screencasts, and daily podcasts – these people like to gather and interact a lot!



Bart Verkoeijen

■ By Bart Verkoeijen

There is just a lot to talk about. In this continual changing world where device platforms come and go almost every ten years, you have to be ahead of the curve. I remember how the web changed everything, when computers became living room appliances, when touch became a thing, the mobile internet commonplace, and how the app revolution changed it all again. And now, with virtual reality on the brink of adoption, again we have a completely different way to develop for a new platform. It is an exciting world to work in, but keeping up with it can be equally exhausting. I would not consider a sabbatical; two years out of the run could cause a big dent in my career. There is so much that can change in two years, that at the end of it you might be working with different tools, practices and even devices.

*“Where architects and engineers
have had decennia to perfect
building a bridge, with software
things just change too rapidly for
standards to settle.”*

Inevitably, there is a lot broken with all this change. You will likely have experienced this first hand. Bugs, crashes, lost data; we have all have been there. A joke amongst developers is that we would never want to live in a building built by a fellow developer. This defines a clear difference between those developers who rather call themselves software engineers.

There are ways to deal with this change; you would need an engineering mind. Using systematic approaches to writing software; code should have automated tests, follow known patterns, best practices, and adhere to code styles and coding standards. Just like an engineer constructing a building follows a similar systematic approach. Only this way it is possible to write stable software. But then there is the biggest challenge in software development: time. Where architects and engineers have had decennia to perfect building a bridge, with software things just change too rapidly for standards to settle.

Hence why mobile apps have been such a revolution in the software industry. Rather than building monolithic applications,

the small and specific applications for just a single purpose have had a tremendous effect. Developers have been able to focus, iterate and perfect. Gone are installation wizards, data transfers, conversions, and file formats. Online services have emerged, and have created an ecosystem where these web services compete with each other to create a more balanced and competitive landscape. User experience is now king, and you as the user reap the benefits.

It is a brave new world for the software developer, and there is still so much to learn. To attain true software craftsmanship, you will need a lot of experience. It is not necessarily skillfulness; something what has alienated most women from the industry. The sheer machismo of raw coding skills is not the essential ingredient. It often obstructs teamwork. The mythical 10x engineer is another example of that; can one person truly be ten times more productive than another? No wonder that some managers joke that it is easier to herd cats than coders.

That is why I enjoy organizing and going to meetups in Hong Kong. It is a great way to meet fellow developers and to find creative approaches to problems in the field. Moreover, social norms regulate that things remain more enjoyable for everyone in the room. There are many such events out there, for instance *Codeaholics* or *Women Who Code*, both monthly meetups for coders. I've been also organizing some meetups, including the *Microsoft Developers HK* meetup. This has been a great way to experience first hand how a bit of serendipity can move a group forward. Sharing knowledge and also seeing people applying this knowledge is empowering.

Considering that governments are critically aware that we have a serious shortage of STEM students, it is good to see more young faces at the meetups. Also the community is more receptive to newcomers. There is a healthy amount of materials, resources and openness for beginners in the industry. This opens the door for many more, which we so desperately need. The image of the developer is improving, and Millennials now idealize software craftsmanship as a cool thing. After all, you might become part of the next Facebook or Snapchat. •

*“It is a brave new world for the
software developer, and there is still
so much to learn.”*

Guangcai Painted Porcelain

Canton famille rose porcelain, also known as *Guangcai* and “painted porcelain of woven gold”, is made using techniques that involve applying paint to a base of white porcelain, which is plain porcelain glazed with a white primer, and then firing the product at 700 to 800 degrees Celsius. ■ By Caroline Schikker



Mr. Joseph Tso Chi Hung



One of the four remaining craftsmen of “Yuet Tong”

With a history dating back 300 years, *Guangcai* has been produced in the region of Guangzhou since the middle of the Qing dynasty, when it was often presented as a tribute to the imperial court: royalty and other members of the nobility would even send designated officials to Guangzhou to purchase *Guangcai* porcelain. Widely sold overseas, it was also called export porcelain. The designs seen on Canton famille rose vessels were mostly derived from common sights and features in the Lingnan area and were known for their vibrant colours, meticulous composition and exquisite painting techniques.

