

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



DUTCHCHAM MAGAZINE

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Volume 200
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The Dutch Chamber of Commerce, founded in 1991, is an independent international business association, representing Dutch or Dutch-related companies of all sizes and individuals that have a stake in developing trade in, with, or through Hong Kong. It is a member-driven, non-profit, non-governmental organisation of business people, and sustains itself through membership subscriptions, advertisements and events.

The Chamber has over 350 individuals and 200 companies as member ranging from global market leading multinationals, SMEs and startups.

Representation and Advocacy

The Dutch Chamber participates in the **International Business Committee**, chaired by the Chief Secretary of HKSAR. This unique Committee provides four times a year a 'face to face' forum between the Government, representatives from international

chambers of commerce and the Hong Kong General Chamber of Commerce on matters affecting the business environment and perceptions of Hong Kong. Furthermore the Dutch Chamber is also a member of the **European Chamber of Commerce** in Hong Kong and Macau.

Networking and Connections

The Dutch Chamber's dynamic platform serves to facilitate business in Hong Kong, Greater China and Asia-Pacific region for its members by providing networking, knowledge sharing and company profiling opportunities. The Chamber is also an active member of **InterCham**, the informal association of international chambers in Hong Kong, InterSME and InterWomen.





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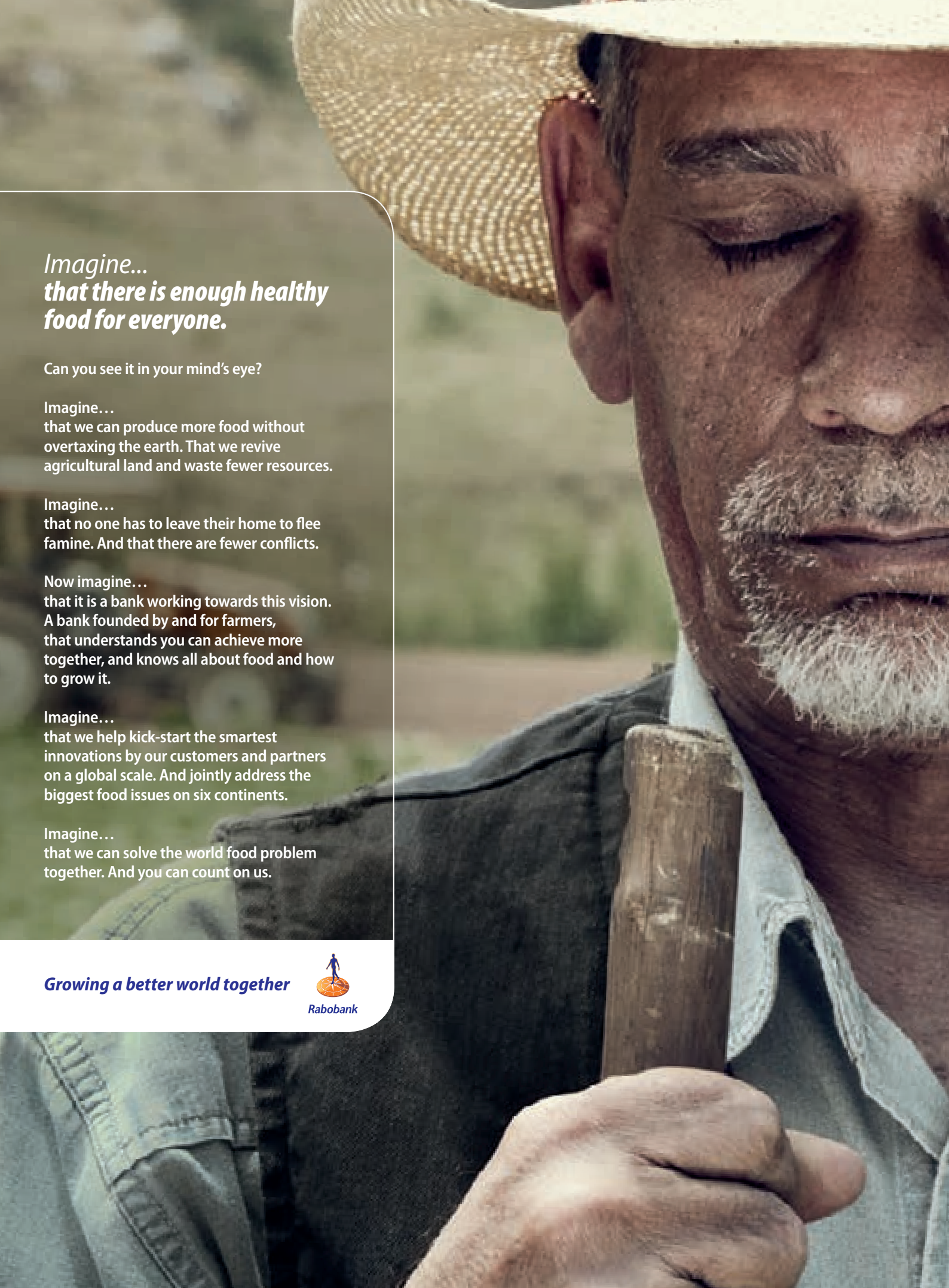


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*Imagine...
that there is enough healthy
food for everyone.*

Can you see it in your mind's eye?

Imagine...
that we can produce more food without
overtaxing the earth. That we revive
agricultural land and waste fewer resources.

Imagine...
that no one has to leave their home to flee
famine. And that there are fewer conflicts.

Now imagine...
that it is a bank working towards this vision.
A bank founded by and for farmers,
that understands you can achieve more
together, and knows all about food and how
to grow it.

Imagine...
that we help kick-start the smartest
innovations by our customers and partners
on a global scale. And jointly address the
biggest food issues on six continents.

Imagine...
that we can solve the world food problem
together. And you can count on us.

Growing a better world together



Rabobank

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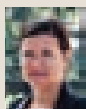
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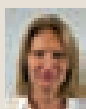
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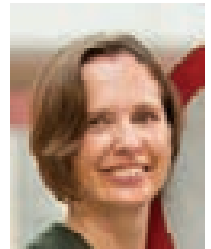


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Health Check



Health checks – we all (should) get periodic check-ups and ensure we are in good health and well protected, whether for you as an individual, for your family, or for your business.

This issue of DutchCham Magazine provides a comprehensive overview of all aspects ranging from green lifestyles for individuals to corporate health.

The green lifestyle is the subject of two articles, one from Bernard Scheffens and the other from Wouter van Marle. Annemarelle van Schayik educates us on how to achieve a healthy work life balance.

Our Lead Story provides comprehensive coverage of personal health insurance, group health insurance as well mandatory insurances -- Employees' Compensation, Motor Vehicle Insurance, etc -- as well as drone insurance, film production insurance and the Voluntary Health Insurance Scheme. Litai Wai and Frank van Ginkel explain the importance of having the right insurance and how this can ensure that families and businesses have a safety net to protect them from substantial financial losses.

In Interview with a Chief, Helena He, Managing Director at FrieslandCampina Hong Kong holds the personal health of her clientele in high regard, and talks about how FrieslandCampina offers products consumers can trust. The company has introduced a QR code on the bottom of Friso tins of powdered infant formula which consumers can use to scan and trace to find out where the fresh milk used to make the infant formula comes from.

Important aspects of corporate health are addressed by Jerrel Bravo from RPO Global who talks about screening for the right candidate, and First Advantages' Erik Schmit explains how to assure your corporate health with background screenings of your candidates.

Preparing your business for healthy growth is discussed by Michel Bots from Clockwork, and the subject of creating and maintaining productive and healthy work environments is what Jacob Feenstra (formerly of Campfire) and Megan Lam of Neurum Health write about.

We wander into medical territory with Dr Raymond Yip from Matilda Hospital whose expertise in spine health is laid out in his article, while TechPro's Tom Ros, is one of the winners of this year's DutchCham Business Awards, explains how his business transformed from making stocking stuffers to working in biomolecular diagnosis.

Wishing you happy reading!

Maaïke van Meer
DutchCham Chairperson

Trust and a holistic approach to health and business

Helena He moved to Hong Kong to take up the position of Managing Director at FrieslandCampina Hong Kong in May 2018. For this 'health check' issue, Helena spoke to us about her holistic approach to health, leading by example and the importance of earning the trust of your customers for a healthy business.



Helena He

■ By Donna Mah



Please tell us a bit about yourself and what brought you to Hong Kong.

I joined FrieslandCampina in 2014 and am currently the Managing Director of FrieslandCampina Hong Kong. I moved to Hong Kong in May 2018 to take up the position. Previous to moving to Hong Kong, I was based in China as the Chief Marketing Officer at FrieslandCampina China (based in Beijing and Shanghai).

For my career thus far, I've worked for international companies and have had the opportunity to benefit from China's growth and exposure to the Western world through my work at these companies. With FrieslandCampina, I feel that I have made the right choice and am with the right company. I share many of the same values as the company including respect for nature and using natural ingredients to enrich people's lives.

In infant health we have the FRISO brand and for adults we have the OPTIMEL brand. We have a number of consumer dairy brands including BLACK & WHITE, LONGEVITY, DUTCH LADY and new to Hong Kong (but familiar to all Dutchies) for a limited time, Chocomel!

Since moving to Hong Kong, I think the thing that surprises me most about this city, which is known for being densely populated, is the amount of nature and greenery I can experience here. There are country parks and beaches which offer opportunities to take advantage of hiking trails and water-based activities. I've actually lost weight since moving to Hong Kong because I am more active here.

I also enjoy the many food and fresh produce options in this city known for being a foodie paradise.

What do you think a healthy lifestyle requires and why is this so important?

I believe in a holistic approach to health. We need to look at not just physical wellbeing, but also mental health. While balanced nutrition and exercise can play a key role in human health, mental wellbeing and spending time with family are essential to maintaining balance.

