



## Community engagement and transforming a hotel 16





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innovations by our customers and partners  
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## Summer



In June we held our Annual General Meeting, which was very well attended. Thanks to all of our members for their support and valuable feedback! This spring we also received the results of our membership survey, which we will summarise in this issue of the magazine.

By the time this magazine is published, summer will be well under way and lots of our members will have spent some time away from Hong Kong. Summer is also the theme of this issue, with a focus on the travel and hospitality industry.

The Interview with a Chief is with Toon Balm, the General Manager Air France-KLM Greater China, one of our Gold Members. Toon discusses how Chinese and European airlines can learn from each other, highlights the partnerships Air France-KLM has with Chinese airlines and how Toon himself has adapted to (working) life in Beijing.

The Lead Story is with Michel Scheffers (Hotel Jen) and Peter Pottinga (Harbour Grand Kowloon). The theme is travel and tourism, a growing sector, and how to attract and retain staff. They also underline the importance of CSR (Corporate Social Responsibility) initiatives, and how to embed these in the sector, including reducing plastic waste.

Plastic waste is a topic on which you will read a lot about in this magazine. You will have seen that we have launched The Dutch Chamber 2018 Challenge "Ban on Single-Use Plastics" which can be found on our website. Are you/Is your company ready to accept the challenge?

**"Starting today, we will not offer water or other beverages in disposable plastic bottles or cups in our Hong Kong workplace."**

Reducing our plastic waste footprint starts with ourselves and will benefit all summers to come!

Other organisations in this issue that are focused on reducing plastic waste: NGO Green Dragons talks about their initiatives to reduce plastic waste during the Dragon Boat Festival; and LuggageMate explains how they reuse plastic waste in their travel products.

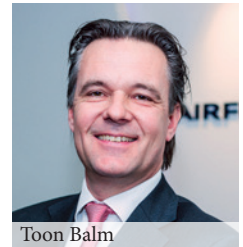
Finally, you can read about the Royal Hong Kong Yacht Club, one of the oldest and largest sports clubs in Hong Kong, with a rich, colourful history that spans 170 years of community and competitive sailing and rowing. There are plenty of Dutch links with the RHKYC, one of which that you can order bitterballen at each location!

Wishing you a great summer (and happy holidays, if applicable) and looking forward seeing you at one of our events!

Maaïke van Meer  
DutchCham Chairman

# Growing an airline in the world's second largest aviation market

We spoke with Toon Balm, General Manager – Greater China at Air France-KLM about moving to Beijing, China's dynamic and growing travel market and the products and services offered by one of the largest European airlines in China.



■ By Donna Mah

## Please tell us a bit about yourself.

I joined KLM in 1998 and have worked in a number of management positions across the globe. In mid-January, I moved to Beijing when it was very cold, but I received a very warm welcome. I am the General Manager for Greater China based in Beijing. It's been a lot of fun getting to know the management teams here within this huge organisation.

Before moving to China, I was the Vice President Sales Air France-KLM Benelux, managing the Corporate, SME, Leisure and Direct Sales teams. I've also been based in the Netherlands, Italy, Iran and Nigeria.

When my then girlfriend, now wife, and I moved to Nigeria, we were a young couple with no kids. It was an adventure for us. From Nigeria, we moved to Iran and started building our family. My wife worked at Unilever and was busy promoting Lipton tea in Iran. We were both enjoying life! It was a lot of fun. We then moved to Milan and then Rome and our family continued to grow. We moved back to the Netherlands in 2011.

We were not really looking to move abroad again, but when the opportunity to move to China came up, my wife and I discussed it and decided it would be a good move for us. The importance of the airline industry in this part of the world and the culture were what attracted us to this region. So we made the decision to move to Beijing with our three children and two dogs.

I graduated from HES Amsterdam, and speak Dutch, English, German, Italian and French.

- *"China is a developing and*
- *ambitious market. The standards*
- *are improving with on-board quality*
- *improving at a rapid pace."*

## Please tell us a bit about the business in China.

First of all, the China airline business is booming. I believe that for every 1,000 aircrafts built, 500-600 of these are sold to China. About eighty percent of air travel in China is domestic travel, but international travel is growing very rapidly!

China is a developing and ambitious market. The standards are improving with on-board quality improving at a rapid pace. Cooperation between Chinese and European carriers provides opportunities for Chinese carriers to learn about how European carriers are run and the type of products they offer, while the European carriers gain by getting help to get their feet on the ground in China.

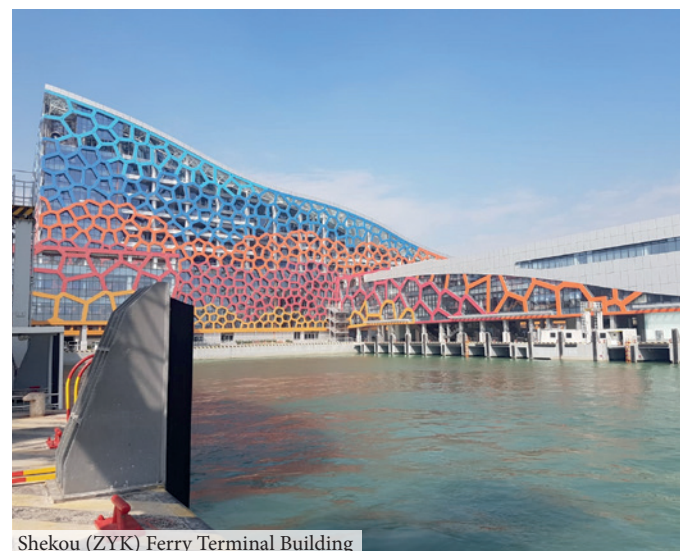
The three big Chinese airlines are:

1. China Southern Airlines (including Xiamen Airlines)
2. China Eastern Airlines
3. Air China Limited

Air France-KLM has partnerships with both China Southern and China Eastern. These are long-term partnerships that we've had for many years. While we try to offer the same service and level of quality across all carriers, the different brands also need to be distinguishable by their airline brand. We run joint promotions, we do joint contracting and we also run joint programmes for travel agents.

The market here is a mixed bag of customers – first-time flyers, recurring flyers, groups and business travellers. For group tours, popular European destinations include Italy, Prague, Budapest, France and the Netherlands.

Though we have a number of different airlines under the group umbrella, we work to offer a quality product and service at very



Shekou (ZYK) Ferry Terminal Building





The first Air France-KLM passenger checks in at Shekou.

good prices, especially for Europe. For those familiar with Air France, once customers get on the plane, there is a feeling of being in France already.

Customers can book flights with us through whichever device they prefer and on a number of platforms. In fact, KLM was the first European airline to offer payment through WeChat. We want to cater for many types of passengers and have strong ties with travel agents and platforms such as Ctrip and Fliggy.

It is a challenging market, but one which we are an active and strong player in. The development of the airline industry here is very exciting. It's the best place to be.

- *“Here, things move quickly. Once a*
- *decision is made to do something, it*
- *happens and it happens quickly.”*

### How has life in Beijing been?

When I first arrived in January, it was on my own and it was very cold. I spent a lot of time working and meeting everyone from the different offices and airports. My family was still in the Netherlands at the time. I did quite a lot of travel for work.

After being here a few months now, though Beijing is a big city with congestion and traffic, it is a very organised city. In some cities, such as Hong Kong, you feel a bit rushed, but excited. In Beijing, I don't feel as rushed. It's a huge city, but the pace is moderate.

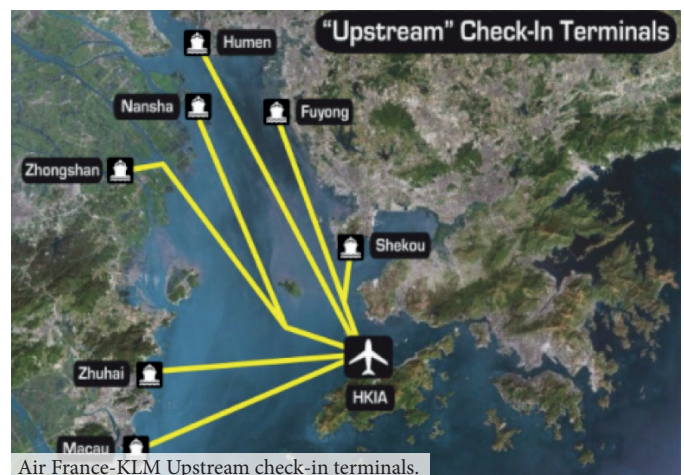
I've also learned consumers here order a lot of things using their mobile phones. The logistical networks are very efficient here. The purchases are paid for using WeChat, Alipay, or a similar system. I've gotten used to that now, but it was very new to me at first. Also, I've discovered Baopals which made online shopping so much easier than trying to navigate Tao Bao.

I'm still adjusting to life in Beijing, but I would really like to learn more about the culture and the people. I'm also learning the language. We live in a compound and while there are lots of Chinese people, it's not really China. We want our kids to

understand more about China, so we make the time to travel with them in the country so that we can all experience more.

My children are lively kids and we've found people here to be very accepting of this liveliness. We find that there are fewer boundaries for us when it comes to eating out with the kids. They wander around the restaurant and people chat with them. The food is fantastic and we feel very welcome.

Here, things move quickly. Once a decision is made to do something, it happens and it happens quickly. Recently, I paid a visit to the new airport site in the south of Beijing. It's incredible. The size, the infrastructure and the architecture. The speed with which the decision is made, building begins and that it will be finished on time is fantastic. When completed, the airport will be the largest in the world by passenger size and will serve 100 million passengers a year. The new Daxing International Airport is set to open in late 2019.



Air France-KLM Upstream check-in terminals.

### Any recent or future plans you'd like to share with readers?

Since May 2018, we have been offering Upstream Check-in from seven ports (Macao Taipa, Macao Outer Pier, Zhongshan, Guangzhou Nansha, Guangzhou Lianhuashan, Dongguan Humen, Shenzhen Shekou) for Hong Kong International Airport passengers. The service offers check-in passengers convenience and hassle-free travel as they only need to check in once at the port before heading to the Hong Kong Air France-KLM boarding gate. Currently, we have an average of 50 passengers per flight making use of the service. It's a service we provide that is easy to use but wasn't so easy to organise. However, it is up and running and we expect that the demand will continue to grow.

In April, Air France began operating direct flights between Paris and Taipei on a codeshare basis. We are offering three flights a week on this route.

- *“China is the world's second largest*
- *aviation market after the US. It is a*
- *market with huge growth potential.”*

As an airline, we continue to grow. China is the world's second largest aviation market after the US. It is a market with huge growth potential. We are improving our product and improving the experience to make sure we grow with the market and the demands of consumers. •

# Changing the way we use plastic

It seems nearly impossible to escape plastic in our everyday lives, doesn't it? This is why plastic pollution is one of the most important environmental problems that we face today.

■ By Anouk Aafjes, Director at Smart Luggagebelts Ltd., [anouk@luggage-mate.com](mailto:anouk@luggage-mate.com), [www.luggagemate.com](http://www.luggagemate.com)



In 1997 the oceanographer Charles Moore was sailing in the Pacific when he discovered huge floating plastic islands. He called it 'plastic soup', a term that is now used worldwide.

## What is plastic soup?

More and more plastic waste is ending up in our oceans and seas. Due to the effects of weathering, sunlight and wave action, this plastic reduces to smaller particles. This leads to serious pollution. The oceans occupy 72% of the earth's surface and they are our principal source of oxygen.

As a result of the breakdown and fragmentation of plastic into smaller particles, ocean water has been transformed into a sort of global micro plastic soup. In addition, toxins are released from the plastic. All sorts of organisms living in or off the sea – even the smallest of zooplankton – mistakenly take in plastic debris and micro plastic for food.

This results in the (often toxic) waste to enter our food chain. For more than half the world's population, oceans provide the principal source of food. Plastic marine pollution can be seriously damaging to our health. The origin of most of this pollution is traced to land sources. Plastic waste is dumped by industries and cities and finds its way to the sea via rivers, canals and harbours.

## Why does plastic pollution have such an impact on our world?

- Plastic never goes away

Plastic is a durable material made to last forever, yet 33 percent of it is used once and then discarded. Most plastic cannot biodegrade; it breaks down into smaller and smaller pieces.

- Plastic spoils our groundwater

There are tens of thousands of landfills across the globe. Buried beneath each one of them, plastic leachate full of toxic chemicals is seeping into groundwater and flowing downstream into lakes and rivers.