In addition to traditional Chinese patterns, *Guangcai* products also incorporated Western figures, landscapes and emblems of foreign families. The colour schemes usually comprised genuine gold, magenta, emerald green and yellow, and, with the finished product expected to feature delicate lines and vivid touches, the paint had to be applied in different thicknesses to provide translucent and layered effects.

Originally called “Kam Wah Lung *Guangcai* Porcelain”, “Yuet Tung China Works” was founded in 1982 as the first sizeable painted porcelain factory in Hong Kong. In operation for 88 years, the business is currently managed by the family’s third-generation owner, Mr. Joseph Tso Chi Hung.

The period from the 1950s to the 1970s proved to be a golden era for *Guangcai* porcelain, and at its peak “Kam Wah Lung” employed more than 300 people. In the 1970s, however, the US introduced import controls on painted porcelain services containing lead and cadmium, and the *Guangcai* export business stagnated.

Decorated porcelain in imitation of ancient *Guangcai* styles later came back into fashion, and Hong Kong’s painted porcelain industry flourished again in the 1980s and 1990s, employing more than 1,000 workers. But “Yuet Tung China Works” is now the last surviving painted porcelain factory in Hong Kong. Only a few old masters still work dedicatedly on adding painted patterns to white porcelain to produce services and decorative porcelain items.

Mr. Tso commented with a smile that over the years the products of “Yuet Tung China Works” have featured a strong Hong Kong character and so his *Guangcai* should be called “Hong Kong-cai”. He mentioned that in the period from before the Second World War and

up to the 1960s, each craftsman developed their own signature patterns; for example, some masters specialised in borders, others in roosters. This practice ensured quality on the one hand and, on the other, focused the masters’ professionalism on a unique skill set.

Patterned rubber stamping gradually replaced manual painting from the 1970s onwards as a means to improve productivity and attract more people to join the industry. A preferred manufacturer among high-end customers and dignitaries ever since it was founded, Mr. Tso recalled that “Yuen Tung China Works” has often been commissioned by five-star hotels and, famously, by Lady MacLehose, the wife of the former Hong Kong governor, to produce painted porcelain services.

Thanks to improved production techniques and the use of high quality pigments, the services manufactured by “Yuet Tung” today are still popular, especially with customers from Japan and the European and American markets. Today, there are only 11 staff at “Yuet Tung China Works”. The remaining four craftsmen have worked for the factory for over 40 years.

Guangzhou-born Tam Chi-hung is the only craftsman left in “Yuet Tong” who knows all the techniques of hand-painted ceramics. He goes to work six days a week, nine hours a day. But Tam says he enjoys his job. Traditional craftsmanship and old industries are in serious decline in Hong Kong. “Yuet Tong” is the only remaining hand-painted *Guangcai* porcelain factory. But the shortage of manpower is a concern. Once the current craftsmen retire it’s likely to be the end of Hong Kong’s *Guangcai* industry. •

Catchick

Parts of the world seem to be engaged in intense discussions concerning immigration and trade, which sometimes ignore the benefits these have brought about. I was reminded of this recently while waiting for an appointment in the lobby of Chater House.

■ By Daniël de Blocq van Scheltinga, Chairman of the Dutch Chamber of Commerce in Hong Kong



Daniël de Blocq van Scheltinga

At Chater House there was a beautifully sculpted bust of the namesake of Chater House, Chater Square, Chater Road and Chater Garden. Reading the short description next to the sculpture, it struck me that Hong Kong had attracted several very talented immigrants who came from very far to contribute to the development and success of the territory. Hong Kong has, of course, always been a mix of East and West, British colonial administrators, European traders, local Hong Kong Chinese and others from China and the rest of Asia, and much later Chinese fleeing the Communist regime by bravely swimming to Hong Kong.

But a number of very interesting characters came from outside the usual places, such as the aforementioned Sir Catchick Paul Chater.

Catchick Paul Chater was born as one of 14 children in Calcutta in 1846 to a family of Armenian merchants, with their family roots being Persian, as many Persians had immigrated to Armenia many centuries earlier. In the 17th century a large group of these Armenian merchants moved to Calcutta, taking advantage of the spice trade and the Silk Road. Only about 150 remain in Calcutta today, but there is an Armenian church and an Armenian school.