Hong Kong has the advantage of being surrounded by nature. For myself, I have found that exercise and spending time in green areas has helped with me in my own life. It helps me to recharge and really appreciate the health benefits of exercise.

How does FrieslandCampina help people to live healthier?

Our company organises events to promote World Milk Day, which is on 1st June as designated by The Food and Agriculture Organization of the United Nations (FAO), to promote the importance of health benefits of drinking milk. We have also commissioned a Hong Kong Family Health Survey with results that showed over 90 per cent of parent respondents (91%) and their children (99.5%) did not meet the recommended daily dairy intake.

As for physical activity, the survey results showed that in addition to the 80 minutes of physical education class that primary students attend each week in school, children did only 66 minutes of exercise per week on average. The amount of exercise is 65.1 per cent lower than the WHO recommendation for physical activity.

To encourage more children to maintain healthier lifestyles, using our DUTCH LADY brand, we have organized the Hong Kong World Milk Day School Tour to educate young people through our 'Drink Move Be Strong' initiative. The programme ties in to our World Milk Day Family Fun Day. During the 7th Hong Kong World Milk Day (HKWMD) in 2019, we extended the celebrations and introduced lacrosse, a sport that has been called the 'fastest sport on two feet' to the campaign! In cooperation with the Hong Kong Lacrosse Association, we hosted two community experience tours during the summer to promote 'Drink Move Be Strong' to local families.

Who are your customers and how do you help them to choose products that are right for them?

Our customers are businesses, such as Hong Kong's cha chaan tengs (tea houses), and consumers. While traditional channels such as TV and print are still widely used in Hong Kong, the city also has high penetration rates of Facebook and Instagram users – 75 per cent and 45 per cent, respectively, as of Q3 2017 (according to Statista.com).

We relay our message of 'nourishing by nature' through initiatives such as 1. Bringing the farmer to town to share their stories – daily tasks, how they feed the cows, what they feed the cows, what they do to keep the cows healthy; 2. Taking select customers and team members to see the farms in the Netherlands and experience how much effort and science goes into producing our products. These initiatives are for our tea house operators, core distributors and association members.

For consumers, we use digital channels to reach out to them and provide content that resonates with users. We share stories about our farms and FrieslandCampina's rich 140 year history in dairy farming, how we manage the entire supply chain 'from grass to glass', why dairy intake is important for people of all ages. Unlike some other brands of evaporated milk, our BLACK & WHITE brand is the only evaporated milk in the Hong Kong market made from 100 per cent fresh milk from the Netherlands. Since the 1940s, the brand has been bringing the fragrance, smoothness, aroma and richness expected from Hong Kong-style milk tea.



The FrieslandCampina Dragon Boat team

Trust is vital to our business and we are launching programmes which offer customers more transparency about where our products come from. For our FRISO line, we are launching a TrackEasy feature on our infant formula tins. After scanning the QR code, consumers will be able to see background information and photos of FRISO-owned farms, as well as when and what farm quality checks were done, such as the farm audit, cow health check and milk quality check. Beyond the farm, TrackEasy also provides full-chain information of the FRISO tin, including when the milk was collected from the farm, when the tin was packed, relevant quality checks conducted, as well as export and arrival dates. This provides a full-chain 'behind-the-scenes' experience for each tin of FRISO formula milk.

At FrieslandCampina, we understand the need to have our own people on board in order to be able to convey a consistent and persuasive message to customers and consumers regarding our business and products. Our top management is active in helping to manage changes, especially when implementing new initiatives, and this translates into better communication with customers.

What do you think is important to your customers?

Consumers are more sophisticated now and we aim to be innovation leaders in our industry. While we do use traditional marketing channels to engage with consumers, what is key to our business is to have the trust of our customers. Our customers know that we are providing them with products that of the highest quality and are produced in adherence to strict regulations. We have over 12,000 farms in the Netherlands and other parts of Europe and use a single-process for infant formula which helps to keep milk protein in a more natural state. Our infant formula is less processed and therefore easier to digest and is better absorbed.

Our milk processing plants are no more than 70 kilometres from the farms, which means that the fresh milk spends a maximum of 1.5 hours in a refrigerated truck before reaching the plant.

I mentioned our Black & White brand earlier which is the most popular evaporated milk brand in cha chaan tengs with almost 80 per cent of the tea houses using the brand, according to a study conducted by Neilson in December 2017.

We also have for our Foqus Food Safety & Quality system to safeguard the food safety and food quality by assuring that operations at both member dairy farms and at FrieslandCampina's production and distribution facilities meet stringent guidelines. The system is based on national and international legislation and Codex standards while also taking into consideration the expectations of customers, consumers and social organizations.

What are some of the challenges faced when encouraging people to be more health conscious? How do you address these issues?

For myself, I try to lead by example. I maintain a healthy lifestyle and involves making time to have meals with my son, usually breakfast, regular exercise, eating well and spending time outdoors enjoying all the green spaces that Hong Kong has to offer.

For our employees, we organize programmes for them to get out and move by participating in our hiking activities or joining our dragon boat team. It's also a great way to get to know your colleagues and build stronger teams.

On the customer side, I've mentioned our World Milk Day Family Fun Day and our World Milk Day School Tour. Both programmes offer information about healthy dairy intake as well as encouraging people to exercise regularly, in particular parent-child outdoor exercise. Research indicates that Vitamin D which is produced in the body through exposure to the sun can support absorption of calcium, and that exercising with parents makes children happier.

Anything else you'd like to share with readers?

In 2014, Hong Kong-style milk tea making technique was recognised in The First Intangible Cultural Heritage Inventory of Hong Kong. While the art of Hong Kong-style milk tea making has been recognised, the cha chaan tengs face a shortage of skilled workers as senior milk tea masters take retirement. Our company has partnered with five NGOs, three cha chaan teng partners and a chef management school to organise an annual 35-hour New Generation Milk Tea Master Training Programme to promote and preserve the craft of making Hong Kong-style milk tea.

And for those who want to buy Chocomel, it's already available at select 7-Eleven shops in Hong Kong! ●

Going from stocking stuffers to biomolecular diagnosis

How do you take a small company that makes things like stencil art and Christmas decorations, the sort of things you might buy at a market stall as stocking fillers, to one that produces key components for the Biomolecular Diagnosis industry? Well, Tom Ros, the CEO and owner of Techpro Group, a company with significant Dutch heritage with headquarters in Hong Kong and a manufacturing facility in Zhuhai, can tell you.



Tom Ros

■ By Techpro Group

Those humble beginnings came about following a company restructure that saw Techpro Group separate from its long-standing parent company in 2016. In the space of just three years, Tom has taken the company from those early days of producing novelty items and Christmas decorations, to one that is recognised as a leader in producing specialist products for the ophthalmic industry. However, it was his specialist knowledge of adhesive films that brought about the biggest challenge and subsequently the biggest changes to Techpro Group.

Working collaboratively with Biocartis, a biotechnology company based in Mechelen, Belgium, Tom and the Techpro team designed and now manufacture specialist internal components for the Biocartis (MDx) Idylla™ cartridge system. The Idylla™ system is designed to take a very complex laboratory intensive diagnostic process that produced results in weeks to one that takes just two minutes of operator time and produces results in 40 to



150 minutes. Currently, Idylla™ is used in oncology for early cancer detection, identifying infectious diseases and genetic testing; diagnosis is currently done by simultaneously analysing 30 bio-markers, but work is underway to increase this number!

Having lost his mother to cancer, anything that might offer early detection of

this terrible disease was of huge interest to Tom. This was also a big opportunity for Tom and the Techpro team and one that they were quick to grasp. However, it wasn't a simple case of just designing and manufacturing these products, Tom also had to install and employ cleanroom technology to meet exacting internationally recognised standards to ensure that all products met Biocartis's demands for dust/DNA free products. Having successfully taken the initial step of working with Biocartis and being involved in designing and manufacturing key components for this important diagnosis tool, Tom hasn't rested on his laurels.

Biocartis have designed a new upgraded product and Techpro have also been involved in designing and manufacturing critical components for this more capable iteration of the Idylla™ system.

The manufacturing facility in Zhuhai has also undergone a significant change as it was recognised that the previous facility was getting 'a bit tired'. Driven to succeed, but also aware that things were functioning well, the location of any new facilities was critical to maintaining the existing team and supply chains. Tom obtained new facilities just 15 minutes away from the previous location and a full factory fit out has now taken place employing the very latest in cleanroom technology; certification to international standards to took place at the end of June. In addition, Tom realised that the global geopolitical situation had become unstable and potentially more difficult to navigate as a smaller business. With this in mind, Tom took the decision to invest in a brand new facility at Brainport, Eindhoven under the banner of Techpro Europe BV. Whilst this adds to the complexity of a relatively small organisation, it brings a new dimension to Techpro Group's capability with the new facility already working collaboratively with other innovative companies and organisations on new products that will have a significant sustainability element; an important issue for Tom and a subject that is high on everybody's agenda.

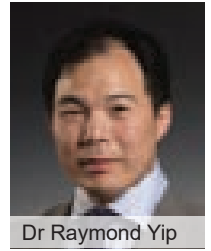
With new facilities in China and Europe, Techpro has also invested heavily in new technology that has included new IT infrastructure and an ERP system that will make Techpro Group a paperless organisation wherever possible and will add to the group's capabilities.

Finally, what's on the immediate horizon and what does the future hold? New machinery, new products and plenty of R&D work with new customers will ensure that Techpro Group stays at the top of its game and remains an industry leader. If you want to know how it's done, ask Tom! ●



Watch your back!

Good posture can go a long way towards keeping your body strong, healthy and injury-free. That's why it's important to avoid sitting for too long or tilting your head forward when texting or playing games on your mobile device – two bad habits that can exert heavy pressure on your spine and lead to discomfort, pain and other back problems.