- Plastic poisons our food chain

Even plankton, the tiniest creatures in our oceans, are eating microplastics and absorbing their toxins. The substance displaces nutritive algae that creatures up the food chain require. Plastic is also found in fish that we eat like cod, mackerel and shellfish leading to plastic ingestion in humans too.

*“Plastic waste is dumped by industries and cities and finds its way to the sea via rivers, canals and harbours.”*

- Plastic threatens wildlife

Entanglement, ingestion and habitat disruption all result from plastic ending up in the spaces where animals live. In our oceans alone, plastic debris outweighs zooplankton by a ratio of 36:1.

Fortunately, today there are many organisations, businesses and thought leaders working toward a world free of plastic pollution and its toxic impact on humans, animals, waterways, oceans and the environment.

PlasticSoup foundation, The Ocean Cleanup, Oceana and Surfrider Foundation are just some of the foundations helping to solve plastic pollution.

Our company is aware of the growing trend of new and innovative products that meet both low-impact criteria and long-term sustainability. For this reason, our LuggageMate can be produced with a strap made out of RPET material. Our Eco-line straps are made from RPET material, which is made from 12 recycled plastic 330ml bottles.

What is RPET you might ask ... RPET is recycled polyethylene terephthalate. This is a material that can be gathered from used plastic bottles – whether its fizzy drink, juice or bottled water – that have been put aside for the purpose of recycling.

When collected as recycling, the plastic bottles are sorted and cleaned, crushed into small flakes, then heated to melting point in a factory. The hot material is then extracted to create yarn.

Step by step we are working towards changing the way we use plastic and a better environment. ●



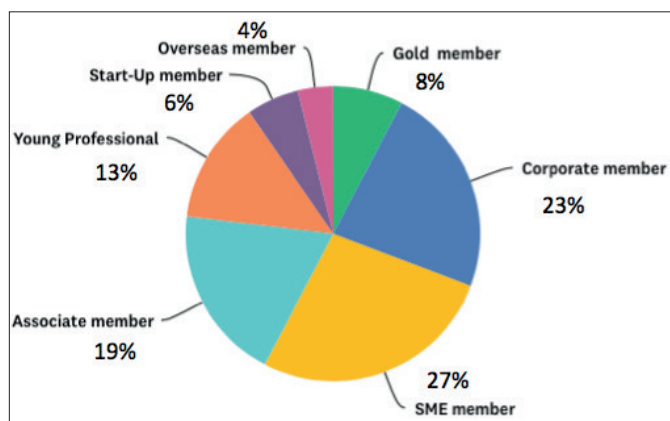


# DutchCham Membership Satisfaction Survey Results

After a period with changes in the office team, we thought it would be a good time to evaluate how the Dutch Chamber of Commerce in Hong Kong has been performing. We want to be sure that we still meet your expectations, needs and interests.

■ By DutchCham

The DutchCham Membership Satisfaction Survey was sent out in March to all members of the Chamber. We received 52 responses, across all the different membership types.



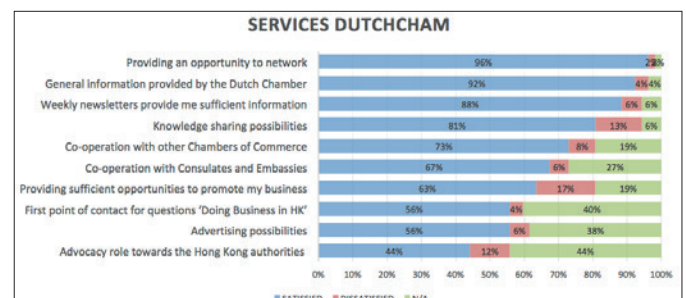
These are the most important results:

- 90% of the respondents are satisfied with DutchCham in general
- 79% are satisfied with the membership value to business
- 72% are satisfied with the services that DutchCham offers
- 75% are satisfied with the communication/publication products
- 82% are satisfied with events overall
- 88% are satisfied with the staff

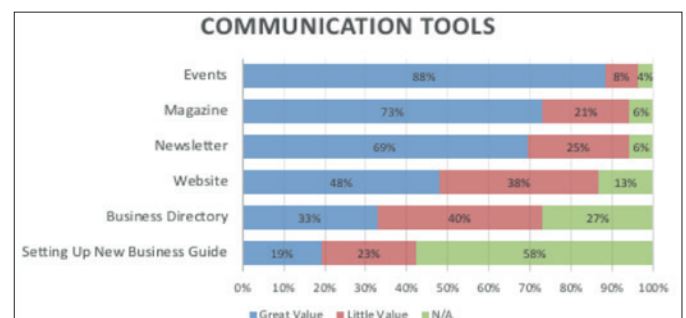
It became clear that most people initially joined the Chamber for networking and business opportunities. Knowledge sharing is also an important aspect. People joined to keep up-to-date about different businesses related to The Netherlands in Hong Kong and to receive tips from other members.



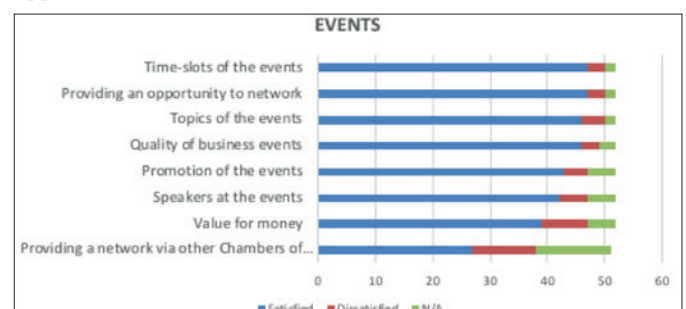
Regarding the services, it became clear that these initial expectations are satisfied overall. The respondents think that there are enough opportunities to network and share knowledge. Points of improvement are the advertising/promotion possibilities as well as the advocacy role towards the Hong Kong authorities.



Regarding the Communication Tools, respondents are satisfied overall with the events, magazine and newsletter. *The Guide to Setting-up a Business* is not relevant to all members, as a lot of them are already established here. The website and Business Directory do not add a lot of value for the majority of the respondents. Our new website was launched after this survey was conducted, so we hope that this renewed website as well as the renewed online business directory are more user-friendly, and thereby add more value.



Regarding the events, respondents are quite satisfied overall with the networking opportunities, topics, quality, speakers and value for money. A point for improvement is the networking opportunities via other Chambers of Commerce.



We would like to thank the respondents that took the time to fill in this survey, as it gives us a good picture of where we stand and what can be improved. Please feel free to reach out to the Board or staff if you have ideas for further improvements. ●

# Shaping the Central Harbourfront of Hong Kong

The Hong Kong harbourfront is an important place for most citizens of Hong Kong. In recent years, some major changes have taken place to make the waterfront more accessible. In fact, the park at Tamar has become a much-used public space. Plans are underway to connect the Central waterfront to that of Wan Chai. A 2011 masterplan study of the HKSAR Government gives future perspective on this area between the Central Ferry Piers and the Wan Chai Convention Centre.



■ By Bert Bulthuis, founder and principal architect at Sitec Studio Hong Kong



One of the core locations within the waterfront development is the area between Statue Square and Jardine House to the south, the IFC to the west and the ferry piers to the north, now known as, 'Location 3'.

The Location 3 lot includes the Central Post Office and the car park at Connaught Road Central. Both will be demolished, according to the government development brief. While the Central Post Office is not a monument, it is very much a valued part of the Hong Kong collective memory. It would be wonderful to integrate the Central Post Office because mixing the old with the new provides a city with more 'time-layers', and as such, a city becomes more diverse and interesting.

To integrate or not was one of the talking points at the ULI (Urban Land Institute) Asia Pacific and ULI Hong Kong-organised summit from 5-7 June, when, on the last day of the summit, a closed workshop was organised to discuss the development of Location 3. The objective was to brainstorm on the development process and come up with recommendations to the Government on how to add a clearer benchmark of quality to the development brief. This involved looking at different mechanisms for the land tender to trigger the highest guarantees for urban and architectural quality.

The Dutch Chamber received an invitation to participate in the symposium. Muriel Moorrees proposed that I be present at the workshop, which took place at the Standard Chartered Bank Building in Central. City planners, real estate developers, project managers and architects from all over the world were present. Following in-depth introduction of the location by David Faulkner of Colliers International and a presentation of global case studies by Tom Murphy of ULI Washington, the general planning brief of Location 3 was discussed among the group as a whole.

One of the generally accepted conclusions was that adding a Master Plan Framework (MPF) would be beneficial. A framework in which all the potentials of the location would be intensely researched and described before any bidding process was to take place (Case study, Barangaroo, Sydney). This would establish a quality benchmark before the bidding and a tool for developers to create a design and bid, perfectly suited to the high potential location.

Four panels were formed to deliver specific recommendations. I was assigned to the group guiding principles for design and development. We came up with some possible additions to the development brief with aims to guarantee greater urban and architectural quality. These included:



- *Requiring that the process looks beyond the lines of the exact location to guarantee great connectivity to the rest of the harbourfront and adjoining properties.*

A city's quality depends on the whole fabric in which a development can play a connective part.

- *Specifying mixed use requirements to include hotels and serviced apartments.*

Mixed use of the location will guarantee 24-hour city activity and ensure that the area really will be part of the city.

- *Specifying and guaranteeing public access, defining an open space goal and adding an incentive system to the developer for quality public space.*

The quality of public space is very important in city building, especially in Hong Kong where public space is under pressure from traffic and private ownership. Giving incentives to the developer for quality of public space has proven to be a good tool (Case Study, Hudson Bay, NY)

- *Creating an incentive to the developer on sustainability measures including seawater cooling.*

A high level of sustainability is the basis, though the aim should be for maximum circularity and sustainability. By creating an incentive for this aim, we hope to create a beautiful example of sustainability and circularity in the heart of the city.

The recommendations of the groups were shared among all attendees and will shortly be summarised and published by the Urban Land Institute Hong Kong.

The June symposium was a worthwhile discussion of a high-profile location with specialists from around the world giving their input to the HKSAR government and is the start of more public engagement into building the waterfront of Hong Kong. •




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# When you love to travel, but hate travelling

Getting from A to B should be seamless and no time should be wasted. We've started with the suitcase, because what you take is important.

■ By Frank Joosten, VP of Hardware at Lantrn



At Lantrn, we love to travel, but hate travelling. Getting from A to B should be seamless and no time should be wasted. We believe everything should go off without a hitch, so you can simply enjoy time away.

Our commitment is to design products and services that protect people from the unexpected - and sometimes unavoidable - problems that increase travelling time or ruin trips.

We've started with the suitcase, because what you take is important. These essentials are everything you have when travelling and not having what you packed leaves you disappointed and scrambling to find replacements in unfamiliar places.

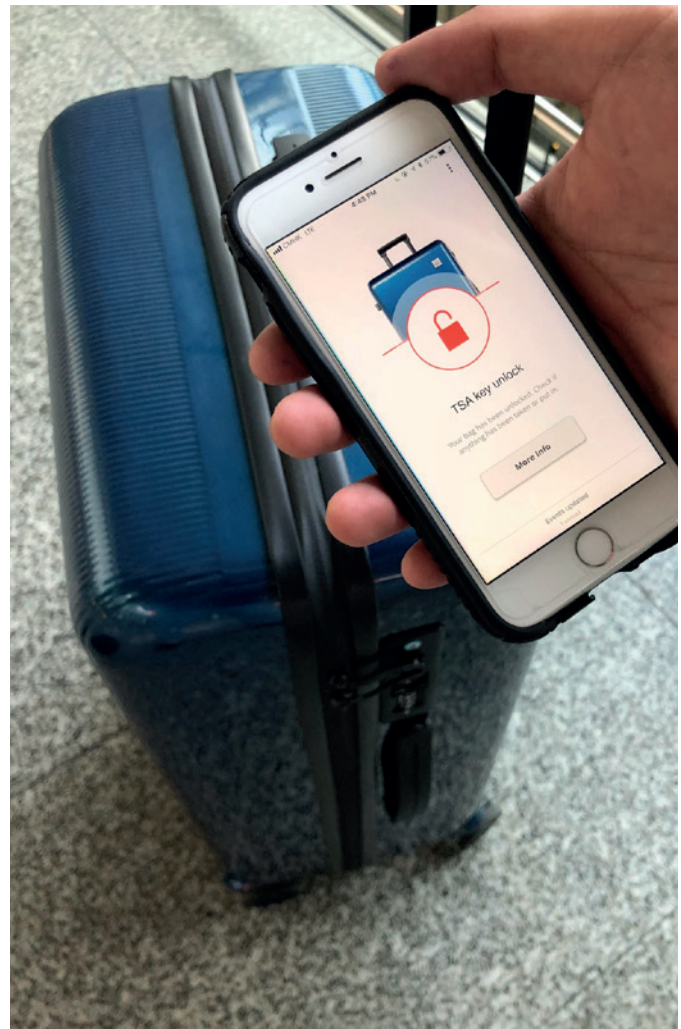
Think about it. Who looks after your laptop when it's too big to fit in the hotel safe? Who looks after your sunglasses, colognes, handbags and purses when you check them in with airlines? Who's looking after everything you need when left unattended in the luggage rack a few rows up on the train or plane?