Chater's father died when he was seven years old, drowning when trying to save a drowning child in the Hooghly River, which divides Calcutta. Two years later his mother also passed away. He had suddenly become an orphan at the young age of nine, but won a scholarship to go to one of the best private boarding schools in Calcutta (La Martiniere College). By all accounts he excelled at school and was known for both his academic brilliance and his skills as a cricket player.

In 1864, when he was 18 he arrived in Hong Kong, looking for work. Hong Kong was growing rapidly at the time, and was already the 2nd largest port in the world. Chater soon found employment as a clerk in a bank (Bank of Hindustan, China and Japan – which went under two years later, part of a wave of bank failures due to economic troubles in India and England), earning HKD 50 a month to begin with. After a year, he was given a raise to HKD 100 a month! He developed a close friendship with another Indian clerk, who had arrived from Bombay a few years earlier, Hormusjee Mody. (Mody was later to become one of the founders of Hong Kong University donating a lot of money – see his bust inside the old University Main Building, *Mody Road*, *Mody Square*).

Chater quickly developed influential contacts that helped him start his own business as a trader, trading gold bullion and playing the exchange rates. He must have been quite successful, earning HKD 600 net profit after his first month of trading (according to the inflation calculator, around HKD 10,000 today). Before long he had the reputation as the “greatest financial magnate of the colony.”

In 1868 he joined forces with his friend Mody to establish Chater & Mody, brokers on the Hong Kong Stock Exchange. They were active in many ventures and extremely successful.

The China Mail newspaper once published an article wondering what the young Mr Chater was doing every evening in a sampan, floating around the coastlines of Hong Kong: in fact Chater was studying the depth of the water, to see if through land reclamation he could construct wharfs, as well as seeing if the deeper waters were deep enough for seagoing vessels. As a result, the Hong Kong Wharf Company was founded, the first wharfs were built in Kowloon and Wan Chai, and land reclamation projects were started (something which continues to this day ...).

Catchick Street in Kennedy Town is named after this entrepreneur as this is the area where he reclaimed 10.5 hectares of land from the sea.

By now Catchick Chater was on a roll, everything he touched seemed to turn to gold, and he must have had a lot of energy and enthusiasm for new ventures.

In 1886, now 40 years old, he helped Patrick Manson establish Dairy Farm, and he entered the Legislative Council. In 1889, he established Hong Kong Land with James Keswick. Hong Kong Land became involved in land reclamation projects in 1890, and as a result owned much land in what is now known as Central (including Chater House). One of the major reclamation schemes initiated by Chater was called the Praya Reclamation Scheme (hence *New Praya Kennedy Town*).

Chater was also involved in the start of Hong Kong Electric: persuaded after a meeting of the Legislative Council that Hong Kong should have electricity, Chater raised the HKD 300,000 to start a new company called Hong Kong Electric, by issuing HKD 150,000 of shares to the public, and being what we would today call a cornerstone investor. The company then secretly acquired an old graveyard in Star Street, Wan Chai, where they built one of the earliest power stations in the world. At 6:00 p.m. on 1 December 1890, 50 street lights along Queen's Road Central, Battery Path and Upper Albert Road were switched on. The lights failed on the second night then again one week later. Thereafter there were no further faults for 26 years.

Chater was knighted in 1902, becoming Sir Catchick Paul Chater. He passed away in 1926 at the age of 80.

So now you know the incredible story behind Mody Road, Chater Garden, Catchick Street, Chater Road and even Peking Road, as it was named Chater Street until 1909, when it was renamed to avoid confusion with Chater Road. A nine-year-old orphan from Calcutta becoming a Hong Kong tycoon and a “Sir”. •

Asia Contemporary Art Show

Co-Founder Mark Saunderson gave us an exclusive guided tour through the Fall edition of the Asia Contemporary Art Show, which showcased over 2,500 artworks from Asia and the world.

Sunday, 18 September, 11:30 – 12:30 PM
Conrad Hong Kong



May Yeung, Sarie Moolenburgh, Jan Willem Möller, Caroline Schikker, Loek Bosman



FinTech Series – InsurTech Breakfast

Tony Chan, Hans Sandkuhl and Hans van Wuijkhuijse shared their perspectives how their businesses are adapting and innovating in response to the InsurTech developments. Moderated by Lapman Lee.