Dr Raymond Yip

■ By Dr Raymond Yip, Specialist in Orthopaedics and Traumatology at Matilda International Hospital

Do you sit for prolonged periods or tilt your head forward whenever you text or play games on your smartphone (a position known as “text head”)? You may be ruining your posture, which can affect your wellbeing in the long term. In fact, impaired posture is closely correlated with adverse Health Related Quality of Life (HRQOL) measurements; HRQOL is a concept used by the U.S. Centers for Disease Control and Prevention to assess how an individual's wellbeing may be affected over time by a disease, disability, or disorder.

A head tilt is a weighty matter

The average adult human head weighs between 4.5kg and 5kg. We carry that weight on our spines every single day. Now imagine adding 4.5kg to 13.5kg to that load – that's how much extra weight we add to our spines when we tilt our head forward whenever we use our mobile devices. Like natural degeneration from ageing, this repetitive stress can eventually lead to spine problems, which may cause pain and affect normal mobility. When remedies like painkillers, rest, and heat or ice therapy fail to relieve the pain, you may be referred to a spine specialist, who will measure the degree of the curvature to determine the condition of your spine.

How sitting for too long adds pressure to the spine

Prolonged sitting may also hurt the spine in the long term. When we stand upright, the disc pressure on our back is around 100kg, however, when we are seated, this pressure increases to about 150kg to 200kg and we lose the natural curvature of our spine. Bending forwards to brush our teeth, for example, can result in an increase in disc pressure of up to 200kg.

Similarly, about 5kg of disc pressure is placed on the neck when our head is in a neutral position; this pressure increases five- to six-fold, to between 25kg and 30kg, when we look down, such as when we are reading or texting on our mobile phone.

When this disc pressure remains increased for a period of time, it may cause accelerated disc degeneration, an irreversible condition that may also lead to painful back conditions like spinal canal narrowing and spinal cord or nerve root compression. Unfortunately, ageing only worsens the problem: As we age, disc pressure increases and our spinal column also tends to gradually bend forward.

This increased load on the spine may also put pressure on the intervertebral discs, the gel-like, shock-absorbing structure that's between each vertebra. This pressure is associated with an increased risk of degenerative disc disease.

Tips to relieve disc pressure

To keep the spine healthy for as long as possible, it's important to maintain good posture. For instance, when sitting, standing or carrying heavy objects, be mindful of your posture and the way you move so as to avoid hurting your back or neck. If you work in an office and have to sit for long periods, remember to stand and stretch regularly throughout the day to relieve disc pressure (you may even want to invest in a smart watch that buzzes every hour to remind you to stand for one minute).

Other ways to prevent back injuries and reduce disc pressure include strengthening your core muscles with specific exercises and using ergonomic aids, such as lumbar back support, dynamic sitting devices or a standing table.

Spinal and orthopaedic health and treatment are part of the Areas of Expertise of Matilda International Hospital. Full rehabilitation support, independent physiotherapy therapies and booking team are also available. The hospital team also helps patients on booking and navigating the different treatment options available to them.

How organisations can protect their health and reduce overall workplace risk with background screening



■ By Erik Schmit, EVP & Managing Director APAC, First Advantage

Ever since I was a small child, I wanted to run a business in Asia. And I knew, right from the start, it had to be a business helping companies to reduce the risk of hiring the wrong talent. It would have operations across all Asian countries – more than 1,500 employees – with a key focus on quality. And it would make a difference through localisation and help the financial services industry to be compliant with local regulations.

Of course not! When I was a child I wanted to be a heart surgeon ... And by the time I went to university, I chose business economics and took as long as possible in order to keep me out of the grind. I had absolutely no idea what I wanted to do. Yet, much to everyone's surprise, things have turned out differently and, here I am in Hong Kong with First Advantage in APAC – doing all those things ...

As a heart surgeon you focus on fixing things. And in my work now, we help organisations protect their health and reduce overall workplace risk with background screening. We focus on building a protective net around the broader organisation, to protect from risk related to financial security, damage to corporate brand or reputation, legal non-compliance and also physical security.

In business the best surprise you can get is no-surprise. Nobody likes being operated on. But everybody will agree that taking pre-emptive measures to protect your health is not only less invasive, but ultimately takes away a lot of stress.

Many companies choose to work with us as one of the largest screening providers in the world to help keep risk levels low. Our robust combination of searches and services provide the insights to help to reduce risk while dramatically improving the quality of talent. For these reasons, we have become a trusted partner to over 35,000 organisations worldwide.

We screen your talent before you hire them. We check their education (at the source – which means we go to the university to validate), we run criminal checks, credit checks and, on top of that, employment checks. Or more – whatever it may be that your organisation might require as a protective net.

Annually, First Advantage publishes a report with insights regarding employment screening discrepancies and trends across locations and industries globally. In 2018, we examined over one million individual background checks to identify APAC employment screening trends.

On average in APAC, 19% of all the checks conducted with candidates show a discrepancy. These could be checks to verify education or employment and if the information provided by the candidate doesn't match what we find in the verification process, it is noted as a discrepancy. Our searches may also include reporting on matches of candidate information on one of the numerous databases available from global terrorist watch lists through to a criminal check being conducted.

In business the best surprise you can get is no-surprise. ● ● ●

Of all the discrepancies found across the board, 51% relate to inconsistencies in employment records and 18% are a result of inconsistencies in education records.

More specifically, looking at the trends across APAC over the last year or so, there are some key trends worth putting forward:

- China shows growing concerns over employment and education discrepancies. Employment discrepancies account for nearly two-thirds of all background screenings in China.
- “Diploma-Mills” (companies providing candidates with the opportunity to “buy” diplomas, with schools that don't exist yet have their own website, hotline numbers and more) fuel a surge in education checks. With the proliferation of “diploma mills” this is set to take a more prominent role in the years to come.
- The report findings also indicated a stark uptake of employment verification checks. Employers are keen to have employment validated and these checks are increasing in frequency and importance.

Background screening works. In the most heavily regulated industries such as financial industries where background screening has become the norm, screening is having a positive impact on the integrity of data in candidate applications. As a consequence, financial related checks have seen the most notable year-on-year increase among all sectors.

For more information on the latest screening trends across APAC, please follow this link to download your copy of the trends report: <https://fadv.com.sg/asia-pacific-employment-screening-trends-report-2019/> ●

Creating Productive & Healthy Work Environments

Balancing the needs of the employee and the workplace

■ By Jacob Feenstra, Chair, PR & Publications Committee



Jacob Feenstra

Every day, businesses encourage their employees to be more productive. But in an office setting, what exactly does that mean? Workplace productivity isn't just about accelerating the tasks at hand but rather, getting the job done in the most efficient manner possible while still maintaining a level of happiness and well-being.

The working environment is at the core of any business operation, having evolved rapidly over the past years. How and where we work differs greatly between companies, industries, and the countries they operate in. More recently, the focus on establishing healthy and productive work environments has increased through the recognition that businesses perform better when they employ healthier, and therefore, happier people.

There are various ways to create and manage more productive and healthier working environments including HR initiatives, work place design and technology solutions in-house, or by outsourcing the work place environment all together to a third-party provider that specialises in creating or operating business environments that people and businesses thrive in.

Office Space

For employees who do creative tasks, problem solving or who need focus, a change of scenery can be the trigger that's necessary to boost productivity and move the task along. Studies have shown that our surroundings trigger effects in our brains – seeing cookies makes us want to eat them, seeing inspirational posters prompts the formation of new ideas, laying down in bed prompts us to start winding down and getting sleepy.

The same can be said about our workspace. If we return, day in and day out, to the very same desk, the same environment, the same posture, the same plant, then it's understandable that we will continue to have the same thought process. When particularly challenging tasks come along, we often find ourselves stuck, unable to shake off existing habits. The simple solution – change the environment that you're working from.

A change in environment will stimulate different parts of the brain, which will in turn stimulate a different thought process. By creating different spaces within the office, where people can get away from their desks and continue to work on tasks can produce great returns. Adding some standing desks and a comfortable relax work zone will encourage people to use different parts of an office which often can result in people from different parts of a business getting to know each other better, improving cross team communication and performance.

Technology

Today's technology-enhanced workforce can communicate instantly from anywhere in the world and access huge amounts of cloud-based data at any time. Businesses that leverage these innovations are able to execute, scale and shift far better than before.

As many IT departments struggle to keep up with yearly technology changes, company employees increasingly want to use their own devices to access corporate data. It's part of a growing trend dubbed Bring Your Own Device (BYOD), which encompasses similar Bring Your Own Technology (BYOT), Bring Your Own Phone (BYOP) and Bring Your Own PC (BYOPC) initiatives. All of them have evolved to empower workforces through the so-called 'consumerisation of IT'.

As part of this consumerisation, BYOD encourages company employees to work on the device they choose – accessing corporate email on their iPhone 5 or using a Google Nexus 7 to view text documents. The goal for SMBs? Increased productivity and reduced costs.

But BYOD also has the potential for a more negative impact. If not fully understood and regulated, it can threaten IT security and put a company's sensitive business systems at risk.

Flexibility

For productive and healthy teams, providing flexibility can be a key distinction. This is an element that is often overlooked but making this a priority, or even a selling point can provide great value towards building a productive and healthy workplace. ●

Allowing employees to choose what hours they want to work or allowing an option of working from home can ensure talent attraction, retention and creative loyalty from employees as they may not receive these flexibilities elsewhere.

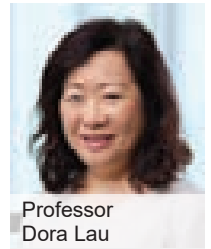
Creating a productive and healthy workplace environment does not have to be difficult or costly. A healthy workplace environment improves productivity and reduces costs related to absenteeism, turnover and medical claims. A summary, there are four aspects to look into when creating a healthy workplace environment:

- Workplace culture
- Physical environment and occupational health & safety
- Health and lifestyle practice
- Supportive workplace environment

It is ideal when it comes to maintaining a positive outcome in a stressful atmosphere. Deal with problems as soon as possible and regularly ask for feedback on how your workplace could be improved. ●

When Diversity Becomes a Problem

While diversity encourages creativity, it can form faultlines and divide teams. How to manage faultlines is vital for organisational success.