The Lantrn Secure is the first suitcase you actually want to own. Redesigned from the ground up not only to be lighter, stronger, and easier to move, but also the only bag that scares criminals from breaking in when you're not around and messages your phone when something's wrong.

Setting up our company in Hong Kong was a necessary option for us. We build the Lantrn Secure in China. We use factories that develop electronics for the likes of Casio and have our suitcases built by the same guys that produce the high-end Samsonite bags. Being able to hop over the border in a matter of minutes and more easily manage that part of the supply chain is crucial to ensure the quality of our product.

- *"Redesigned from the ground up*
- *not only to be lighter, stronger, and*
- *easier to move, but also the only*
- *bag that scares criminals from*
- *breaking in when you're not around*
- *and messages your phone when*
- *something's wrong."*

It's very easy to incorporate a company in Hong Kong. We initially used a serviced office company to handle the registration process, act as a company secretary and provide us with a registered address. As the company grew, we started requiring other services. At this point it made more sense for us to switch over to a Hong Kong-based accounting services firm that could handle the company secretary responsibilities, in addition to management account aspects of our business. ●





# A Brief History of the Royal Hong Kong Yacht Club

The first recorded yacht race in Hong Kong began under the auspices of the Victoria Regatta Club which held its first meeting in October 1849 and regattas and other races were held by the Club sporadically until 1890.

■ By RHKYC

In 1889, several yachtsmen raced by mutual agreement in a small class of boats known as Mersey Canoes and in 1890, for the better management of racing, they formed the Hong Kong Corinthian Sailing Club. A warrant to name the club the 'Royal Hong Kong Yacht Club' was granted by the Lords of the Admiralty on 15th May 1894.

The Club moved to Kellett Island in 1938 (from North Point where it had been since 1908) and the Clubhouse was built on the foundations of the old Naval Powder Magazine. In 1951 a causeway was built to give access to Kellett Island by means other than water. This causeway was completed in 1952. Reclamation works became a matter of course for Hong Kong as a Territory and slowly but surely, the Harbour shrank. With the completion of the Cross Harbour Tunnel in 1972, the outline of Kellett Island ceased to exist although the name remained.

The Royal Hong Kong Yacht Club is one of the oldest and most prestigious clubs in Hong Kong and is well known for its ability to organise successful and well attended regattas. Having grown from modest beginnings it has just finished one of its most successful seasons. Highlights of the Club's 2017-2018 sailing season were the Volvo China Coast Regatta and the Volvo Hong Kong to Vietnam Race, the Optimist Asian & Oceanian Championship, the Hong Kong 29er Open, the 29er World Championship, Hong Kong Race Week / ASAF Youth Cup and the Rolex China Sea Race. And of course, RHKYC organised the on the water race management for the Volvo Ocean Race Stopover. In addition to this activity, regular class racing has been held at the Club's three venues on most weekends, totaling more than 300 races in the season.

In a normal year, RHKYC members usually volunteer over 900 days to run all of the races and events – as an indicator of just how busy the RHKYC has been, this year, early calculations show this figure has exceeded 1,700.

In addition to organising races, RHKYC has a strong focus on youth sailing and developing the champions of tomorrow – over the last year, 12 schools have participated in its comprehensive after school sail training programme and c. 250 sail training courses were held for youth and adults. All of these programmes are open to non-members. Over 65 youth sailors also took part in the RHKYC Sharks Racing Team – high performance training

for 10 to 18-year-olds – and they have achieved great results both here at home and internationally.

To cap off this incredible season, in April, RHKYC was awarded Best Asian Yacht Club and Best Asian Regatta (Rolex China Sea Race) at the Asian Boating Awards.

Two smaller branches of the Club, one at Shelter Cove near Sai Kung, and the other at Middle Island in Repulse Bay, have been developed to ensure that all levels of sailing, rowing, and training are well catered for. Superb wind conditions, a dramatic skyline, ideal racing areas, outstanding facilities and excellent organisation make the Royal Hong Kong Yacht Club an impressive venue for both local and international sailing and rowing.

The club owns a fleet of dinghies used for training and numerous rowing boats ranging from single sculls to coxed eights. On the sailing front, members boats make a sizeable fleet of offshore racing and cruising yachts as well as many active classes of day keel boats and dinghies which enjoy a busy and well supported sailing programme throughout the year.

*“The Club has long had Dutch connections. Shortly before the opening of the 1948/49 Season, the Dutch community presented a cup to commemorate the Jubilee of the accession of Queen Wilhelmina.”*

The Club has long had Dutch connections. Shortly before the opening of the 1948/49 Season, the Dutch community presented a cup to commemorate the Jubilee of the accession of Queen Wilhelmina. This was first raced for in August 1948 in teams of dinghies and marked the beginning of a very popular annual event.

RHKYC has had three Dutch Commodores. The first was Constant van Kretschmar, the Club's first non-British Commodore who served from 1971 to 1973, the second was Willem Blaauw who was Commodore from 1974 to 1976 and the third was Harald Dudok van Hell who served from 2006 to 2008. ●

# Asian agriculture goes back to its roots with Dutch smart sensing technology

With an ever-growing population (900 million over the next thirty years), Asia faces an urgent challenge: increasing food production while making the most of existing resources. To keep up, the world's largest food market will have to undergo a 21st century agricultural revolution. 30MHz is a Dutch agritech company making sensor-driven, quantified agriculture accessible to Asian growers, helping them improve yields, cut costs and produce more with less.



■ By JP Papaioannou, Director Southeast Asia & China at 30MHz

**F**ounded in 2014 in the Netherlands by world-renowned cloud computing experts, 30MHz was developed by successful cloud consultancy 9apps. The happened when it became apparent that existing customers were in need of sensing technology with an emphasis on a reliable architecture which could guarantee resilient connectivity and handle the challenges of ever-increasing volumes of data. With credentials in building, scalable infrastructures in the cloud – in Web Services – the founders Jurg van Vliet, Flavia Paganelli, Jasper Geurtsen and Fleur van Vliet were uniquely positioned to design a platform that could guarantee accurate, consistent remote monitoring in any environment.

Bringing together experience from Philips, Layar and TomTom, 30MHz's founders started "industry neutral" – serving the needs of industrial, manufacturing and facilities management customers alongside agribusinesses. Early projects included work for the GGZ and WTC Schiphol, as well as real-time remote monitoring of the IJPalen for the Port of Amsterdam. But with the world's most technically advanced growers in its backyard, 30MHz found early champions in Dutch greenhouses of all sizes. Growers saw the immediate power of real-time monitoring, helping them make better decisions with granular, crop-level insights – leading to reduced energy usage, loss prevention, improved irrigation and disease prevention.

International recognition of Dutch agricultural methods soon helped the company gain customers overseas. Outgrowing its office space on Amsterdam's Rokin, 30MHz expanded to a more spacious location at the Port of Amsterdam. Offices in the UK and Australia followed. Adoption within the Netherlands' agricultural sector soon outpaced all other industries, and 30MHz found itself embraced by some of the most innovative names in global agriculture, including Syngenta, Bejo Zaden, CNB Bulbs, Madestein, Svensson and Rijk Zwaan. Collaborative, joint innovation with customers helps ensure that the 30MHz platform and sensor portfolio anticipates the needs of the agricultural sector, as do partnerships with Royal Brinkman, Saint-Gobain Cultilene and Wageningen University.

## A natural fit with Asian agriculture

In late 2017, JP Papaioannou was hired to set-up the Hong Kong office and run the Asia operations. JP, who is half Dutch himself, has spent the last five years in Hong Kong. Prior to joining 30MHz,



Common Farms' vertical farm in Cheung Chau, Hong Kong



he worked for a Hong Kong-based agritech company working closely with some of the largest agricultural land-owners in Southeast Asia, Australia and South Africa.

In Hong Kong, the company is ideally geographically positioned to deliver cutting-edge, accessible agritech to greenhouse markets in Southeast Asia, as well as China. In May 2018, following numerous successful deployments in Malaysia, Vietnam and Laos – including one of Asia's biggest greenhouses, Dalat Hasfarm, 30MHz partnered its first distributor in the region, Asian Perlite Industries in Cameron Highlands, Malaysia.

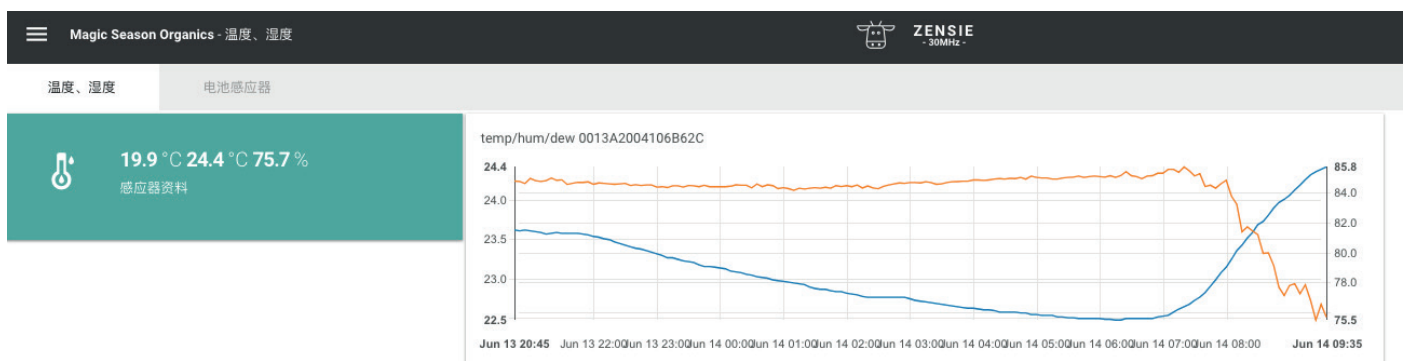
### Organic growth in China & Hong Kong

The principles underlying 30MHz technology – accessible data, precision and keen awareness of environmental impact – resonated with Magic Season Organics, a certified organic farm born out of a partnership with professors at the City University of Hong Kong. Originally based in the New Territories, and now operating in Qingyuan, Magic Season aims to set an example by growing the vegetables most central to Chinese heritage and nostalgia as they're meant to taste, in full balance with nature, with only natural fertilizer. The result is an environmentally sustainable process of recycling and reusing organic matter and minimising waste in the landfills and, of course, delicious produce. Transparently maintaining the rigorous standards of organic cultivation and optimising traditional growing methods require monitoring and accurate, shareable data. That's where 30MHz smart sensing technology comes in. Magic Season Organics is utilising the 30MHz solution to more precisely understand when it should provide water and fertiliser to its vegetables. As Alvin Kwong, CEO, puts it, "It was important for us to start generating data, so that we can continue optimise our growing process. 30MHz provides an easy-to-use platform for our employees and stores all the relevant information into the cloud platform so that I can easily access it from Hong Kong when I'm not at the farm."

Common Farms was started in 2017 with a vision to supply Hong Kong's vibrant restaurant scene with high quality microgreens and edible flowers while reducing the environmental and economic costs associated with large volume import. They set up the first indoor specialty produce farm in Hong Kong last year and are currently scaling up to meet increasing demand. The company saw an opportunity in smart sensing tech to make the most of resources in a controlled indoor environment. "The need to improve control over our production through better crop monitoring and data analysis led Common Farms to connect with 30MHz," says Preston Hartwick, Farm Manager and Co-Founder. "High-tech sensors and software built by companies like 30MHz are fundamental tools for the modern farmer and will help up-and-coming companies like Common Farms compete with international exporters." ●



JP & Beck of Magic Season Organics



# A product that people will seek

MOSQUITMED is an innovative Hong Kong-based company with a Dutch founder which started from a simple idea and a harsh observation: more than half of the world population is now exposed to malaria infection, dengue fever, Zika virus or other mosquito-borne diseases. Malaria has killed more than 1 million people in 2015-2016 with a large majority of victims being children.