Wednesday, 21 September, 8:00 – 10:00 AM
INIFINITI LAB



Lapman Lee, Hans van Wuijkhuijse, Tony Chan and Hans Sandkuhl



MUNCH 1421 Consulting

Nathan Jansen discussed how to start up a business in China, especially for SMEs. He discussed the different entities, but also alternatives through useful anecdotes and take away messages.

Thursday, 22 September, 12:30 – 2:00 PM
Baker & McKenzie Office



Nathan Jansen



Young Professional Company Visit – GRANA

Headquartered in Hong Kong, GRANA, a direct-to-consumer online fashion brand, was founded by Luke Grana and Pieter Paul Wittgen in October 2014. Pieter Paul shared his experiences and what they did to achieve their amazing growth within two years.

Thursday, 6 October, 6:30 – 8:00 PM
The Fitting Room by GRANA



Mali Pan, Pieter Paul Wittgen



Lisanne de Bie, Danielle Stegeman



Dutch Chamber 25 Years

Exactly 25 years ago, 50 Dutch business executives established the Dutch Business Association. Today the Dutch Chamber has more than 400 members representing about 200 companies in Hong Kong. We celebrated this with a celebratory cocktail at Mokum.

Wednesday, 19 October, 7:00 – 10:00 PM
MOKUM



Gigi Cheung and Harmen Overdijk



Caroline Schikker, Helen Yong, Jacqueline Baud



Monique Detilleul, Jacob Feenstra



Ralph Pelzer, Tom Uiterwaal

China Seminar – Chasing the Chinese Consumer

The 23rd China Seminar shed light on the current developments in the Chinese economy and its consumers and shared how companies could position themselves to profit from the same. Key speakers: Christopher Brewer, Marco Hamers, Kevin Bush, Peter Pottinga and moderator Arnout van Rijn.

Wednesday, 26 October, 6:30 – 10:30 PM
Bankers Club



Peter Pottinga, Christopher Brewer, Marco Hamers, Kevin Bush



Harold van Kooten

Beijing Genomics Institute Visit

The Food & Agri Platform organised their second activity at the Beijing Genomics Institute, where we received a tour and presentation, followed by a networking dinner in Shenzhen.

Thursday, 27 October, 1:00 – 9:00 PM

Beijing Genomics Institute, Shenzhen



Robbie Wang, Koen Pieters, Marc de Schutter, Ronald Massink, Jeroen Koldenhof, Jacqueline Baud, Maaïke Steinebach, Martin Rijk, Caroline Schikker, Patrick Ballering



SME Academy – Good Translations

Matthijs Kooijman took us on an entertaining journey through translation blunders, localisation fails, and expensive examples of legal carelessness. He showed us how professional translation can make your life easier in many ways.

Tuesday, 1 November, 12:30 – 2:00 PM

Vistra Office



Matthijs Kooijman



Anne Evanno, Maarten Swemmer, Maxime Crepy



Creative Talk – Mizu

During this Creative Talk, Mizu, May Yeung presented her recent work Kiss Me and Tsubame and discussed the significance of public art. Through her work, May encourages viewers to be interpreters of this time, this age and this day.

Wednesday, 2 November, 6:30 – 8:00 PM
theDesk



May Yeung



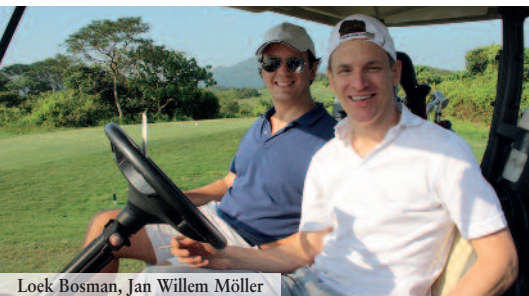
May Yeung, Oscar Venhuis



ABN AMRO Golf Tournament

The annual ABN AMRO Golf Tournament took place on 3 November. We were very lucky with the weather. During the junk boat trip back to Central we announced the winners of this year's tournament.