Professor
Dora Lau

■ By China Business Knowledge@CUHK

It is widely acknowledged that diversity is good for business. Companies are all trying to make their workplaces as diverse and inclusive as possible. In the 2016 [Diversity and Inclusion \(D&I\) index](#) launched by Thomson Reuters ranking the top 100 most diverse and inclusive listed companies, tech giant [Microsoft](#) and multinational conglomerate [Procter & Gamble](#) were among the top performers.

However, do diverse work teams really outperform homogeneous teams? Do diverse teams make better business decisions? The answer seems to be yes, according to a study by the [Boston Consulting Group \(BCG\)](#) which reveals companies with more diverse management teams produce an increase of revenue by 19 percent.

There are always two sides to every coin though. Diverse teams may spark more creativity, but exposure to people with different cultural upbringing and values can increase discomfort at work. Various conflicts and the feeling that you can't seem to get on with fellow team members are not uncommon for those working in diverse teams. And it is natural for people to bond with those who share a few similarities. Such behaviour create the so-called group *faultlines*.

Similar to the faultline in geological context, group faultlines are used to describe the hypothetical dividing line that separates different subgroups within a group. These subgroups can be formed based on surface attributes such as race, gender and age. Deeper individual characteristics, such as personality and personal beliefs, can also lead to the formation of group faultlines. Past research studies have shown that the effects of surface diversity tend to be short term while diversity caused by deep personal characteristics are likely to last longer.

Faultlines Exist in Teams

Specialising in demographic diversity and faultline management, Prof. Dora Lau, Associate Professor of the Department of Management at The Chinese University of Hong Kong (CUHK) Business School, says that group faultlines may go undetected for many years.

"The issues across the members of a group may go unnoticed even for many, many years; team members may never become fully aware of their existence," Prof. Lau explains. "Hence, the triggering or activation of faultlines within a group can shake team members' understandings of each other and can create subgroup conflicts, detrimental group processes, and reduced performances." Just like when the Earth's crust gets disturbed, an "earthquake" may happen to the group when the faultline is activated.

Her research study entitled "[Faultlines](#)", in collaboration with the late Prof. Keith Murnighan from Kellogg Graduate School of Management at Northwestern University, reveals the fact that faultlines can remain dormant also explains the mixed and inconsistent effects of diverse workplaces.

Some group faultlines are also stronger than others. She says: "For instance, a group of two young female Hispanic secretaries in their 20s and two older male African American accountants in their 50s would have a strong faultline due to the homogeneity underlying the two subgroups. In contrast, a more random mixing of their demographic characteristics of the group members would create a group with weaker faultlines, if one existed at all," says Prof. Lau.

Faultlines and Performance: Size Matters

Are group faultlines always bad for group performance?

Expanding on past research studies, Prof. Lau concluded that the bonding between members due to similarities can increase communication, trust and support in a group's development processes and consequently enhance group performance. On the other hand, faultlines based on education and functional backgrounds can facilitate an exchange of knowledge which can achieve the overall group goal. However, things can get ugly when some of the subgroups grow in size.

"Subgroup size is often a matter of power. Larger subgroups imply more support from relatively homogeneous members, who therefore are more likely to be ready to voice their opinions. In contrast, members of smaller subgroups are more likely to worry that their voice will receive little support and be opposed or even ignored by the members of larger subgroups," Prof. Lau explains.

"In sum, at a minimum, different subgroup sizes in faultline groups can activate power plays, members' perceptions of threats, and variations in their expectations of self and others," she says.

How to Manage Faultlines

"Companies can introduce cross-cutting membership, encourage friendship ties between subgroups, and emphasize overall group identity and objectives. However, when all tactics fail to work, they may have no choice but to change member composition," says Prof. Lau.

It is also worth noting that difficult cultures may react differently to group faultlines. For example, the basis of group faultlines in North America are likely to be about individualistic culture and differences; whereas for collective cultures such as Asia, their subgroups could be formed based on their personal identification with leaders or political interests.

"These contextual differences are important avenues for understanding the boundary conditions of group faultline effects," says Prof. Lau.

This is an abridged version of the original article "When Diversity Becomes a Problem" published by China Business Knowledge @ CUHK. ●

New EU regulations send shock waves through e-commerce, retail and trade

The European Union Council has just approved new regulations on market surveillance and EU-wide acceptance of products. The regulations will forever change the way economic operators who are involved in placing non-food products into the hands of EU consumers run their businesses.



■ By Maarten van der Dussen, ProductIP

Mutual recognition

The European Union is about the free flow of goods, services and people. The practice however, is different: many local deviations to European legislation hinder the sales of consumer products in multiple countries.

Imagine that you can freely trade a product in all of the European Union, once it is legally traded in one of the Member States? Only by adding a 'Mutual Recognition Declaration'?

That is exactly what the new Regulation (EU) 2019/515 'Mutual recognition of goods lawfully marketed in another Member State' is all about! Does this mean national deviations are no longer possible? No, they may remain in several cases; they can however not hinder the flow of goods. And in case there is a dispute with a local authority, governments solve those between them and meanwhile you can continue to sell. And any decision in such dispute must be the 'least restrictive decision possible'.

The new regulation was approved on 19th March 2019 and comes into force on 19th April 2020. So only about one year to go.

Market surveillance and compliance of consumer products

The European Union aims to protect the consumer from products that are unsafe, damaging for the health of the consumer, or have a negative impact on the environment. The practice is not as good as you would expect.

Non-compliant products also have negative effect on fair competition between businesses (1.2 million involved in manufacturing, 4 million involved in distribution) in the European market. Seventy-five per cent of notifications on non-compliant products concern imported products. Market surveillance by authorities is widely considered to be insufficient.

The new 'Regulation on Market Surveillance and Compliance of Products' is an answer to these concerns and comprises:

- Strengthening market surveillance, intensifying compliance controls
- Providing economic operators with clear, transparent and comprehensive rules
- Closer cross-border cooperation including with customs authorities
- Extend responsibilities from importers, manufacturers, brand-owners and retailers only to also include fulfillment service providers and non-EU distance sellers that ship directly from e.g. China to the European consumer

As a result, companies such as Amazon, eBay, AliExpress, Wish and many others are now directly affected including the companies and individuals trading on these platforms.

In the new level playing field, all players have an obligation to prove product compliance; the regulation increases the responsibilities for retailers and e-commerce platforms to the level of importer and brand-owner.

Imagine, what will happen when market surveillance authorities can charge you with all the cost they have in case of a non-compliance!

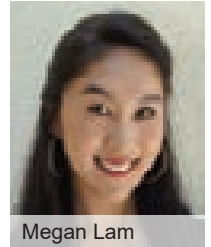
- Do you know what compliance evidence to collect from your supplier?
- Do you have an efficient way to collect, review, organise and share compliance evidence?
- And for logistics companies: how will you prepare your customers to prevent unpleasant disruptions in logistics due to non-compliance at customs?

The new market surveillance regulation was approved on 14th June 2019 and will come into force in June 2021. This may seem far away, however, looking at what businesses need to implement to be compliant by 2021, two years is actually quite a short period of time.

If you are active in the supply chain, stay on the look-out for workshops and seminars this autumn to get up-to-date with your new reality. ●

The case and pulse-checks for mental health

Mental health is a growing hot topic in sustainable workforce trends – i.e. focusing and supporting on people's well-being in meeting an organisation's current and future performance demands, on and off the job. This growing arena is driven by factors such as the increase in awareness of addressing health holistically; wider reach in psychoeducation; to 75% of the global workforce by 2025 represented by millennials, demanding an emphasis on this and seamless health and wellness experiences.



■ Megan Lam, CEO of Neurum Ltd.

Mental health 101

Mental health falls under a larger umbrella called 'behavioural health', i.e. how behaviours impact someone's health both in a physical and mental sense (e.g. bad sleeping habits are a sure-fire way to impact my mood and ability to concentrate). It works like a spectrum; you are rarely going to be very well and thriving, or be on the other end of the spectrum of being very ill and require a clinical intervention all the time. You are likely sliding and fluctuating along this spectrum, and function according to wherever you land.

The health and business case

The 75-hour work week is not entirely unusual in this city, helping to earn its position as one of the top 5 most stressed populations in the world according to Cigna's Wellbeing Survey. To add, the population is one of the least likely to actively seek help. Research has also demonstrated that mental ill-health may lead to increased risk in other health conditions, such as cardiovascular diseases. The significance is not evident from just health perspectives, but as a strong business case.

In January this year, City Mental Health Alliance and Oliver Wyman published a piece indicating the total annual cost of mental ill-health per employer between HKD 5.5-12.4 billion. This cost does not mean that an individual has to be at a severe level requiring clinical care or experiencing disability, but applicable to all employees at any given point in time. Publications from Deloitte to scientific journals have highlighted the cost-effectiveness in taking a proactive and upstream approach- the longer and individual employee is experiencing mental ill-health, the costlier it gets further along down their health journey. Not taking relevant action is a cost in competitive advantage.

- *Research has also demonstrated that*
- *mental ill-health may lead to increased*
- *risk in other health conditions, such as*
- *cardiovascular diseases.*

Steps forward: measurement-informed management

There are a plethora of misconceptions about mental health detriments: that it must be all about stress; associated with a character flaw; the inability to hold down work responsibilities; that if you are unwell, then you must be clinically diagnosable. To debunk a couple of these: Stanford's Center of Stress and Health research, acute stress is a natural response that boosts mental and physical performance. But leave these stress responses to fester and continue over time, this could lead to detriments affecting important functions such as creative problem-solving and engagement in tasks. The majority of the workforce also slides around the mild-to-moderate range, whereas many solutions cater to the end of the severity spectrum. Thus, the tricky part is knowing when there are windows of opportunity to support people, and providing the right support. Relevance is key – as deemed internally at Neurum, achieving "measurement-informed management".