■ By Erwin Wijnen, founder of MOSQUITMED

Here at MOSQUITMED we make it our priority to fight against this scourge by developing products that will change the consumers' views and behaviour regarding insect repellent in the long term. We believe that insect repellent has to be both efficient and convenient by combining the every-day skin care routine and effective insect repellent technology. Our range of products allows families and individuals to be protected from mosquitos and ticks in many situations, from day time, sun exposure to evenings and nights. We offer the best skin-care product with our lotions, sprays and moisturisers and the safest repulsive ingredient in the market right now: Icaridin. Unlike the conventional DEET-based repellent, Icaridin-based products can be safely used by adults and children, as well as pregnant women and babies from 6 months old thanks to its low skin penetration and its proven efficiency up to last 10 times longer than usual. Icaridin is, by the way, the first choice recommended by the World Health Organization and several Tropical Diseases Centre for its safety and non-irritating property.

MOSQUITMED pushes further its concept by combining practicality with pleasure. We offer the top-class protection to our consumers, adding the best quality repellent to a pleasant scent experience, using natural botanical ingredients such as aloe vera, lotus flower, green tea leaves and other exotic scents. Our solution results from 14 years of expertise and research in insect repellent and the best quality in terms of sprays, body lotions, creams and

moisturiser. Our concoction allows a non-greasy and non-sticky effect on the skin, a wonderful natural scent and completely safe protection from insects. Our range of product fits every profile, from families to world travellers and outdoor adventurers thanks our multi-step format: our 2-in-1 sun protection, our on-the-go selections, our go-fresh sprays and rollers or even our after-sun body moisturiser. We really worked hard to offer what we consider the best insect repellent on the market. All of our products are designed and manufactured in the Netherland for the best production quality and expertise in this field. We have launched our large range of products in many regions around the world through pharmacies and online retailers, as well as through collaboration in the hospitality industry with hotels and airlines, to take our products around the globe.

*"There is an increasing awareness about mosquito- and tick-related diseases and we are really happy to see positive changes worldwide to fight this problem."*

Moreover, we are really proud to say that our products will be distributed throughout NGOs, hospitals and schools, particularly in Sub-Saharan regions, which continues to carry a disproportionately high share of the global viral infection burden. There is an increasing awareness about mosquito- and tick-related diseases and we are really happy to see positive changes worldwide to fight this problem. However, for a number of years now, insect repellent products are consistently on the top 10 list most forgotten products when travelling. We want to make a product that people will actually seek out when travelling.

MOSQUITMED is an innovative company, driven by science with purpose and passion to create pure simple protection against mosquitoes, ticks and other insects. Our team of experts comes from a variety of different fields and entrepreneurial backgrounds. We're driven by a desire to change how people from all walks of life interact with their surroundings, whether they're exploring new places or simply trying to live a safer and more comfortable life. Soon, insect repellent will not be considered a constraint but as part of an everyday, simple skin-care routine – enjoyable and viable for everyone.







**Name:** Emmy van Esch

**Organisation:** Lee Shau Kee School of Business and Administration, The Open University of Hong Kong

**Email:** evanesch@ouhk.edu.hk

# Passing the pen

**Who am I:** Emmy van Esch, assistant professor in the Lee Shau Kee School of Business and Administration at The Open University of Hong Kong.

**My professional background is:** I obtained a Bachelor's and Master's degree in psychology from Tilburg University in the Netherlands. Afterwards I wanted to live my passion for travel and learning about other cultures and decided to move to Hong Kong, for one year, to pursue a Master's in Anthropology.

However, I very quickly fell in love with the city and decided to stay. I applied for a PhD programme in management and combined my own overseas experiences with the fields of social psychology, anthropology and management to conduct research on expats. In Hong Kong, I had met many other non-locals who shared with me their difficulties in communicating and working with their local colleagues. I therefore wanted to find out, what makes a successful expat? After analysing the data of hundreds of expats, I discovered that those expats that perform best abroad (e.g. in terms of knowledge sharing) are those that actively search for similarities between themselves and their host country national colleagues. So focusing more on the many ways in which local colleagues are similar to you is essential to be successful as an expat. As current intercultural training tools mainly focus on cultural differences instead of similarities, these results have important implications for international management practice.

Currently, I'm working as an assistant professor at The Open University of Hong Kong and work on several research projects ranging from expatriate management, Chinese family firms, to business ethics.

**I work for:** The Lee Shau Kee School of Business and Administration at The Open University of Hong Kong. The university has about 10,000 full-time undergraduate and postgraduate students, and 9,500 part-time learning students. The Lee Shau Kee School of Business and Administration is located in Ho Man Tin and offers more than 50 programmes in face-to-face, distance learning, e-learning and blended learning modes leading to degrees at undergraduate and postgraduate level.

**My most remarkable work story is:** In my eight years in Hong Kong, I've been lucky enough to have a lot of valuable experiences both inside and outside the workplace.

One recent valuable experience was travelling with my students to the Netherlands and Germany for OUHK's Global Immersion Programme. It gave me the opportunity to experience from close by how my students, many of whom had never been outside Asia before, applied their knowledge from my courses (about international management, intercultural communication) to the real world and became passionate about travelling and other cultures as well. As a result of their overseas experiences, some of them are now actively searching for traineeships and jobs in multinational companies based in Hong Kong.

**I find most of my business contacts through:** International academic conferences. They enable me to meet other academics in the same field.

I also recently joined the Dutch Chamber to expand my network and to learn more about other people's experiences in Hong Kong. Other people's experiences often inspire my research.

**Summer to me means...** Travel! Besides research and teaching, during the summer I travel to Europe with my students and visit international academic conferences which usually take place in the United States.

**25 years ago I was...** A little girl curious about the world.

**One day I will be:** Enjoying my next adventure in New Zealand. •



# Community engagement and transforming a hotel

Hong Kong is a popular holiday destination and a city with an abundance of hotel options. We had the opportunity to speak with Michel Scheffers, GM, Hotel Jen and Peter Pottinga, GM, Harbour Grand Kowloon about their respective hotels, what makes the properties unique and why guests stay with them.

■ By Donna Mah

## Michel Scheffers, General Manager, Hotel Jen

**M**ichel Scheffers has lived in Hong Kong for about 3.5 years and is the General Manager of Hotel Jen Hong Kong. Previous to taking up the position at Hotel Jen, he worked at the Island Shangri-la in Admiralty as Hotel Manager. The Hotel Jen brand is part of the Shangri-la Group and is a four-star lifestyle hotel.

Michel moved to Hong Kong with his wife and two daughters and have found the city to be, “very refreshing and welcoming”.

Before carving his career in hospitality, Michel worked in F&B and is an ex-chef.

### Community engagement

One of the first things we noticed when we started talking to Michel and his colleague, Catherine So, Marketing Communications Manager, is that community engagement is a key part of what Hotel Jen is. Hotel Jen in the Western District of Hong Kong Island makes an effort to offer its guests a chance to learn about Hong Kong culture, as well as expose them to the work of local artists.

Artwork by local artists is displayed on the walls of the hotel and exhibitions that feature individual artists are organised throughout the year. Through one of these artists, Victor Law, the hotel met a Chinese chop artist.

Catherine told us that the chop maker was happy to share his chop making experience with others and show the guests all the different ways a chop could be designed - the type of lettering for the name, whether the letters are raised or in relief and the carving on the top of the chop. All these details make each chop different and special. Each is a small work of art.

In the hotel’s Lobby Bar, the hotel also offers guests a chance to try some local games. One very successful and popular game involves moving all the marbles in one bowl to another bowl using a pair of chopsticks. It’s a challenging activity that brings out the competitive side in many guests, as well as being a lot of fun.

“Art fits in with the hotel. In a community with so much art, we should include it in our hotel. We don’t think about any particular type of art that we want. We just look for the right fit and feel.



Michel Scheffers



Peter Pottinga

“The artists we work with get some attention, the art gets some attention, and we, as a business, also get some attention,” Michel shared with us.

### A happy team in a growing industry

In hospitality, the people in an organisation are very important. Hotel Jen as part of a larger hotel group is able to provide training and cross-exposure to staff which can help to retain good people. Michel said that the hospitality industry is growing which is backed up by research from Deloitte, which states that “travel and tourism is one of the world’s fastest-growing sectors ... a strengthening global economy lies at the heart of industry growth” (2018 Travel and Hospitality Industry Outlook, [www2.deloitte.com](http://www2.deloitte.com)). The report also said that travel is outpacing the demand for goods.

With growing demand, the need for good people is something that all players in hospitality are dealing with. “To get new, young people into the business is one of the challenges,” Michel explained. He also added, “We are adamant about providing a five-day work week. We need to adjust in order to keep good people.” Work-life balance is important to people and Michel and his team are aware of this.



A community engagement event organised by Hotel Jen where participants learned about the art of Chinese chops

When it comes to finding people to join their team, Michel was quick to say that the right character and attitude are key. “We have a diverse team with a number of different nationalities. We also have a CSR programme in place that covers the environment, people and community. One of our goals is to have five colleagues with disabilities as part of our hotel team, as everybody deserves a chance.” he said.



## Quality, service and safety

In talking about the hotel, Michel also stressed that Hotel Jen is a four-star lifestyle hotel that believes in five-star service. As the General Manager, part of his job is to make sure that the quality, service and safety is maintained at a high standard.

“The Shangri-La hospitality is here. The standards, systems, safety, etc are all in place. The wrapping may be a bit different, but the core is here,” he stressed. “A five-star product is different from five-star service. By meeting and exceeding our guests’ expectations, we are offering five-star service.”

“Our unique selling point is that we don’t just sell our hotel, we sell our neighbourhood. We are just 14 minutes away from Admiralty and next to a HKU MTR station exit,” he mentioned. In fact, one of the benefits of staying at Hotel Jen is that you are not in the central business district and have a chance to see a more authentic Hong Kong neighbourhood: a very different, interesting side of Hong Kong.



Heep Hong Society's Children's Easter Party organised at Hotel Jen

## The guests

While every hotel has guests from all over the world and they stay at hotels for a certain reason, one of the challenges as a business is to have repeat business. In Hotel Jen’s case, Michel tells us that they have a lot of visiting University of Hong Kong professors stay at the hotel. Its proximity to the university campus and an MTR exit make it ideal for these guests.

Michel said that they also have a number of long-stay guests who are with them for a month or more, as well as guests that visit twice a year or more on a stopover on flights between Hong Kong and Australia.

“Business travel budgets have come down and our fuss free and full service approach is the right fit for these travellers,” he explained. “It’s not always necessary or preferred to stay in the very centre of the city.”

## Rewarding work

“I think I try to glue everything together,” Michel said when asked about his role as General Manager. “From F&B, stewarding, finance, sales, marketing to engineering, etc, I keep the chain smooth and tight. I try and get everyone to talk to each other. They don’t always need to agree, but they need to communicate and work towards the same goals.” He also added the guest satisfaction and expectation are primary and are what drives the team.

“If I leave on any day from work – whether there has been a VIP event or a fun team gathering – something has worked. We have

taken a step in the right direction. We’ve achieved something important,” Michel said. “Have fun. If you like what you do, do it a bit more.”

His energy and excitement for his work came through throughout our conversation and we ended our talk with him saying, “I try to lead by example. I encourage people to tell me what they think.” This is a perfect example of having the right attitude for the job.



The pool at the Harbour Grand Kowloon which is featured in a number of TV dramas and films

## Peter Pottinga, General Manager, Harbour Grand Kowloon

For those of you who are not familiar with the Harbour Grand Kowloon, it is where the President of the People’s Republic of China stayed during the 1997 Handover. Located right on the water, the location is a favourite for film crews both local and within the region. Peter Pottinga, General Manager at Harbour Grand Kowloon spoke to us about his work, the hotel and a number of new initiatives being implemented.