Thursday, 3 November, 9:00 AM – 8:00 PM
Kau Sai Chau Golf Course



The winners: Sander van den Berg, Jacqueline Baud, Robert Jan van Lie Peters

Dutch Real Estate – Everything you need to know

José de Boer, from De Boer Financial Consultants, navigated the many hurdles that expats encounter when buying a property in the Netherlands. Her company specialises in expat mortgages and has over 20 years of experience in advising international clients.

Monday, 7 November, 6:00 – 7:00 PM
The Ritz-Carlton, Hong Kong



José de Boer



Hong Kong Air & Water Quality – Where do we stand?

Dutch companies have a leading position in the world when it comes to water and environmental management. This seminar offered the opportunity to hear the views of experts and explore the opportunities and best practices towards circular economy.

Tuesday, 8 November, 8:30 – 10:30 AM
Bankers Club



Simon Ng, Doug Woodring, Paul Zimmerman



Upcoming Events on
www.dutchchamber.hk

NEW GOLD MEMBER – Kevin Bush, Danone Nutricia Early Life Nutrition (Hong Kong) Limited



One Step Ahead in Science. Nutricia believes that the right nutrition during the first 1,000 days (from pregnancy to 2 years old) can have an impact on future generations and that quality matters to the children. We are here in Hong Kong to support mothers, who are keen on providing their babies with the very best quality of nutrition that is crucial in this period of their lives. Pioneers of Early Life nutrition since 1896, Nutricia has been making many breakthroughs to save lives globally and also improve the quality of children's future health. We have more than 400 scientists, partner with 100 universities, 200 hospitals, 50 enterprises and policy makers to work and to promote in the area of maternal and infant health. We support breastfeeding as our first priority and have ensured our policies and facilities are leading best practices to support our Nutricia mums during this time.

- Kevin Bush, General Manager, 26/F, Convoy, 169 Electric Road, North Point
Tel: +852 3509 2089, nutricia.hk@danone.com, www.nutricia.com

NEW CORPORATE MEMBER – Miem Warringa, Privium RKR Limited

Privium RKR is a cutting edge financial services organisation with a proven track record in investment management solutions. From its inception in 2008, the organisation has been at the forefront of asset management activities throughout Europe and, recently, Asia. A trusted business partner providing a bridge between investor demand and investment opportunities, Privium RKR works closely with clients to ensure world class asset management and tailored investment solutions. With regulated investment managers in London, Amsterdam and Hong Kong, and fund structures in Delaware, Cayman Islands, Luxembourg, Netherlands and Channel Islands, Privium RKR is linked to all major geographic hubs. Our global activities are rapidly expanding, delivering asset managers and their investors with premium services on fund structuring, compliance and risk management, operations and domicile. With a global perspective and unparalleled experience, Privium RKR seeks optimal results for managers and their investment strategies.

- Miem Warringa, COO, 5/F, Champion Tower, 3 Garden Road, Central
Tel: +852 9869 0077, miem.warringa@rkrcapital.com, www.rkrcapital.com

NEW OVERSEAS MEMBER – Jacques Jetten, Aeternus



Jacques Jetten is Managing Partner and the founder of Aeternus Corporate Finance, a leading, independent corporate finance house in the Netherlands. Founded in 2006, working both nationally and internationally, our clients include mid-sized and mid-corporate businesses. Aeternus specialises in Mergers and Acquisitions, Business Valuation, Debt Advisory and Value Management. Our specialised knowledge, ample experience in national and international transactions and our international network (M&A Worldwide and IPG) allow us to achieve the best possible result for our clients. Before Jacques founded Aeternus, Jacques held several management positions in the banking sector and was employed as the CFO of a leading manufacturing company in the metalworking industry.