Digital health solutions leverage the ubiquity of everyday technologies in working alongside wellness initiatives. Some benefits include providing an at-scale, on-demand and data-driven approach. Being pocket-friendly helps seafarers to office workers do a pulse-check wherever they are on the mental health spectrum and geographically, and to stay abreast with immediate and appropriate support. In another concrete case, it has aided addressing the historically difficult barriers of stigma. To illustrate, if all colleagues have the same (yet personalised) solution, this eliminates the connotation of having something that is only usable during/for crisis management, requiring an individual to self-identify themselves.

However, as much as digital health has offered a smart vessel to better deliver on-demand screening and support for individual and workforce mental health, the real value also comes from different stakeholders working together effectively and sharing core competencies. From NGOs with strong knowledge repositories, the innovative and iterative agility of health technology companies delivering solutions, to buy-in at different levels of an organisation in achieving cultural acceptance and changes – there is indeed a role for each player to play. ●

A Company health check – How to prepare your business for growth

While many people talk about well-being and leading healthier lifestyles, it's important not to forget about measures that businesses can take to maintain company health so that it may continue to thrive and prosper.



Michel Bots

■ By Michel Bots, Managing Director, Clockwork Corporate Services Limited

It is easy to find parallels between good health to the well-being of a company. In the life cycle of a business, you can find many similarities to human development starting from a reckless youth, developing to a mature, sustainable operation. In this lifecycle rollercoaster, from a financial perspective, a business can be injured as a result of being uninformed, unprepared or when faced with the unexpected, to name a few. The level of preparedness to counter these, defines the financial health of a company.

Each stage of a company's lifecycle requires a different focus as does the industry you are operating in. The most uncertain business stage is, without a doubt, the startup phase. However, often the most vulnerable business stage is when it reaches medium size. The business has grown beyond being in a home office, and the founder has started to delegate duties and control while the company enters long term commitments. This transition has a significant impact on the operations and the stakes become higher. On the other end of the spectrum you will find mature companies with years of proven experience and specialist colleagues that often prevent serious mishaps. Although many principles apply to all businesses, we will primarily focus on medium-sized businesses.

A number of ratios are commonly assessed in a company health check to measure its resistance against failure. Priorities may vary, but will always focus on profitability, liquidity, asset turnover and financial leverage. We will not discuss the theory of these indicators; leave this to us or your in-house controller. We will instead focus on the practical elements derived from these ratios so that you, as an entrepreneur or manager, have some practical tools you can apply in your day-to-day business. We list some common pitfalls.

Cash flow

Cash is king they say. All too often businesses restrict their growth or even go bankrupt when a potentially profitable deal is closed based on the wrong payment terms. Your revenue may get an enormous boost but how are you going to finance a new client that imposes a two-month payment term while you have to pay the supplier on delivery? This is a common issue for businesses in Hong Kong that source in China and deliver to the West resulting from customary payment terms in each region. If you are in the service industry, make sure your debtors levels stay at acceptable levels and do not

let your receivables age for too long. "Older" invoices are less likely to get paid so chase your clients for settlement.

Working Capital

Make sure your company maintains sufficient funds in the bank to cover all the running cost of your company for a certain amount of time. Often three months is considered a safe minimum balance.

Profitability

As obvious as it may sound, there is more to it. Keep constant track of your profitability; per client as well as per category of service or product. You may have valid commercial reasons to continue a non-profitable product, but at least you will be aware of the result and impact on your profitability. It may also help you determine commercial focus knowing how and where you make your profits.

Control

Maintaining control over your financial situation is essential. In fact it is the basis of any form of financial health check. Having an up-to-date insight in your financial situation may help you make balanced investment or divestment decisions. Moreover, it can help you control cost, and budget future expenses. If you wait until your annual financial statements are prepared, you will often be too late to make any impact. Moreover, the Hong Kong statutory financials will not always give you sufficient management information. As a result, you should consider having monthly or quarterly management reports prepared. Having control over your financials will also help you to reduce your working capital needs as costs are more accurate and predictable.

Finance is one element of your business supporting its growth. A good pro-active controller, CFO or external partner will not hinder your ambitions. He or she can support you with information that allows you to make better business decisions. A financial health check and the above measures can help you to improve your business and its resistance to overcome a financial downturn. ●

Communication key to work life balance

Hong Kong has one of the longest work hours in the world. While some of that work may well be necessary, have you ever heard your company's CEO or senior management's thoughts on overtime? In most companies conversations and messaging about work hours will come from HR or the internal comms teams, but is that the most effective method?



■ By Annemarelle van Schayik, Telum Media

Overtime celebrated in Hong Kong

For those moving from the Netherlands where close to three out of four women and one out of four men work part-time according to a study from the Sociaal en Cultureel Planbureau, it can be a rude awakening that in Hong Kong few companies offer similar schemes. Instead, in Hong Kong companies and management tend to expect their white-collar employees to stay until long after 6pm and this is generally unpaid.

Surely, if one's work hasn't been finished one may stay to finish it, but a numerous number of my local friends have told me that they've received advice from their parents and other family members to: never leave before your manager, just pretend you are working by either removing all your work and starting again, or by doing other things unless you must work.

Furthermore, in this digital age it has become even easier to always be available. Most people, if not all, will have received a WhatsApp or email, after having left the office, from their bosses, colleagues or clients. Some employees may actively check their emails while watching TV on the couch – guilty as charged – and work away in their free time.

- *“Never leave before your manager,*
- *just pretend you are working by either*
- *removing all your work and starting*
- *again, or by doing other things unless*
- *you must work.”*

Rarely does the question gets asked, is this really urgent or can it wait until tomorrow? Even for those of us in client-facing functions, do you really need to dance at every beckoning of a client? And in case of a real crisis, there is always a way to reach someone.

Why should companies care?

In Hong Kong where many believe money talks – even more so than in other places – employers should be even more incentivised to communicate their views on work-life balance. And happy employees who stay with the company not only save the company

After all, as academic research shows, happy employees are more likely to stay with their employer and be more productive.

hiring and training costs, but also make more money for the company. Furthermore, in a market and a time where there is a talent shortage in many sectors, offering enhanced work-life benefits will set companies ahead of others. Due to websites like Glassdoor as well as LinkedIn, Facebook and other social media sites, a company's reputation can be easily tarnished, especially when it doesn't provide for its employees. Leading to not only fewer applications of talented people, but it might even affect sales.

Communicating work-life policies

As with external communications, internal communication is key to setting, establishing and maintaining a company's culture. In a city like Hong Kong where overtime is considered the norm, it can be difficult to change the behaviour of employees (they may have been used to different ones or don't buy into the policy). For example, even if there is a policy, if no one openly uses it, junior and mid-level management won't either.

As with all communication it is often two-ways and, as such, one potential communication strategy is for senior management to set an example by not only taking the free time, but by also sharing internally how they use it. Instead of sneaking out the door to pick up the children to take them to the doctor, leaders can communicate this clearly to their team. In other cases, it can be more top down, when, for example, a company “forces” their employee to be completely offline by setting up their Out-of-Office messages to clearly state the employee is off and will not be available.

Needless to say, work-life balance is not a one-size fits all. Company culture is important, but employees can also set their boundaries and communicate these. And with that, chop chop it's time to go back to work to make the company some money. ●

Healthy CVs and screening for the right candidate

Screening CVs is easier than you may think. An experienced recruiters may take less than seven seconds to screen a candidate's profile before deciding to pick up the phone and do an initial phone screening. You may ask, "How is this possible?"



Jerrell Bravo

■ By Jerrell Bravo, Senior Partner, RPO Global

It is possible because of a number of things. First, there is the experience of screening thousands of CVs during our careers (your average recruiter will work on 10 or more vacancies a month, screening an average of 100 CVs per position), this allows for an almost "sixth sense" ability to see almost instantly if a candidate could be a match for the roles we are trying to fill. However, if you are reading this article, it is quite likely that you have not yet developed this "sixth sense", so let's break it down and show you what to look for when screening CV's.

- Read the cover letter (if they have one), this is generally the one thing that is not templated and where candidates tend to show their personality, so you can get a feel for how they view themselves as a person and why they really want to work at your firm. On top of checking their spelling and grammar, see if they have customised the cover letter for your position, gone with a generic format, or sent you a cover letter that was clearly written for another position. All these things can be viewed as positives or negatives, depending on what kind of person you are looking to hire.
- Scan the resume to get a feel for the applicant. You'll want to see that the applicant has the experience and potential to meet the requirements of the positions you're hiring for. Look for consistency in their story, and a natural progression. The CV should read like a biography where someone grows as they move roles. Look for things that don't seem to fit such as steps backward, complete career changes, large gaps in experience, and short stays (less than two years) at a company. Not all these things are necessarily red flags, but they should certainly be brought up and asked about if/when you decide to interview the candidate by phone or in-person.

- *Look for consistency in their story, and a natural progression. The CV should read like a biography where someone grows as they move roles.*

- Read the "news"; look for quantifiable facts, not just dates and places of employment, but achievements (salespeople should state sales achievements, technical people should state technologies, managers should state headcounts), if the resume is only a list of companies with descriptions of what

the company does, and not what the candidate has done, there is a good chance the applicant did not much at all. Other facts to look out for is where the candidate has worked; cities and countries worked in will give you an idea of how well rounded and willing to travel/move for your job the candidate is, and the companies they have worked at give you an idea of the environments and working styles he/she is most familiar with. If you're hiring someone who has worked for a competitor for a long time (or any company for that matter), you have some idea of what that company's culture and work style is and need make sure you are not hiring someone who could be a bad fit, or even worse, toxic, to your culture.

When it comes to errors such as the occasional spelling or grammar mistake, some people believe that one mistake means they did not bother to double check their CV before applying for the job. I tend to differ on this.