## Veteran in hospitality

Peter spent the majority of his career with the InterContinental Hotels Group based in a number of places including the Netherlands, the USA, the UK, Slovakia and China. While there are many benefits to working in a large international hotel group, it was the opportunity to create something and learn new things that prompted him to take the leap and join the Harbour Plaza and Resorts Group, a member of CK Asset Group.

Peter joined InterContinental Des Indes The Hague after graduating from Hotelschool The Hague in the Netherlands. Before joining the Harbour Grand Kowloon he was the General Manager of Crowne Plaza Hotel & Suites Landmark Shenzhen. He moved to Hong Kong two years ago with his wife and two children.

## Transforming a hotel

As General Manager, Peter runs the hotel and makes sure everything is running smoothly. However, he is also leading the transformation of the hotel which is a deluxe five-star hotel with 555 rooms and suites, six restaurants, a rooftop swimming pool and gym facilities right on the Victoria Harbour waterfront.

As part of the transformation, an additional 360 rooms is being built and are expected to be launched in October/November 2018. With 915 rooms, the hotel is poised to become the largest five-star hotel in Hong Kong Island and Kowloon. Once these new rooms are operational, the current building will undergo renovations. The lobby renovations are almost complete – only the chandeliers need to be installed during the summer – and then in the autumn, each and every room and all the meeting spaces will be renovated.

## Lead Story

“We are doubling our meeting space and our new meeting space will be finished at the end of September. We are also renovating and finalising plans for expanding our Club Lounge toward the harbour side of the building to offer nice harbour views (you can currently see a sliver of harbour from certain angles). This hotel will be totally transformed,” Peter said.

With all the hardware updates, the hotel will also undergo a major repositioning and rebranding as an iconic hotel and the largest deluxe five-star hotel in Hong Kong. “We’ve hosted presidents here including Jiang Zemin during the 1997 Handover, so we have a true Presidential Suite. We want to bring back the awareness in the hearts and minds of people with our bigger, newer, better than before property. It’s an absolute once-in-a-lifetime chance for a GM,” he explained.

### Why stay here?

The hotel is situated right on the Victoria Harbour waterfront providing guests with ground level access to the harbour-side promenade. The hotel also boasts a bar and terrace that is also at ground level offering full harbour views. The rooftop pool is also a favoured filming location and is especially popular with Korean guests as it was featured in the Korean film *The Thieves*.

For hotel guests, 70% of rooms have a harbour view. As the hotel is not in a major business district, the rooms are larger than what you’d expect to find in the central business district.

Peter explained that the hotel offers good leisure and business facilities making it an excellent choice for the MICE industry.

When asked what makes the hotel attractive to guests and why they return, Peter simply said, “Because of the service”. He went on to explain that they have a dedicated team, some are staff members from the Hilton hotel that was located in Central (the Cheung Kong Building is located there now), who have worked for the hotel for many years.

“When guests come back to the hotel, they are often greeted by the same people each visit. Our staff turnover is low, especially for those who have worked longer at the hotel,” he said.

### Finding the right people

However, Peter did say that finding the right new people to join the team was not an easy task. “We hire from hospitality schools. We hire people from outside of hospitality studies. However, it comes down to hiring people with the right personality,” he explained.

Peter said, “In an organisation such as ours, we can offer good opportunities for those who want to work in hospitality. I think we offer more independence than more established hotel management groups can offer and we are able to train people up quickly.”

Peter also talked about a Recruitment Day for the Hotelschool The Hague that was organised in March 2018. Students from all over South East Asia were invited to attend the event and Hotelschool The Hague alumni based in Hong Kong helped run the event. Each person was asked to do a self-introduction and Peter, as the host, was last to introduce himself and said, “Welcome and I’m happy you’re all considering a career in hotel management. As you can see, out of all these people here today to work with you and help you, I am the only one actually still working in a hotel.” It shows that graduates with hotel management degrees are in demand across various industries, though a lot of opportunities may be in

tourism or travel-related industries, there are people working in banking, finance and many other areas. Students with hotel management degrees have been trained to present themselves in a professional manner and are service-oriented. These are transferable skills that are valued across a broad spectrum of industries.

The hotel currently has seven foreign interns and continues to contribute to attracting and training people in hospitality.

### The team

Peter told us that the team at the Harbour Grand Kowloon is a 95% local team made up of a number of ethnicities and people with broad experiences. The staff turnover is not high at the hotel which prides itself on offering guests a very high level of service and familiar faces when they return.

Another aspect of Peter’s work involves people and communication. He regularly speaks with staff and guests to find out what guests are thinking and what they would like to see at the hotel. Travellers are used to buying things online and cashless transactions, so that may be an area to develop further. Peter mentioned that there is a need for younger staff members who may be more in tune with the times and can share information about current market trends such as cashless payments, popular apps, etc.

“It’s not just a diverse workforce that helps us perform better. A diverse clientele helps us too. It is very important for us to talk to our customers to understand what they are looking for in a five-star hotel,” he added.

### Ongoing CSR initiatives

While the hotel is undergoing physical transformations, there are also policies that are changing. The hotel is exploring ways to reduce the use of plastic bottles as well as recycling plastic.

With lots of underutilised roof space, Peter hopes to make use of these rooftops by collecting solar energy and using this energy in the hotel – perhaps to heat and cool the pool.

As part of the Cheung Kong Group, the hotel has ongoing CSR programmes and works together with other organisations under the parent company umbrella.

“Being in an environment where you can pick and choose where you sit. Meeting a broad range of people within your industry focus or outside of that. It keeps people really, really interested,” he added. “Teams work in an environment with access to other people. It increases productivity. A diverse community is a more productive community, a more complete community, which creates a stronger community.” •



During the summer and festive seasons, Very Important Kids can experience personalised check-in, mini-games and welcome amenities at the Harbour Grand Kowloon.



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# No summer for the environment!

Yes, summer is here, the yearly retreat is waiting – sun, beaches, travel, sightseeing and all of the usual pleasures that come with summer. But the environment is not waiting. There is a serious increase of awareness of pollution, plastics in the ocean, dirty landfills, contaminated water, a flood of organic waste. And although with caution, it may be a sign that we slowly but surely are getting the message and are all interested in a clean world. Which is good news!



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

**T**his time, I'd like to take you through a situation where business and environment meet, and where we need to find a solution to balance the two – the e-commerce packaging business, the waste it creates and the shortage of resources we foresee.

Around 70 billion packages are distributed worldwide (2016 figures), 46% of which is happening in Mainland China, resulting in about 100 million packages being moved each day. The numbers are expected to increase, with a forecast of 50+ billion packages per year in China in a few years' time.

What does that mean? As trees (-> paper -> cardboard) don't grow as fast as the packaging industry uses packing materials, the result is a shortage of resources for producing packaging. So, what's causing all this?

Internet Business. Ordering goods, paying by phone, easy consumption, creates an industry beyond imagination, when the population accepts the technology to make life easier. It saves a lot of people a lot of time. Once ordered, a complex logistical track takes place to deliver the goods ordered to the consumer or companies. And orders need packaging to wrap them up and make sure they are delivered in good shape.

This type of doing business is growing at a tremendous rate and represents a huge financial value. Look at Alibaba, JD.com etc. Nature cannot keep up with producing enough resources.

In fact, work is underway this summer to see how we can solve this problem by achieving all the following objectives:

- Re-use the packages up to 30 times or more
- Standardisation
- Recycle only when necessary
- Cost effectiveness of delivery process
- Using technology and smart solutions
- Introducing incentives to change behaviour



*"We need to think about an incentive to motivate citizens to contribute."*

The first item is to ensure that the packaging can be use multiple times, say up to 30 times or more. It requires a good quality cardboard, so we are able to return the packaging to the manufacturer. It's a first vital step in the 'chain'. Standardization of sizes of packages will certainly contribute to the easier handling of packages and reduce production cost. While it may not be applicable to 100% of all packages, it may certainly contribute to a more efficient stream of goods and lower costs. The savings can be used to produce better quality. Once packaging has been used multiple times, it can then be recycled into a new resource, possibly on a limited basis with less cost involved. So, how to achieve this?

We need to think about an incentive to motivate citizens to contribute. One idea is to give the packaging back upon delivery and get money in return. Alternatively, the receiver of the goods can bring it to a refuse collection station, where it can be duly processed. Cardboard packages need to be strong to be able to withstand multiple uses. Registration Technology comes in to identify where it has been sent to, whether it has been returned and also to identify the percentage of what is NOT returned, and to deliver the package again to the originator for re-use. Then one can perform data analysis, start to manage this process and improve where needed. All to achieve the objectives of re-use, lower cost and reduce the impact on the environment and use of resources.

*"Once packaging has been used multiple times, it can then be recycled into a new resource, possibly on a limited basis with less cost involved."*

Yes, it is a strong simplification of a complex process, but solely meant to identify some of the issues behind the scenes. It is just an example and what we need to do to make our world more sustainable and green. And analysis shows we can do it, if we really want it.

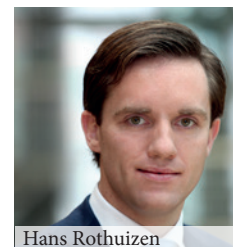
As we speak, this summer work is underway to work out a variety of ideas and options. The Dutch are proud to be part of that discussion. A long hot summer is ahead of us, enjoy your holidays while we work on our future. Let's hope it works out! ●



# Mandatory disclosure

The new EU Mandatory Disclosure directive leads to an enormous administrative burden.

■ By Hans Rothuizen, Tax lawyer at Loyens & Loeff Hong Kong



Imagine that you are told that certain questions have to be answered in two years' time relating to what you are doing now. Maybe by someone else, maybe (also?) by you. If the burden indeed falls on you, you should do so timely, or you will be punished. Not sure yet what the punishment will be, but it will likely be severe. Afraid of this potential but unknown punishment, you decide to prepare so you are able to answer the questions, if you indeed have to. But the exact questions are not known yet. The topics are described, but in a very vague manner. So what will you do? Just start collecting a lot of data, that may or may not be useful in answering the questions that you may or may not have to answer. And you will have to keep doing this until it becomes clear what the questions are, and who has to answer these, which is hopefully soon, but again: not known yet.

Does this sound fair? Does this sound like a law in the continent that considers itself as the origin of the rule of law? I leave it up to you to answer these questions. It is reality, though. The uncertainty is caused by the so-called "Mandatory Disclosure" directive of the European Union, and may apply to virtually everybody who has something to do with the EU. In this article, I will briefly describe the "knowns and known unknowns" of the Mandatory Disclosure.

## Background

On 25 May 2018, the Mandatory Disclosure directive was adopted. Based on this directive, intermediaries must report potentially aggressive tax planning arrangements with a cross-border element, as well as arrangements designed to circumvent CRS and UBO reporting. The information will be held in a EU database, accessible to EU tax authorities. All 28 member states of the EU now have to implement this directive into domestic law, ultimately on 31 December 2019. Only then, the domestic interpretation of these rules is (or should be) clear.

## Who?

As said, the obligation in principle rests on EU intermediaries. An intermediary is defined as "any person that designs, markets, organises or makes available for implementation or manages the implementation of a reportable cross-border arrangement", but also "any person that (...) knows or could be reasonably expected to know that they have undertaken to provide, directly or by means of other persons, aid, assistance or advice" with respect to these actions.

This includes many professionals, such as lawyers, accountants, notaries, banks, family offices and tax advisors. But the obligation only rests on EU intermediaries, such as (a branch of) an EU

*"In the end, someone will have to report. It's just not sure yet who."*

legal entity, an EU resident or a person registered with an EU professional legal / tax / consultancy organisation.

But what about professional privilege – the client attorney confidentiality? Each member state may decide whether to waive certain professions from the reporting requirement. Whether this is done should be known by 31 December 2019.

If no EU intermediary has the reporting obligation, the burden shifts to the taxpayer with a link to the EU. In the end, someone will have to report. It's just not sure yet who.

## What?

The directive is aimed at reporting potentially aggressive tax planning. A definition thereof would have been helpful, but is not given. Instead, a wide-ranging list of relatively vague and sometimes ambiguous "hallmarks" (features and examples) is given. Until more guidance is available, expect that many cross-border arrangements with an EU element can qualify as potentially aggressive tax planning.

How to file? Not known yet. Exact information to be filed? Not fully known yet, although the general outline is given.

## When?

The first filings have to be made ultimately on 31 August 2020, covering all qualifying arrangements the first step of implementation has been made since 25 June 2018. So if you have to file in 2020, hopefully you kept all relevant information since last month in your files ...