- Jacques Jetten, Managing Partner, Noorderpoort 39, 5916 PJ, Venlo, the Netherlands
Tel: +31 77 3200610, j.jetten@aeternuscompany.nl, www.aeternuscompany.nl

– NEW MEMBERS LISTINGS

NEW YOUNG PROFESSIONAL

CREDITEASE WEALTH MANAGEMENT

Contact: **Boyang Li**, Investment Manager
Address: Suites 4305-08, 43/F, Two
International Finance Centre,
No. 8 Finance Street, Central
Phone: +852 5528 7659
Email: liboyangcn@hotmail.com

NEW YOUNG PROFESSIONAL

P3 GROUP

Contact: **Hauke Klemp**, Project Manager
Address: 3-5 Stanley New Street, Stanley
Phone: +852 5242 1842
Email: klemphauke@gmail.com

NEW YOUNG PROFESSIONAL

P3 GROUP

Contact: **Mark Hoogeveen**
Address: Flat 21J Tower 1, Park Summit,
88 Beech Street, Toi Kok Tsui,
Kowloon
Phone: +31 61417 2788
Email: mdhoogeveen@gmail.com

NEW SME

TELL TAIL LIMITED

Contact: **Stijn Ottenheijm**, Managing
Director
Address: Unit 3203-4, 69 Jervois Street,
Sheung Wan
Phone: +852 6302 5884
Email: ottenheijm@hotmail.com

NEW STARTUP

INTEGRATED CHEMICALS SPECIALTIES HONG KONG LIMITED

Contact: **Hein Hoek**, Managing Director
Address: 20B, Fortis Tower,
77 Gloucester Road, Wanchai
Phone: +852 6740 8509
Email: hh@icspecialties.nl
Website: www.icspecialties.nl

– TRADE SHOW CALENDAR

IN THE NETHERLANDS

Horecava

Location: Amsterdam Rai
Date: 9-12 January 2017
Organizer: Rai Amsterdam BV
Email: horecava@rai.nl
Website: www.horecava.nl

Webwinkel Vakdagen 2017

Location: Jaarbeurs Hallencomplex
Date: 18-19 January 2017
Organizer: Organisatie Groep Zuid BV
Email: info@ogz.nl
Website: www.webwinkelvakdagen.nl

Juridische Impact Big Data

Location: Jaarbeurs Media Plaza
Date: 19 January 2017
Organizer: EuroForum
Email: s.donkers@euroforum.nl
Website: www.euroforum.nl

Nationale Onderwijstentoonstelling

Location: Jaarbeurs Hallencomplex
Date: 24-28 January 2017
Organizer: Jaarbeurs Utrecht
Email: service@jaarbeurs.nl
Website: www.not-online.nl

3D Medical Expo

Location: MECC Maastricht
Date: 31 Jan- 01 Feb 2017
Organizer: MECC Maastricht
Email: j.heuts@mecc.nl
Website: www.3dmedicaleexpo.com

IN HONG KONG

Asian Licensing Conference

Location: HKCEC
Date: 9-10 January 2017
Organizer: HKTDC
Email: hktdc@hktdc.org
Website: www.hktdc.com/fair/alc-en/Asian-Licensing-Conference.html

HK Toys & Games Fair

Location: HKCEC
Date: 9-12 January 2017
Organizer: HKTDC
Email: hktdc@hktdc.org
Website: www.hktdc.com

Asian Financial Forum

Location: HKCEC
Date: 16-17 January 2017
Organizer: HKTDC
Email: aff@hktdc.org
Website: www.asianfinancialforum.com

HK Fashion Week

Location: HKCEC
Date: 16-19 January 2017
Organizer: HKTDC
Email: exhibitions@hktdc.org
Website: www.hktdc.com/hkfashionweekfw

– TRADE ENQUIRIES

These trade enquiries were received by the Economic Section of the Consulate-General of the Netherlands in Hong Kong. Interested parties may approach the companies directly or contact Betty Liu, the Consulate's trade officer, on (852) 2868 0690, by fax to (852) 2868 5388 or via email: economic.section@netherlands-cg.org.hk.

Hong Kong exporters wanted

Grain brown rice millers

Company: Bravo Foods BV
Phone: +31 10 501 4418
Email: info@bravofoods.nl
Contact: Mr. Marcel Rijkee

Hong Kong importers wanted

Fresh fruit and vegetables

Company: Meeder Fresh
Phone: +31 180 891000
Email: steffany.chau@gmail.com
Contact: Ms. Steffany Chau



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We are an independent, member driven, non-governmental, non-profit business association which serves to facilitate business in Hong Kong and Greater China for its members by providing networking, knowledge sharing and company profiling opportunities. As the representative body of Dutch business in Hong Kong, we maintain close relationships with both the Dutch and the Hong Kong SAR governments.