- When it comes to errors such as the occasional spelling or grammar mistake, some people believe that one mistake means they did not bother to double check their CV before applying for the job. I tend to differ on this. We all make mistakes (you may even find one in this article that has been proofread by several professionals before publishing), and sometimes the spellcheck functions we rely on fail to pick up some mistakes ("in" was replaced by "inn" in this article before I caught it) or change the meaning of our sentences completely. Technology is not perfect, so why would people be? If someone is applying to be a writer, editor, or translator, then the standards for their writing are everything, but most of us are not hiring those people most of the time, so go easy. Most people these days are writing a CV in a language that is not their native tongue.

I would rather correct the occasional email from a top salesperson that can impress clients in three languages, than a perfect writer who is afraid to get out there and develop new business. We are hiring people, not CV writing machines. Happy screening! ●



Gleneagles
HONG KONG
港怡醫院

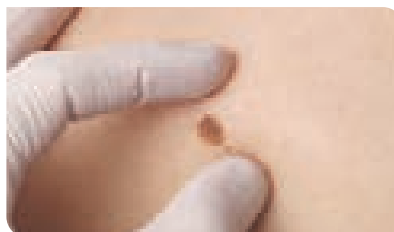
EARLY SKIN CANCER DETECTION IS A LIFE-SAVER

When it comes to skin cancer, a malignant form of the disease that starts in the delicate tissues of the skin, what you don't know can be deadly. For instance, we all know that the ultraviolet (UV) radiation in sunlight is a key factor, and that we should wear sunscreen and a hat when we go out on sunny days. But did you know that eye colour can be part of your risk factor, or that skin cancer doesn't always require aggressive surgery or chemotherapy? Do you know what your odds of getting skin cancer really are, and what to watch out for?

Skin cancer is the most common cancer in the US, where one in five people will be diagnosed with it in their lifetime. Rates are higher still in Australia, where it accounts for 80% of all new cancer diagnoses and two in three people will be diagnosed with it by the age of 70. Many in Asia are under the impression that it isn't a widespread issue for us, but

non-melanoma skin cancer is actually the seventh most common cancer in Hong Kong and the number of diagnoses in recent years has medical professionals concerned.

The simple truth is that people of all ages, races and regions can get skin cancer, but certain groups are at higher risk. People with fair skin and light-coloured hair or eyes (particularly Caucasians), those with a family history of skin cancer, seniors over the age of 65, organ transplant recipients, and people with many freckles, moles, and/or unusual moles, should all be regularly screened for skin cancer.



Skin cancer is dangerous, but also highly treatable.

There are three major types of skin cancers, basal cell carcinoma (BCC), squamous cell carcinoma (SCC), and melanoma. Of these, BCC and SCC are the most common, and are grouped together as non-melanoma skin cancers, while melanoma is the most dangerous.



“

The good news is that the sooner skin cancer is detected and treated, the better your chance of avoiding aggressive surgery, chemotherapy, disfigurement or even death.

”

For instance, when caught before it spreads, melanoma has a 95% survival rate over a 5-year period, and often simple excision surgery of the affected area suffices to clear the disease. This rate drops to 64% once it spreads to the lymph nodes (regional stage), and to 23% after it spreads to the organs (distant stage). Aggressive surgery and chemotherapy are usually needed in the advanced stage.

And yet despite the obvious importance of early detection, many patients are unaware of the need for this particular medical examination. In a programme run by the American Academy of Dermatology (AAD) to provide communities with skin cancer screening, 72% of participants were found to be at high risk for melanoma, while 47% of those diagnosed with a suspicious lesion admitted that they would not have thought to see a doctor for an examination prior to being screened, and 48% said they hadn't done any form of self-exam, either. These patients would have gone undiagnosed without the free screening programme.

WHAT TO EXPECT FROM A SKIN CANCER SCREENING

A skin cancer screening is a very thorough visual inspection of your skin through special non-invasive device called dermoscope, which could magnify the spots 10-20 times and it could allow physicians for detailed analysis. The physician conducting the exam may also ask about your habits, medical history and general health while you are there. (Don't worry, there's no blood work involved.) The doctor will be checking moles and marks for

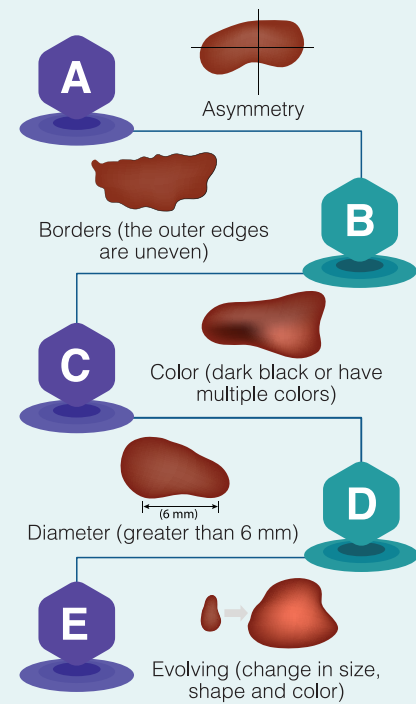
ABCDE: **a**symmetry in shape, **b**orders that are not smooth, **c**olours that are unusual or uneven, **d**iameter that has changed or is larger than normal, and anything **e**volving – any changes you might have noticed to the appearance of a mole. They'll also be on the lookout for sores that aren't healing properly. Overall, the examination should take about 30 minutes.

Once you get home, don't be embarrassed to get familiar with your own skin! Experts recommend a thorough self-exam once a month, starting from the top of your head and working down to the soles of your feet, including those hard-to-see and forgettable spots like your scalp, the back of your ears and behind your elbows and knees. You'll need mirrors for many of these locations, or you can ask a loved one to lend a hand – and do the same for them when you're finished. If anything looks strange or different, make an appointment with your physician as soon as possible.

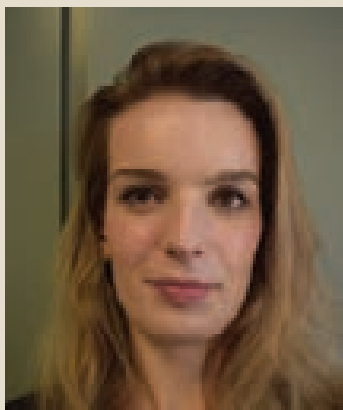
MINIMISING YOUR RISK OF SKIN CANCER

Early detection improves your odds of beating skin cancer, but avoiding it in the first place is even better. Cloud cover is no substitute for sunscreen – certain types of cloud or cloud patterns may even increase your UV exposure—so wear sunscreen even on cool or overcast days, and remember to re-apply it every two hours. If you have concerns about your personal risk factors, talk to your family physician or the doctor performing your skin cancer screening and ask what additional steps you can take to stay safe and healthy.

Melanoma warning signs



Dr Steven Loo King Fan
Honorary Consultant in
Dermatology & Venereology
Gleneagles Hong Kong Hospital



Passing the pen

Name: Judith Huismans

Company: REDD Intelligence

Email: judith.huismans@hotmail.com

1. Who am I:

Most of you will probably know me as the former Marketing & Communication Manager of the Dutch Chamber of Commerce. I worked for the Chamber from January 2017 until May 2019. After having a wonderful time at the Chamber, it was time for a new challenge.

2. My professional background is:

I've studied International Relations as well as International Economics & Business. At the Chamber, I was responsible for all the publications (including this magazine), the organisation of events, several committees as well as the mentorship programme.

3. I moved to Hong Kong because ...

While studying to earn my Bachelor's degree, I did an exchange semester in New York, which was my first experience of living abroad in a metropolis. Amsterdam felt too small afterwards and I was keen to repeat the experience. Later that year, I moved to Guangzhou for an internship at the Dutch Consulate General. I absolutely loved living in China, and six months was way too short. That's why I decided to move back to this region after completing my Master's degree. The Chamber provided me with the perfect opportunity to do so.

4. I work for:

I recently started working as a Sales Associate Asia for REDD Intelligence. We provide market-moving news and intelligence on companies in emerging markets. It's been interesting to go back to my academic background and learn a lot about emerging markets, especially here in Asia. Combining this with a people-oriented role, it's the perfect fit for me.

5. My most remarkable work story relating to Hong Kong is:

It's not one particular story, but what I enjoyed most about working at the Chamber is the sense of community. A lot of members are very active on a voluntary basis. For example, when we started the mentorship programme from scratch, it was nice to see how much expertise and help was readily available within the member base.

6. I find most of my business contacts through:

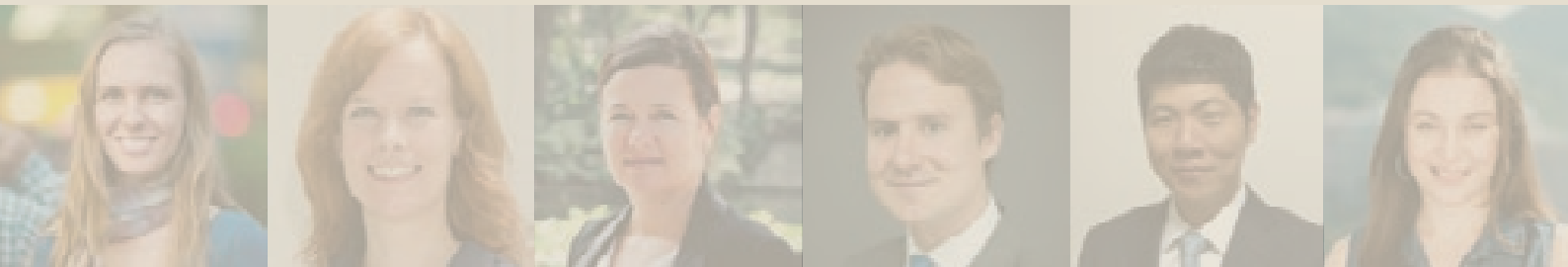
Having attended over 60 events of the Dutch Chamber per year, that's where I've found most of my business contacts in Hong Kong. The wide range of events from Young Professionals barbecues to tax roundtables provided me with a versatile group of contacts. As there are a lot of joint events with different Chambers, it's not just Dutchies that I met but people from all over the world.