## Penalties?

If you don't comply with the Mandatory Disclosure rules, you may get a penalty. The amount of the penalty is – again – not known. The directive stipulates that the penalties shall be "effective, proportionate and dissuasive"; member states may again implement this as they wish.

## So?

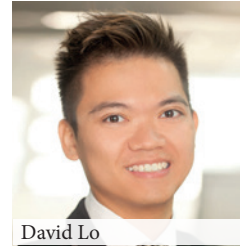
In the end, this is only about exchange of information. The tax rates will not increase, and what used to be deductible is still deductible. It is just a massive compliance burden; especially as you cannot know yet how to comply. •

# Tax Disputes with the Hong Kong Tax Department

The tax system in Hong Kong is simple but not straightforward. In Hong Kong where the territorial source system is adopted, one of the most controversial tax issues is whether or not an income is arising in or derived from Hong Kong and hence subject to Hong Kong income tax.



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

A number of tax dispute cases regarding the source/taxability of income have been put forward to the Board of Review (i.e. a tax tribunal) and Courts for determination.

Apart from issues related to the source of income, more and more tax disputes in Hong Kong are arising as a result of taxpayers' late lodgments of objections to the Hong Kong Inland Revenue Department/Hong Kong Tax Office ("HK Tax Office") against the (estimated/additional) tax assessments/tax bills issued by the HK Tax Office. The consequence of a late objection, unless the HK Tax Office considers it in rare circumstances as a valid objection, is that taxpayers are required to pay income tax in Hong Kong as demanded in the tax assessments/tax bills concerned notwithstanding their income potentially qualified for tax exemption in Hong Kong.

- *"Please note however that these*
- *facts are in general not sufficient for*
- *obtaining an offshore non-taxable*
- *status from the HK Tax Office."*

## Disputes on whether an income is sourced in Hong Kong

Many taxpayers are of the belief that their income will not be liable to Hong Kong income tax as long as their business activities are not carried out in Hong Kong, substantiated by the facts that no office, staff, customers and suppliers are maintained/employed/located in Hong Kong. Please note however that these facts are in general not sufficient for obtaining an offshore non-taxable status from the HK Tax Office. It is also required, amongst others, for taxpayers to have sufficient and appropriate supporting documents, such as the transaction documents and

correspondences, regarding its business operation to substantiate its offshore non-taxable claim.

Kindly also note that the HK Tax Office has been more and more stringent when reviewing an offshore non-taxable claim. An offshore non-taxable claim would potentially be rejected by the HK Tax Office if amongst others (i) the information and documentary evidences supplied to the HK Tax Office are insufficient, or unfavourable/contradictive to the offshore non-taxable claim; and/or (ii) the reply in response to the HK Tax Office's enquiries is not handled with proper care.

In addition, the HK Tax Office is sometimes rather aggressive in assessing an offshore non-taxable claim probably for the purpose of protecting tax revenue. It might apply various tests (e.g. totality of fact tests, contract tests and operation tests) and put different emphasis (e.g. substance over form or form over substance) when reviewing an offshore non-taxable claim. Hence, it is important to have in-depth and comprehensive knowledge in tax laws in particular case laws in order to fight for the offshore non-taxable claim with the HK Tax Office.

There is a possibility that an offshore non-taxable claim case will be transferred by the HK Tax Office to its field audit and investigation unit for review. Penalties and/or interests would potentially be imposed/charged by the HK Tax Office if it is found that an incorrect tax claim is lodged without reasonable excuse. Hence, apart from tax knowledge, good negotiation and presentation skills are also important for the purpose of offshore non-taxable claim as well as for the concerns of penalties/interests.

If taxpayers do not accept the tax assessor's denial of their offshore non-taxable claim, they are empowered to lodge an appeal to the Commissioner of Inland Revenue and then to the Board of Review/Courts.



## Disputes on late objections

The HK Tax Office may issue (estimated/additional/protective) tax assessments to taxpayers after the completion of the tax returns or due to various other reasons, such as late or the absence of a tax return filing in general or because of an upcoming six years' statutory time limit for issuance of a tax assessment. In case taxpayers do not agree with the tax assessments, they are obliged to lodge an objection to the HK Tax Office against the tax assessments within one month after the date of the notices of assessment. Failure to do so will render the tax assessments final and conclusive.

Taxpayers are sometimes unable to lodge an objection to the HK Tax Office by the deadline for various reasons, such as delivery failure of the tax assessments, the issuance of the tax assessment is overlooked by taxpayers themselves/their tax representatives, loss of the taxpayers' contacts by the tax representatives, miscommunication between taxpayers and their tax representatives as well as sickness of the relevant person. The consequence is therefore that the tax demanded in the tax assessments will become final payable and late payment surcharge will be imposed if tax payment is in default.

With a view to preserve the tax position, some taxpayers will still lodge a late objection to the HK Tax Office. Disputes on whether such late objection should be accepted by the HK Tax Office often occur. While taxpayers may have various reasons for a late objection, according to the tax laws and in practice, it is uncommon for a late objection to be accepted by the HK Tax Office unless there are (very) exceptional circumstances/reasons.

*"Hence, apart from tax knowledge, good negotiation and presentation skills are also important for the purpose of offshore non-taxable claim as well as for the concerns of penalties/interests."*

In order to mitigate the chance of late objection disputes with the HK Tax Office, it is important for taxpayers to ensure their correspondence address with the HK Tax Office is up-to-date. The role of the tax representative is also crucial and it is suggested to appoint a competent and well-organised party as the tax representative. Moreover, it is advised for taxpayers to maintain a good communication channel with their tax representatives.

In case a late objection is lodged, it is recommended to maintain all the relevant documentary evidences to substantiate the late objection.

## Conclusion

It is generally not straight forward to obtain an offshore non-taxable status under the HK taxation system. In addition, a late objection against a tax assessment will potentially result into a tax payment obligation. In order to mitigate the extent/chance of disputes with the HK Tax Office, the offshore non-taxable claim and tax assessments have to be handled with care. ●



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knowledge



experience

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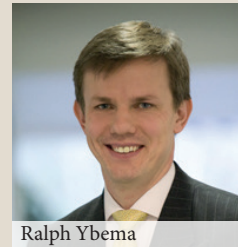
[ingwb.com/equation-asia](http://ingwb.com/equation-asia)

[ World, here I come ]

# Summer

*“Sometimes too hot the eye of heaven shines  
And often is its gold complexion dimmed  
But every fair from fair sometimes declines  
By chance, or nature’s changing course, untrimmed”*  
– Shakespeare, Sonnet XVIII

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



Ralph Ybema

**T**his is the time of year that reminds me of mad dogs and Englishmen. Uncomfortably hot and humid, too muggy to walk at “European” pace without breaking out in a sweat, too hot to spend the day on the beach in the direct sunlight and yes, even too stifling to eat outdoors comfortably.

Ever wondered why Hong Kong does not seem to have outdoor restaurants in abundance? Granted, there are many more now than there used to be, but for a climate this balmy, one would expect more al fresco dining – perhaps a case of not enough “fresco” in the air here ...

My first time in Hong Kong was in 1988, when Philips still had a company junk. An unscrupulous Taiwanese COO sold it in 1996 and life for Philips expats changed forever. Serves you right for resisting localisation of management, one could hear HQ say – but I digress.

Christmas Eve, the day we took out that Philips junk for a trip to Lamma Island, was cloudy. That did not, however, prevent me from looking like a lobster the next morning. Using sunblock might have, but this was Christmas time and the thought simply never crossed my mind ...

It did, however, when speaking to Pieter Onderwater to book his Orange Tree junk. Rather than take our DB Pirates members for an afternoon sailing, this being mid-June and bearing Christmas 1988 in mind, we opted for an evening cruise. Lovely sea breeze, gorgeous sunset and food and drinks in abundance made for a perfect event. No, no apologies for this blatant Orange Tree plug!

I bet you it is that “dolce vita” feeling that makes Hong Kong so addictive. The feeling that you are on an extended holiday, living in accommodation like a five star hotel with a little less staff (but a full-time helper!), top-notch

F&B and an almost year-round exemption from winter wear. Even if it starts bucketing down, it will just be nice and warm again afterwards!

That larger-than-life feeling, plus the sports scene. Perhaps not the elite status the DHC had back in 1988 (three teams in the top league!), courtesy of a reduction in budgets (company junks were not the only category under fire) and therefore the number of well-paid expat positions and coveted internships available to top hockey talent. But a thriving sports scene nonetheless.

And not all ping pong and badminton either, but proper sports, like back home. I am hopeless at hockey but being from a tennis nest, I consider myself a reasonably accomplished player. Not Wimbledon material like my mother, but as a teenager still Dutch top-250 or so.

Yet, my teenage years pale in comparison with the current sports environment in Hong Kong. For my tennis team, it would be rare to travel more than 20 kilometres for a league game and fixtures out of province were a rarity. Here in Hong Kong, school kids fly abroad for tournaments.

I refereed one in Shanghai with Hong Kong and Korean schools in attendance. Some rugby clubs send minis as young as U8 and U9 to Malaysia and Singapore and this August my own daughter, all of fifteen, will go on her third (!) overseas tour to Sydney – after Bangkok and Paris in 2016-2017.

Seems to me that the fair expat life may well have declined in some areas, but there is plenty gold complexion left to make it one of the best places to be on the planet. A change of course perhaps on company junks, but nothing that makes the eye of heaven too hot for this cloggie! ●



# #BeatPlasticPollution Family Day

How many plastic bottles do Hong Kong people throw away every day? The answer is 5.2 million. With this staggering statistic, it reminds us of the urgency of reducing single use plastic in our daily lives. By organizing “#BeatPlasticPollution Family Day”, a community art workshop, May Yeung calls on all of us to respond to United Nations’ World Environment Day Initiative and Hong Kong Environmental Protection Department’s Blueprint for Sustainable Use of Resources 2013-2022.



May Yeung

■ By May Yeung



**I**t is the first platform for gathering a group of positive and energetic young talents with disabilities who would like to volunteer and change the way employers and society look at people with disabilities.

Sculptor May Yeung – along with children from Aberdeen Kaifong Association, artists from Art with the Disabled Association Hong Kong, and volunteers from the Dutch Chamber of Commerce in Hong Kong, Swedish Chamber of Commerce in Hong Kong, Hong Kong Youth Industrialists Council Youth Chapter and Time Auction – created a public art installation named “Family”. The sculpture was composed of plastic bottles, *rohdea japonica* and bamboo.

This meaningful event was attended by guests of honour Deputy Consul General of Sweden Mr Joakim Ladeborn, Chairman of Hong Kong Youth Architecture and Space Design Association Mr Tony Lau, Chairman of Federation of Hong Kong Industries Committee on Corporate Social Responsibility Mr Alan Cheung, Director of Aberdeen Kaifong Association Ms Alice Wan and Founder of ImpactHK Jeff Rotmeyer.

May led the team as they transformed the character’s top section that symbolised shelter into the plastic recycling symbol. With three bamboo sticks embedded in three bottles, this represented *fu* (happiness), *soh* (long life), and *lu* (wealth) in Chinese culture. In Chinese, the character for Family symbolises providing shelter

for the ones you love. *Rohdea japonica*’s resilience and evergreen leaves represented the United Nations’ persistent efforts to solve the issue of plastic pollution.

Through community art, we change the world through individuals taking responsibility and taking action in our local community. We build understanding, intimacy and mutual understanding. As we embrace people from all walks of life, we establish a real foundation for creativity and growth. With sustainable development, we, as a team construct a framework to generate economic growth, achieve social justice and strengthen governance.

By upcycling plastic bottles into plant arrangements for elderly through Fleurdot, reusing them as containers for homeless through ImpactHK, and recovering surplus food for children through FoodLink Foundation, we hold the fabric of the community together.

To further advance the cause, May plans to organise #BeatPlasticPollution Family 2.0 in late 2018. As part of the performance preparation, she invited guests of Creative Mixer organised by the Creative Committee of Dutch Chamber to sign their names on recycled bottle caps. These caps will be incorporated in 2.0 artwork installation.

It’s time for us to beat plastic pollution one bottle at a time. ●



# Introduction to Green Dragons HK

Green Dragons HK was founded by Suzanne Younan, originally from the UK, in August 2017. Having lived in Hong Kong for three and a half years, she was forever changed by the devastating effects of Typhoon Hato. After answering a call out to a beach clean up on Ma Hang beach in Stanley, the impact of the rubbish found on the beach profoundly changed Suzanne's outlook on the plastic life we lead.