DUTCHCHAM MEMBERSHIP

The Dutch Chamber of Commerce in Hong Kong offers advice and assistance to its members. Areas where we can help include:

Connectivity

- ♦ Access to local government and opportunity to give feedback through the International Business Committee
- ♦ Access to events of the European Chamber of Commerce & members only Platforms & Committees
- ♦ Active assistance in getting your business set up and getting you connected

Publicity

- ♦ Free exposure in the DutchCham magazine and our Membership Guide & Setting Up a Business in HK Guide
- ♦ Speaking opportunities at Dutch Chamber or other Chambers' events
- ♦ Free placement of job advertisements

Networking

- ♦ Exclusive lunch at the Residence of the Dutch Consul General
- ♦ Monthly MUNCH (Mingle & Lunch)
- ♦ Annual Golf Tournament sponsored by ABN AMRO
- ♦ Corporate cocktails organised by the Chamber

And more ...

- ♦ Members price for all events (average discount close to 50%)
- ♦ 10% off on advertisements in all DutchCham publications

MEMBERSHIP & ANNUAL FEES

• Gold Member	HK\$ 20,000
• Corporate Member	HK\$ 8,500
• SME Member	HK\$ 3,500
• Associate Member	HK\$ 3,500
• Young Professional	HK\$ 750
• Start-up Member	HK\$ 1,750
• Overseas Member	HK\$ 2,500

NO JOINING FEE

GOLD, SME, & CORPORATE MEMBERS ENJOY VOTING RIGHTS

DUTCHCHAM COMMITTEES & PLATFORMS

PR AND PUBLICATION COMMITTEE



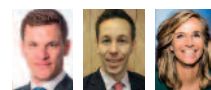
- Maaïke van Meer (Chairman) • Donna Mah (Editor) • Monique Detilleul
- Maarten Swemmer • Caroline Schikker

CHINA COMMITTEE



- Marcel La Croix (Chairman) • Monique Bakker • Nathan Jansen
- Rinske Kuiper • Jacqueline Baud • Caroline Schikker

SME COMMITTEE



- Jan Willem Möller (Chairman) • Stijn Ottenheim • Sander Bras
- Caroline Schikker

TAX COMMITTEE



- Carola van den Bruinhorst (Chairman) • Sytske Kimman
- Eric Kampman • Han Kalfsbeek • Jacqueline Baud

WOMEN IN BUSINESS COMMITTEE



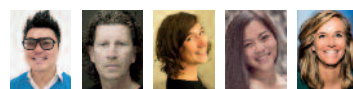
- Maaïke van Meer • Maaïke Steinebach • Marlies Brouwer • Lisanne Elfring
- Jacqueline Baud

FINANCE COMMITTEE



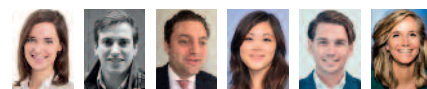
- Michael van Ommeren (Chairman) • Niels Boudeling • Paul Korff de Gidts
- Lapman Lee • Litai Wai • Jacqueline Baud

CREATIVE COMMITTEE



- Oscar Venhuis (Chairman) • Erik Evers • Sarie Moolenburgh
- May Yeung • Caroline Schikker

YOUNG PROFESSIONAL COMMITTEE



- Laurence van der Loo • Robert Jan Grasveld • Robert Jan van Lie Peters
- Mali Pan • Alexander de Haseth • Caroline Schikker



ABN·AMRO



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The history of ABN AMRO Bank in Hong Kong began at the end of the nineteenth century, with one of ABN AMRO Bank oldest founding companies, the Netherlands Trading Society, laying down the firm foundations in Hong Kong in 1906. As one of the largest banks in the Netherlands with roots reaching back as far as 1720, ABN AMRO Bank now has built up an international network spanning 20 countries and territories.

Today, ABN AMRO Bank in Hong Kong offers a broad range of financial services consisting of corporate and private banking.

Celebrating its 110th anniversary in Hong Kong this year, ABN AMRO Bank is committed to maintaining our values of being trusted, professional and ambitious, always standing by our clients through the ages.

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