7. 25 years ago I was:

A two-year-old, so I don't have a lot of memories of that time!

8. One day I will be:

Hopefully I'll be able to share many exciting stories about my travels and my time abroad. ●



Insuring for a good 'health check'

As part of a healthy business or personal portfolio of protection, we spoke with expert insurance brokers, Frank van Ginkel and Litai Wai, about changes in the industry and why insurance is important as part of a health check checklist.

■ By Donna Mah



Litai Wai



Frank van Ginkel



Litai at the Business Network International (BNI) Attraction Chapter event

Litai Wai, Director, Charings

Born and raised in the Netherlands, Litai Wai travelled to Hong Kong with his family many times throughout his childhood to visit his grandparents, but it was never his plan to move to the city. However, once he met the woman that was to become his wife here, the decision to move to Hong Kong was an obvious next step. Litai has lived in Hong Kong for a decade now and continues to enjoy the vibrancy of the city, the ease of doing business here and continues to be impressed by the high level of efficiency in the city.

Before moving to Asia, Litai worked for Fedex in the Netherlands negotiating pension plans for employees. When he moved to Hong Kong, he met Frank van Ginkel, who helped him land his first job here working for MI Insurance Brokers Limited. For the last five years, Litai has been running Charings Limited, a Hong Kong-based insurance broker. When asked about what services Charings provides, Litai explained that they advise clients regarding a broad range of insurance products covering almost everything, including small group and individual insurances, as well as drone insurance (a relatively new product), but excluding life insurance.

Frank van Ginkel, Owner, Kingfisher Insurance Brokers Limited

Frank van Ginkel is a long-standing founding member of the Dutch Chamber of Commerce since 1980 and a veteran in the insurance business. He has been providing insurance solutions for expats and executive clients posted in Asia from Europe for many

years, and was a specialist in medical insurance when there were only few International Medical licences for off-shore covers. In 1985, Frank offered clients the OHRA simple Medical insurance products with few exclusions and fully unlimited period cover with 1. private room with outpatient care and 2. semi-private room, as the Regional Director for Asia, and later also for Spain, Portugal, Israel, France and then the Antilles. This was followed by options for outpatient care, maternity, dental, and no-limits on premium or large deductions with big discounts. By 2000, the OHRA private medical insurance business had been through a number of mergers and management changes.

Frank runs Kingfisher Insurance Brokers Limited which offers an extensive portfolio of insurance services covering group medical, term life, critical illness, disabilities, income protection as well as MPF and general insurances. Kingfisher works together in a strategic partnership with MI Insurance Brokers Limited covering Hong Kong and China to provide international insurance policies in Asia.

Frank moved to Hong Kong in 1974 and had worked in hotel management before moving into insurance. He first dealt with personal accident insurance and added to his portfolio of offerings from this, including cargo insurance when shipments were made using wooden crates and damage claims were common.

In 1974, Frank became the oldest player of the Dutch Hockey Club (DHC) and became the chairman in 1980. He founded the ZOAT (Zuid Oost Asia Tournooi) for the Dutch Asian team and competed at the Den Looden Verader Cup annually. Today, it is played in five Asian counties and with a maximum of 24 Dutch teams. The DHC teams play games throughout Asia and in the Netherlands.

Frank is also an active member of the Masonic Charitable Foundation which has many Orders and a history of more than 300 years. Frank's grandfather was the CEO of ING Bank and held the highest degree rank of 33 as a Freemason.

Why is insurance an important 'health check' item

Most people are aware of the need for personal health checks and the need to live healthfully, but what sometimes gets overlooked is the need to provide peace of mind and protection for their family members or business should something go wrong. As part of a business or family health check, consideration needs to be given to the types of insurance one needs as well as the amount of coverage required.

Lead story



Litai at the ABN AMRO Dutch Chamber Annual Golf Tournament

‘Businesses need insurance in case the “health” of the business is threatened,’ explained Litai. ‘Insurance is used to protect people and businesses from financial threats.’ Those financial threats may develop from different areas including the activities a business is involved in, staff taking leave due to illness – which is a cost to the employer – and other risks.

‘Growing up in a large family with many children, there was always someone who had a health problem and my parents always managed to solve these problems. Looking back, they must have had some type of insurance,’ Frank reflected. ‘When you are employed by a company, you know you have some insurance provided by the company – travel insurance, health care – and then perhaps later in life, you learn about life critical illness, term life and income protection.’ He added that when people are young, the cost of insurance products, such as the ones he mentioned, may be cheap, however later in life, people learn that pre-existing conditions may not be covered.

- *‘I transfer my clients and perform a yearly*
- *review and compare the premiums and*
- *benefits for new international individuals*
- *and large client’s products,’ said Frank.*

When you move to a new destination, retire or when you reach the age of 65, your coverage stops or is reduced. Frank stressed that while premiums are an important consideration, it is also important to examine what your needs are and what coverage is required.

‘I transfer my clients and perform a yearly review and compare the premiums and benefits for new international individuals and large client’s products,’ said Frank.

A healthy insurance checklist

In the Netherlands, there are Mandatory insurances for Medical insurances whilst in Hong Kong there are the MPF and third party

liability insurances including Employees’ Compensation, Motor Vehicle and Marine coverage, which must of course be included in an insurance health checklist. Litai and Frank both agreed that medical or health insurance is also something everyone should have on their insurance checklist. Litai said that, ‘Having good in-patient insurance coverage can help seriously ill patients, such as cancer patients, to battle the illness and hopefully survive.’

Traditionally in Hong Kong, generations of families are expected to live together. It was also not common for member of the older generation to buy health insurance as, according to Litai, it was expected that the children or grandchildren would take care of the elderly, including their medical needs. Buying health insurance was simply not something they considered necessary in that case. However, the financial burden on some families can be immense. He shared one of his patient stories who had purchased private international medical insurance to illustrate how having insurance helped to save the family from financial ruin:

‘A client was diagnosed with cancer in the summer of 2014 and fought the disease until September 2018. During the four years, he saw different oncologists in Hong Kong and in the UK which were fully covered by the medical insurer. He underwent several courses of chemotherapy and alternative medicine. The client’s last two months were spent in palliative care in the Hong Kong Sanatorium Hospital. The client’s partner was charged with a staggering HKD 2.8 million bill which was paid directly by the insurer.

The cost of private healthcare in Hong Kong is often eye watering and can be a serious threat, wiping out a family’s investments and savings,’ said Litai.

According to an article which appeared in the *South China Morning Post* on 6 June 2017, insurers stated that more Hongkongers are buying medical insurance as the population ages and medical costs rise.

Changes in the industry

In April 2019, a new Voluntary Healthcare Insurance Scheme (VHIS) was launched offering participants a tax incentive of HKD 8,000 per family member and offers coverage up to 100 years of old. While the government estimates that over the next three years that 1.5 million Hongkongers will buy coverage through the



Frank at a Quickstart MUNCH



Frank at the Rabobank Herring Party

programme, Frank points out that all the insurance companies are offering the same basic plan plus variable optional top-up schemes. As a broker, Frank will compare many product conditions and what is included, excluded or if essential points are missing and studies the small print to help clients make better choices. His team is currently putting together an analysis with benchmark comparisons as to whether clients would be better protected by the government plan or non-VHIS plans.

The real question is perhaps why the government has chosen to introduce the VHIS. The public healthcare system has been reported as being overburdened with lengthy waiting times – months or years – for procedures. The push to encourage people to buy health insurance is a move to try and take some of the pressure off of the public healthcare system.

Litai also shared the fact that Hong Kong ranks as the second most costly country for international health insurance in the world after the United States. The cost of insurance coverage has been rising and the factors contributing to this are believed to be: 1. Increased demand for international quality care, 2. Increased cost of healthcare, 3. Increased regulation and 4. Continuing challenges related to fraud. (Source: Prime Pacific, *Cost of International Health Insurance – 2017*)

Litai also mentioned some new types of insurance which Charings offers including drone insurance and film insurance.

Drone insurance, or Unmanned Aerial System Insurance, companies that use drones as part of their work. Drone insurance is mandatory for those using drones for business, much in the same way that motor vehicle insurance is mandatory.

Litai's client, a surveying company, was doing some mapping of the landscape using a drone in the New Territories when the pilot suddenly lost the signal and control of the drone while it was flying above a remote hillside covered by trees. The client was reimbursed for the loss of the drone after one week from the insurers in London.

As for film production insurance, Litai had a film producer client who shot a commercial which involved several actors, transportation costs and a small film crew for two days in Hong Kong. At the studio after the shoot, they realised the SD memory card had been corrupted and the data could not be recovered.

Sounds like a nightmare, but fortunately, with the coverage they had purchased the client was able to make a claim, reshoot the missing footage and have the costs covered by the insurer.

Automation and IT-related changes are also on the cards for Charings in order to make the insurance buying process more efficient and to answer frequently asked questions, provide quotations, etc.

Both Frank and Litai are very conscious of the personal nature of their business and introducing automations and IT solutions are more for handling administrative functions rather than client servicing.

'We would like to make use of technology to reduce the administrative work so that we can spend more time with clients to better help them find products to meet their needs,' said Litai. 'To improve the client experience, we are also looking at ways to streamline the process with solutions such as one form per family to complete for healthcare coverage.'

Drone insurance, or Unmanned Aerial System Insurance, companies that use drones as part of their work. Drone insurance is mandatory for those using drones for business, much in the same way that motor vehicle insurance is mandatory.