■ By Suzanne Younan, Founder of Green Dragons HK

I arrived at Ma Hang beach and felt very emotional. I found the devastation on that beach totally heart-wrenching and life-changing. Myself and maybe 16 others spent four hours filling tens of bags with all the usual suspects in the plastic world. It looked to me that mother nature threw all that rubbish right back at us. At that point I knew something had changed for me and I needed to do more than beach clean ups. A week later another typhoon hit. Although not so devastating, the rubbish was back again. I realised just how much of a problem we faced.

I started to formulate a plan on how I, as an individual, could try to help Hong Kong with this immense problem. As a keen dragon boater, I realised this community would be the perfect way to make a change. Already with a strong team connection and contacts, I needed some advice from likeminded people.

I contacted Tracy Read and Dana Winograd from Plastic Free Seas who I knew of via my son's school. I pitched my idea of engaging the dragon boating community to them and left their office with yet more great ideas and an enormous amount of encouragement.

My plan was a simple one:

- 1) To create a dragon boat pledge and ask as many teams as possible to adhere to a commitment of reducing single use plastics at training and festivals. This includes paddlers using their own reusable water bottles and food containers.
- 2) Encourage the teams to hold a 10/15/20 min beach clean-up on their 'home' beach after every practise.
- 3) To encourage other teams to join the movement.
- 4) To approach the festival organisers to also re-think their practises on festival days.

- *"Traditionally 3,000-6,000 water bottles can be handed out to paddlers on a race day, depending on the size of the event."*

Traditionally 3,000-6,000 water bottles can be handed out to paddlers on a race day, depending on the size of the event. My idea was to encourage the organisers to use water refill stations for paddlers and also to encourage the sponsors not to hand out single use 'freebie' giveaways. It's an ongoing task. I've found that the teams that are keen to join Green Dragons HK are already

80-90% onboard with the message of 'Ditch Disposable'. Others take a little more convincing. It's a matter of exposure and education. Many people just don't see the problem. The festival organisers have been the hardest nuts to crack. Change is hard for organisations that have followed a blueprint for numerous years but times are changing, and the message IS getting through.

I targeted four organisers for the 2018 season. After a lot of emails, meetings and encouragement, we've had some success! The Victoria Recreation Club in Deep Water Bay were open and engaged from the first communication. Again 90% there with green initiatives, the VRC jumped on board with the proposal of a refill water station. The dragon boat race organised by the VRC back in March 2018 was a huge success. Not just the water station solution but deposit scheme bamboo cups were used for the sale of beer after the event. It was a huge success for the environment as well as for the paddlers and the club itself.

Although no direct dialogue was made with THE major race organiser on the southside, changes have occurred for the benefit of the environment. I'd like to believe that the voice of Green Dragons HK had some part to play in encouraging this organiser to rethink old habits and move with the times!

*"Change takes time in Hong Kong, and people are resistant at first. But this attitude towards single use plastics in all sporting events has to be addressed."*

Change takes time in Hong Kong, and people are resistant at first. But this attitude towards single use plastics in all sporting events has to be addressed. Hong Kong currently uses 5.3 million plastic bottles a day and since China's ban on imported plastic waste in January 2018, only 4% of collected recycled waste is actually recycled.

Green Dragons HK have also had success with numerous plastic reduction initiatives in the southside community including fundraising for Plastic Free Seas. Green Dragons HK strives to push the message of REDUCE, REUSE, RECYCLE and will continue their efforts until the ideal situation of all races being plastic free is achieved.

To learn more about Green Dragons HK and upcoming projects please go to Facebook: <https://www.facebook.com/GreenDragonsHK/>



# DutchCham Challenge

## “Ban on Single-Use Plastic Bottles”

■ By DutchCham



**T**he invention of plastic served a pressing environmental problem. Before plastic, ivory, tortoiseshell and other animal products, along with various woods, were used to make everyday products and this was not sustainable. In 1909, Belgium chemist Leo Baekeland created the first entirely synthetic plastic — Bakelite. Lightweight, durable, resistant to heat and non-conductive, it could be moulded into nearly any shape. So it was no surprise manufacturers realised its potential and it began being used for everything from jewellery to kitchenware, clocks to electrical fittings. By the 1960s plastic had gone beyond being a product used to make durable goods to being used for packaging. Now plastic is so pervasive in our world it is hard to escape! The world produces more than 300 million tons of plastic every year, including billions of plastic bottles and five billion plastic bags.

Every piece of plastic ever made still remains somewhere, in some form, in the environment. Plastic does not decompose and is, for the most part, not recycled. Sadly, huge amounts of plastic end up littering our landscape and our oceans. Natural beauty is being ruined, plastic is entering our own food chain and entire ecosystems are threatened.

It is clear that plastic has its place and can be very useful, but our excessive use needs to stop and the first place to start is with unnecessary single-use plastic.

The top four single-use plastics — plastic bags, water bottles, takeaway coffee cups and straws — are also possibly the easiest to stop using. While recycling is important, we should not forget to focus on refusing, reducing and reusing as well.

To raise awareness to the problem of plastic waste among our member companies, the Dutch Chamber has challenged them to ban Single-Use Plastic Bottles.

Members can still accept the following challenge:

***Starting now, we will not offer water or other beverages in disposable plastic bottles or cups in our Hong Kong workplace.***

Although there are many other actions that can be taken to reduce plastic waste, banning single-use plastic bottles is a good first step. In Hong Kong, 5.2 million bottles get thrown away every day, with a total of 1.898 billion per year. Only 14% of all bottles get recycled in Hong Kong. An easy alternative is to buy reusable water bottles. In offices, water filtration systems can be installed allowing people to drink tap water. When you're on the go, you can find nearby refill fountains by downloading the app “Water for Free Hong Kong”.

Besides banning plastic bottles and cups, other easy actions to take are refusing plastic straws, disposable cutlery, plastic shopping bags and using reusable containers instead of Ziploc bags to pack your lunch from home. ●



# Tai Kwun

The three buildings situated adjacent to each other have always seemed to me to be the epitome of efficient planning: from west to east, first the police station, then the magistracy and lastly, the prison. The German chemical group BASF which invented the famous Verbund Concept, (whereby all chemical plants are fully physically integrated to create the most operational efficiencies) could not have done better!



Daniël de Blocq van Scheltinga

■ By Daniël de Blocq van Scheltinga, Managing Director, Polarwide Limited

**T**he buildings that I am referring to are the three buildings on Hollywood Road and Arbuthnot Road in what used to be called the Central Police Station Compound: Central Police Station, Former Central Magistracy and Victoria Prison. The whole compound is 3.4 acres in the heart of Central (or 148,104 square feet) which if the government had decided to sell to real estate developers would have fetched at the very minimum HKD 3.7 bln, and possible up to HKD 5 bln, based on some of the recent transactions in Central district.

Luckily the Hong Kong government has ample reserves (more than USD 1.8 trillion!), and so there is no acute need to sell prime land in Central. Another factor that surely played a role is that, fortunately, the attitudes of the public in Hong Kong regarding the preservation of old buildings has changed considerably over the past decade. This really started in 2007 with the (unsuccessful) protests about the moving of Central Ferry Pier. The movement gained momentum after the successful preservation of Wing Lee Street in 2010, which originally included in a major redevelopment plan, due to public outcry as the street was central in the award-winning film “Echoes of the Rainbow”. The opening of a completely renovated Police Married Quarters (PMQ) in 2014 is another sign of the changing times and attitude.

The old Central Police Station is a grand looking building that demonstrates the architecture of the British Empire and meant to inspire awe. It was originally built in 1864, designed by the same architect as Government House, Sir George Cleverly (Cleverly Street in Sheung Wan is named after him). The building was to serve both as the Police Headquarters and the Central Police Station. It was meant to become even larger over time, with expansion plans having been approved, but later decisions to remove prisoners from Stonecutters Island and centralise them with others in Victoria Prison made this impossible. The whole block included dormitories for constables, rooms for married sergeants and living quarters for officers with dining rooms, baths and their own servant’s quarters. The police force at the time consisted of men recruited from the United Kingdom, India and “well conducted” Chinese. In 1880, according to the records, the force was 610 strong: 125 British, 315 Chinese and 171 Sikhs. Much of the Sikh community in Hong Kong today have their Hong Kong roots from this period. The original British design of the building was adopted to the Hong Kong weather, with balconies on all floors, and window and door blinds for shade and ventilation. The building was renovated in 1916 with some expansion in the back and a much more “overpowering facade” to the public side (Hollywood Road).







Construction of the Central Magistracy started in 1912, and the building was opened in 1914, having been built for HKD 96,000 which was almost 10% less than was originally budgeted and approved. The current Hong Kong government could perhaps learn some lessons from this! The building contained two courts (each court being two storeys high), magistrates rooms, solicitor's rooms, servant's quarters and also dormitories and mess room for the Indian Police Force.

Within the first year of the colonisation of Hong Kong, the acting Governor appointed Captain William Caine (Caine Road is named after him) to manage the Police and the Gaol, with a budget of GBP 1,400. In 1845 the first Debtors Prison was established and Victoria Gaol was born. Subsequently, more blocks for more serious crimes were added. Not unusual in those times and reflecting the prevalent racist views, the Chinese prisoners were in separate blocks with much less space per prisoner (roughly half) than the European prisoners. There were separate female prisoner blocks.

The prisoners engaged in light work such as spinning yarn, making mats, cleaning, cooking, Oakum picking (which was a common British punishment, namely unravelling ropes into separate strands, which would then be tarred to use as filling in cracks in ships), or breaking stone, or were punished by having to walk endlessly in The Tread Mill, or having to endlessly turn The Crank, a portable gear wheel with handle that the prisoner would crank for a defined number of turns. Prisoners were flogged if they misbehaved, sometimes publicly, and a number died as a result.

Victoria Prison (renamed from the original Victoria Gaol) had been the only prison in Hong Kong for almost a century, (apart from the short-lived experiment to house prisoners on

Stonecutters Island in 1864 with prisoners transferred back to Central in 1866), and by the end of the First World War it was clear that overcrowding was a major problem. The British strengthened laws related to opium smuggling, selling and usage were part of the reason: a 1914 letter notes the arrival of no less than 60 new prisoners who had all been caught using the drug in an opium den. Overcrowding persisted and was deemed unsuitable for both prisoners and staff in the 1920s.

But only in 1932 was a new female prison constructed in Lai Chi Kok, and a few years later in 1937, another new prison in Stanley. All Victoria Prison inmates were slowly but surely transferred to one of these two newer prisons.

After the Second World War however, it was used for other purposes: following extensive renovation it became a low security centre for immigration purposes. This later morphed into an institution for housing discharged inmates prior to their deportation or repatriation.

In May, the newly renovated complex now named the Tai Kwun Centre for Heritage and Arts, was opened to the public after an eight-year HKD 3.8 billion renovation project. Tai Kwun was the local name for the complex, meaning "Big Station". This project is one of the biggest projects in Hong Kong to date to preserve and reuse heritage sites: it is now an art complex with exhibitions, entertainment, restaurants, shops etc. There is a dedicated website, ([www.taikwun.hk](http://www.taikwun.hk)) as well as an app, enabling one to obtain a free Tai Kwun visitor pass.

Having visited the complex just before the renovation started, it is amazing to see what has been done, and I would encourage all to take a look at a piece of Hong Kong history that has not been replaced by tall commercial buildings! ●



## The Change Mindset: Survivalkit for professionals in change

During this event, Cyriel Kortleven discussed how to stay agile and relevant in these changing times.

Sunday, 15 April |  
Dutch Chamber of Commerce



## No Time to Waste

During this 'call to action' Plastic Waste summit we got to hear about the topic from an governmental, business and NGO perspective.

Thursday, 24 May |  
Baker McKenzie



## Cryptocurrencies are here to stay! And now what?

Wayne Trench from Octagon highlighted the opportunities of cryptocurrencies, being provoked by Pádraig Walsh from Tanner de Witt who discussed challenges, considerations and constraints from a regulatory perspective.

Friday, 8 June |  
Dutch Chamber of Commerce





## Time to Turn the Tide on Plastic in Hong Kong

On Wednesday 13 June we screened "A Plastic Ocean", followed by a discussion with expert Patrick Yeung from WWF-Hong Kong on how corporates can work together for solutions at the source.

Wednesday, 13 June |  
Dutch Chamber of Commerce



## InterSME: What investors are looking for when investing in start-ups

During this event, our speakers shared tips and experiences from both the investors' and business founders' perspectives on attracting investment for your start-up.

Friday, 15 June |  
UBS



## Annual General Meeting

During our Annual General Meetings or members got to share their ideas for the coming year and catch up with other members.

Thursday, 21 June |  
KPMG





### Rabobank Herring Party

During the Rabobank Herring Party guests got to taste the freshest Hollandse Nieuwe at Orange Tree Restaurant!

Wednesday, 27 June |  
Orange Tree Restaurant



### Young Professionals Barbecue

On July 5th our Young Professional organized the 6th edition of the Young Professional Barbecue at Ben's Back Beach Bar.

Thursday, 5 July |  
Ben's Back Beach Bar



Upcoming Events on  
[www.dutchchamber.hk](http://www.dutchchamber.hk)



### NEW SME MEMBER – Ellen van de Laar, BlueMeg

Ellen van de Laar joined the team at BlueMeg as Head of Business Development.

BlueMeg is a Corporate Services Provider with branches in Singapore and Hong Kong. BlueMeg offers clients a unique digital experience with a specially developed console, through which clients can access a secure digital environment where they can actively manage their entities online.

Ellen previously worked in the Legal and Corporate Services industry in Curacao and the Netherlands.

- **Ellen van de Laar, Head of Business Development, BlueMeg,**  
HK: +852 6903 1205, [ellen@bluemeg.com](mailto:ellen@bluemeg.com)

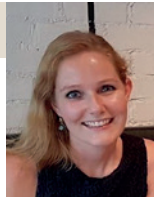


### NEW YOUNG PROFESSIONAL MEMBER – Lotte Pieters, On Time Express Ltd.

We are the On Time Group. We specialise in providing local and international logistics solutions. We enhance your logistics operations by relieving you of the worries often associated with freight forwarding. But we don't do just air and sea freight. We also do warehousing and value-added logistics and distribution. On Time was founded in 1995, and in the past 23 years has grown to currently having over 50 offices in 16 countries, employing over 1,100 people. Although expanding, our company still is a compact and flexible logistics organisation.

In the Netherlands we have offices in Amsterdam and Rotterdam employing over 75 people. We have become one of the market leaders in the air freight market at Amsterdam airport and have daily departures from the main Asian airports to Schiphol. Our sea freight services include LCL and FCL from all Chinese, South East Asian and Indian subcontinent ports.

- **Lotte Pieters, Trade Lane Manager, On Time Express Ltd**  
+852 2998 4698, [lotte.pieters@chq.ontime-express.com](mailto:lotte.pieters@chq.ontime-express.com), [www.ontime-express.com](http://www.ontime-express.com)



### NEW STARTUP MEMBER – Marcel Heijnen, Licht Ltd

Marcel Heijnen is a photographer, designer and now publisher. Originally from the Netherlands, he has called Asia his home since 1992.

Self-taught in nearly everything he does, Marcel's creativity is driven by a general curiosity about life and its meaning. He works, often concurrently, on a number of photo series, capturing vastly different aspects of life in Asia, but with urbanisation and impermanence as underlying themes.

He's the founder of Chemistry ([www.chemistryteam.com](http://www.chemistryteam.com)), a successful design collective in Singapore.

This is his second time living in Hong Kong, and he's been concentrating on capturing Hong Kong Shop Cats and has published several photo books and calendars about this phenomenon under his new company Licht Ltd. Marcel is now working on new books about China Shop Cats and Hong Kong Garage Dogs.

He also takes on graphic design jobs such as corporate identities, packaging and brochures.

- **Marcel Heijnen, Photographer and Designer, Licht Ltd**  
+852 9744 7975, [mars@chemistryteam.com](mailto:mars@chemistryteam.com), [www.marcelheijnen.com](http://www.marcelheijnen.com), Instagram: @chinese-whiskers



## New Members' Corner

### NEW ASSOCIATE MEMBER – Wouter Baan, McKinsey & Company

McKinsey is a global management consulting firm. With consultants in 128 cities in 65 countries, across industries and functions, we bring unparalleled expertise to clients anywhere in the world. We work closely with teams at all levels of an organisation to shape winning strategies, mobilise for change, build capabilities and drive successful execution. Our Greater China Office has more than 800 partners, consultants and professional support staff located across six locations: Beijing, Shanghai, Shenzhen, Hong Kong, Taipei and Chengdu.

Since moving to Beijing in 2010, Wouter has been helping international companies on their China-related questions. Mainly focused on consumer and technology-oriented industries, he has rich experience in topics like growth, M&A, go-to-market, business transformation and digitisation. He moved to Hong Kong with his family at the beginning of 2018.

• **Wouter Baan, McKinsey & Company, +852 5590 1283, [Wouter\\_Baan@McKinsey.com](mailto:Wouter_Baan@McKinsey.com)**

## NEW MEMBERS LISTINGS

### NEW YOUNG PROFESSIONAL MEMBER

#### **Alter Domus Hong Kong Limited**

**Hidde van der Burg**, Senior Legal Officer

Unit 1203, Ruttonjee House, 11 Duddell Street, Central, Hong Kong

+852 9157 3453

[hiddevdburg@gmail.com](mailto:hiddevdburg@gmail.com)

[www.alterdomus.com](http://www.alterdomus.com)

### NEW YOUNG PROFESSIONAL MEMBER

#### **White Dragon CG Ltd.**

**Emilie Oostenbroek**, Global Sales & Operations Manager

+852 5238 1516

[emilie.oostenbroek@gmail.com](mailto:emilie.oostenbroek@gmail.com)

## JOB SEEKER

### Tom Duivenvoorden

I am a junior business development, sales and marketing professional, holding a bachelor degree in hospitality business management from Hotelschool The Hague (The Netherlands). My areas of expertise are consumer behaviour, event planning, operational management and strategy development.

My public speaking, research, leadership and communication skills are strong. Furthermore, I am fluent in English and Dutch, intermediate in German and French and novice in Mandarin.

I am familiar Hong Kong's societal and business culture as a result of my experience working for the Mandarin Oriental. Moreover, I have worked and travelled in China for seven months, gaining an understanding of the culture and the language. My experience throughout this period is what motivates me to, once again, work in Hong Kong.

Due to my broad interest in various industries, I am looking for employment in any market that emphasises innovation, expansion and best-in-class practices.

If you believe that I will be a valuable asset to your organisation, please do not hesitate to contact me.

E-mail: [tom.duivenvoorden@outlook.com](mailto:tom.duivenvoorden@outlook.com) | Telephone: +31642299879 | LinkedIn: Tom Duivenvoorden

Go to the Job Seekers page at [www.dutchchamber.hk](http://www.dutchchamber.hk) to find Tom's CV.



## — TRADE SHOW CALENDAR —

### IN THE NETHERLANDS

#### European Conference on Immunology 2018

Location: Rai Amsterdam  
Date: 2-5 September 2018  
Organiser: Wiener Medizinische Akademie GmbH  
Email: m.vanham@sanquin.nl  
Website: www.eci2018.org/home

#### Verbaal Meesterschap

Location: Jaarbeurs Utrecht  
Date: 6 September 2018  
Organiser: Denk producties  
Email: info@jaarbeurs.nl  
Website: denkproducties.nl/seminars/verbaal-meesterschap

#### Beauty Trade Festival

Location: Jaarbeurs Hallencomplex  
Date: 15-17 September 2018  
Organiser: Jaarbeurs Utrecht  
Email: info@jaarbeurs.nl  
Website: www.beautytradefestival.nl

#### Euro Attractions Show

Location: Rai Amsterdam  
Date: 25-27 September 2018  
Organiser: IAAPA  
Email: info@IAAPA.org  
Website: www.iaapa.org/expos/euro-attractions-show/home

#### Offshore Energy 2018

Location: Rai Amsterdam  
Date: 22-24 October 2018  
Organiser: Navingo BV  
Email: cl@navingo.com  
Website: www.offshore-energy.biz

#### Amsterdam Drone Week

Location: Rai Amsterdam  
Date: 26-30 November 2018  
Organiser: RAI Amsterdam  
Email: amsterdamdroneweek@rai.nl  
Website: amsterdamdroneweek.com

### IN HONG KONG

#### Home Delights Expo

Location: HKCEC  
Date: 16-20 August 2018  
Organiser: HKTDC  
Email: exhibitions@hktdc.org  
Website: http://m.hktdc.com/fair/homedelights-en/s/7149-General\_Information/HKTDC-Home-Delights-Expo/Fair-Details.html

#### Watch and Clock Fair

Location: HKCEC  
Date: 4-8 September 2018  
Organiser: HKTDC  
Email: exhibitions@hktdc.org  
Website: http://m.hktdc.com/fair/hkwatchfair-en/HKTDC-Hong-Kong-Watch-and-Clock-Fair.html

#### Centrestage

Location: HKCEC  
Date: 5-8 September 2018  
Organiser: HKTDC  
Email: exhibitions@hktdc.org  
Website: www.hktdc.com/

#### HK Electronics Fair (Autumn Edition)

Location: HKCEC  
Date: 13-16 October 2018  
Organiser: HKTDC  
Email: exhibitions@hktdc.org  
Website: www.hktdc.com/hkelectronicfairae

#### Eco Expo Asia

Location: Asia World Expo  
Date: 25-28 October 2018  
Organiser: HKTDC  
Email: exhibitions@hktdc.org  
Website: www.hktdc.com

## — 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, Senior Commercial Officer on phone 852 2599 9202 or by fax to 852 2868 5388 or via email [economic.section@netherlands-cg.org.hk](mailto:economic.section@netherlands-cg.org.hk).

### Hong Kong importers wanted

#### Luxury kids underwear

**Company:** Hanssop  
**Contact:** Ms I.M.M. Domsdorf  
**Phone:** 31 3 560 15134  
**Email:** info@hanssop.com

### Hong Kong importers wanted

#### Pure liquid aloe vera

**Company:** Curaloe (Curacao Ecocity Projects NV)  
**Contact:** Mr Roy Knippenborg  
**Phone:** 5999-7675577  
**Email:** info@curaloe.com

### Hong Kong exporters wanted

#### Denim fabric for kidswear

**Company:** Van Gennip Textiles  
**Contact:** Veerle Vlemmix  
**Phone:** 31 495 451396  
**Email:** info@vangenniptextiles.com

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 GOLD MEMBERS



### 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



- Jacob Feenstra (chair) • Donna Mah • Monique de Raaij • Maarten Swemmer
- Merel van der Spiegel • Alfred Tse • Annemarelle van Schayik • Judith Huismans

#### CHINA COMMITTEE



- Marcel La Croix (chair) • Nathan Jansen • Rinske Kuiper • Rogier van Bijnen
- Ewout Stumphius • James Donnan • Michiel Mak • Judith Huismans • Muriel Moorrees

#### SME COMMITTEE



- Jan Willem Möller (chair) • Stijn Ottenheim • Danielle Stegeman
- Paul Du Long • Antoine Fasse • Judith Huismans

#### TAX COMMITTEE



- Jeroen van Mourik (chair) • Sytske Kimman • Eric Kampman
- Willem Jan Hoogland • Muriel Moorrees

#### WOMEN IN BUSINESS COMMITTEE



- Maaïke van Meer • Saskia Bosch van Rosenthal • Claire Worp • Emily de Bruijn
- Muriel Moorrees

#### FINANCE COMMITTEE



- Michael van Ommeren (chair) • Lapman Lee • Litai Wai • Bram van den Bergh
- Michiel van Voorst • Hugo Sterkenburgh • Rogier Hekking • Muriel Moorrees

#### CREATIVE COMMITTEE



- Oscar Venhuis (chair) • May Yeung • Saul Smeding • Anoeshka Krijnen
- Madelon de Grave • Judith Huismans

#### YOUNG PROFESSIONAL COMMITTEE



- Robert Jan Grasveld • Rolf Sperling • Alexander de Haseth
- Vicki Chi • Chantal Rensing • Judith Huismans





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What's bad about fries is not the potatoes they're made from – it's the fat they're bathing in. The new Airfryer with TurboStar Technology works with 80 % less fat. It will make you traditional fries that will almost have the fat content of vegetables. You don't believe it? Try it and see for yourself. That's how tasty health can be.  
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