Helping for clients with their insurance 'health check'

For clients, it is important to feel that they are being well taken care of by their broker and that they have the coverage that they need. To determine what is necessary is sometimes confusing for those not familiar with all the possible options available to them. Brokers such as Frank and Litai work together with clients to figure out what their needs are and how to best meet them.

One of Frank's long-standing clients had concerns about the rising cost of his health insurance. As the client was getting older, the insurance company asked for an additional health application with regards to his weight (and BMI) and a 25% loading was added to his premium. Frank contacted the insurer on his client's behalf citing that for many years and backed by many governments' health specialists that BMI is an outdated way to measure health. He provided evidence that his client's weight and health had been very stable and was, in fact, fitter health wise than the criteria from the insurance provider. Most insurers use the BMI as a health marker! Frank was able to negotiate a lower loading to the premium.

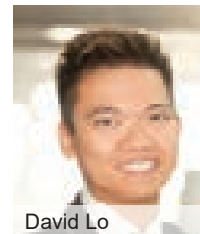
Both Frank and Litai stressed the importance of insurance to provide peace of mind and assistance when there issues arise. For companies, insurance helps to limit costs and protects them against possible huge losses. While the policies themselves may not differ much, speaking with an experienced broker is one way to ensure that a company and individual have the right insurance to maintain good health as part of a regular 'health check'. ●

How Healthy Is Your Company?

Changing business environments and constantly changing regulatory requirements means that companies should do regular business 'health checks' to identify potential issues and weaknesses.



Willem Jan
Hoogland



David Lo

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

Introduction

For the benefits of our own health, many of us conduct a body check on a regular basis, which potentially enables us to 'spot' at an early stage any illnesses we might need to face soon or later. Nowadays, such a 'health-check' is equally important for most businesses and/or companies in the world as they are confronted with an ever-changing business environment and thus with ever-changing regulatory requirements.

Regular 'health-checks' on a business will assist management to identify the potential issues and weaknesses of its operation, allowing it to take any actions to solve the problems it faces as well as to make relevant improvements. Although management of some businesses might have conducted a financial 'health-check' and use its financial data/position as a (sole) indicator when evaluating/determining whether the business is healthy or not, other indicators to check its healthiness should be explored as well. This as for the benefit of a long-term business development of a business, it will be crucial to ensure that it is in a good standing order from both a legal and a tax point of view, especially when it has an international presence.

Legal

Corporate compliance

We are in an era in which businesses are requested to meet a number of regulatory compliances. For example, businesses need to not only make sure that they have relevant anti-money laundering measurements in place but also that they maintain a significant controllers register. At the same time, relevant businesses registrations/registers, licences and insurances need to be in place as well. Further, there will be various reporting requirements, such as reporting on tax, directors/staff and pension contributions. Therefore, it is important to ensure that a business has complied with all the applicable laws and regulations so as to avoid any penal and/or legal (tax) consequences.

Corporate governance

The management and operation of a business is usually governed by the laws of its 'incorporation', potentially by its memorandum and articles of association as well as by its own business objectives and policies. Due to the potential changes in the aforesaid elements, a business's corporate governance has to be reviewed and adjusted accordingly in order to stay effective.

Hence, it is vital for a business to perform a regular check/review on its corporate governance in order to ensure that the business's matters continue to be managed and controlled properly.

Risk management

Risk management has become more and more crucial when running a business. Businesses face different kinds of risks, such as risks in relation to intellectual property right infringements, business contracts breaches, data hacking breaches, bank account closures, money-laundering, product liabilities and changes to the political environments. Performing a constant health check/review can facilitate management to monitor and detect the potential risks/threats for the businesses before the problems arise.

Tax

Some businesses tend to focus purely on generating income and put their tax compliance as well as other tax related matters aside until the tax authority 'knocks' on their doors and/or impose hefty fines.

As one may be aware, the Common Reporting Standard (CRS) (including automatic exchange of information and reporting on a country-by-country basis and master file and local file reporting) has globally been introduced with a view to enhance transparency of tax/financial account information among the tax jurisdictions. In addition, the Base Erosion and Profit Shifting (BEPS) project has also been launched for various tax purposes including combating tax erosion. In the continuing fast evolution of tax laws in the international arena, it is necessary for a business to be well aware of its tax reporting obligations, understand its tax position as well as identify its potential tax exposures and risks in the relevant tax jurisdictions.

In view of the above and since tax compliance and tax risks can vary from transactions to transactions, conducting a tax health check on regular intervals can facilitate a business's management to (i) monitor and evaluate its tax position and tax risks on a timely manner; (ii) develop tax plans to counter-measure any tax risks and achieve tax efficiencies; and (iii) prepare for any potential enquiries/investigations from the relevant tax authorities.

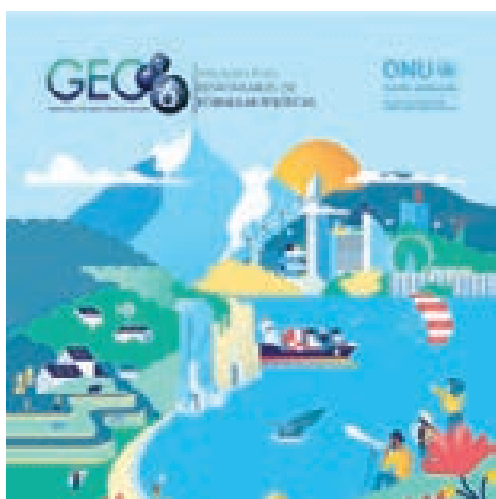
Conclusion

While a person is suggested by doctors to perform a body check regularly, a business is also recommended to conduct a thorough health check/review on its legal and tax aspects every year. As well, following up with 'suggested' follow-up actions after the health check has been completed is important. ●

Health Check, Healthy Planet, Healthy People!

Changing business environments and constantly changing regulatory requirements means that companies should do regular business 'health checks' to identify potential issues and weaknesses.

■ By Bernard Scheffens



The Global Waste Management Outlook (UNEP 2015) estimates total urban waste generation including municipal solid waste, commercial and industrial waste and construction and demolition waste at 7-10 billion tons per year.

Asia and Africa are expected to significantly contribute to global waste generation over the next century. Then we have items like food waste (in general over 50% of total waste in Asia), marine litter like the plastic soup polluting our oceans, waste trafficking and crime and significant differences in waste management between developed and developing countries.

About a third of food produced is wasted or lost annually with an estimated financial cost of USD 750 billion – 1 trillion. This wasted food could feed two billion people, and we currently we have one billion undernourished people. At the same time, this food loss creates an estimated 3.3 gigatons of CO2 emissions.

With an increase of global demand for resources, the waste market has become a viable sector with an estimated value of USD 410 billion a year, from collection to recycling. The downside of this includes the increasing cost of disposing of hazardous waste, weak environmental regulations and enforcement, and that the market creates opportunities for waste trafficking and illegal activities. Refer to the illustration and you will see that countries need to take responsibility – whether sending or receiving illegal waste.

Uh, you may think, this is not happening in my backyard. Maybe not, maybe a little. The problem, however, is that pollution does not stop at the border. Our planet is suffering, and we can do something about it. When we started to separate waste at my home – we were astonished, for example, by how much plastic we were actually using. Same for organic waste, etc. And simultaneously, we saw solid waste reduced significantly, of course. Honestly, it was not that difficult to do. And one of the results is lowering costs for our waste management practices. When doing this, together with all citizens, it will have a big impact. The next step is to recycle it properly, at acceptable cost, and bring it back into the circle again as resources. You know the story.



Developed countries with more advanced waste management systems can consider strategies for integrating new and complex waste types; driving sustainable consumption and production, moving towards near zero waste schemes and a circular economy. Developing countries therefore need to speed up and face challenges like uncontrolled dumping, open burning and inadequate access to waste services. Globally, three billion people lack access to controlled (registered) waste disposal facilities (est. UN).

Wastewater in agriculture represents 79% of waste water produced in West Asia, and is discharged straight into the environment. The number is 80% (all wastewater) globally. How long can this go on?

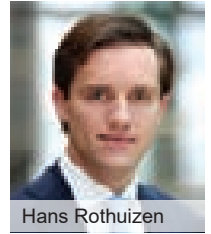
I hope this gives you some idea what is going on in your environment and that we need to appreciate our beautiful world, what is at stake and what we can do while we still can save it. Thanks! ●

Health and taxes ...

Doing an annual health check-up is very common.

Why not have an annual tax check-up?

■ By Hans Rothuizen, Tax Advisor at Loyens & Loeff



This is issue 200 of the DutchCham Magazine – congratulations to all who have contributed to reaching this milestone! – and is themed Health Check. Health checks are quite common in Hong Kong – contrary to the Netherlands, where some kinds of health checks are prohibited or discouraged.

Reasons for undergoing a health check vary from person to person. However, there are some reasons that are heard more frequently. Being aware of (potential) issues that can be detrimental to one's well-being, is one. Identifying such issues before it is too late, so one can avoid irreparable damage. Wanting to know everything there is to know, so one can enjoy a good night's sleep. The outcome of a check-up can actually change people's habits and behaviour, such as adopting a healthier lifestyle.

Naturally, there are also arguments against such annual health checks (especially those performed irrespective of risk category; the policy of population-wide cancer screenings for certain age groups is not as disputed). The main argument is that there is no or limited academic research proving the effectiveness of such screenings. The screenings can give a false sense of comfort, as a condition can develop shortly after the check-up. During a health screening, things could be found that look alarming at first sight – giving cause to sleepless nights – but turn out to be benign or harmless.

- *Interestingly, not too many people and*
- *organisations undergo an annual tax*
- *check-up, even though the arguments of*
- *the proponents are equally true for tax*
- *check-ups, while the same cannot be said*
- *of the opponents' arguments.*

Interestingly, not too many people and organisations undergo an annual tax check-up, even though the arguments of the proponents are equally true for tax check-ups, while the same cannot be said of the opponents' arguments.

Too often, only when a tax return is prepared the sensitive dealings of the relevant period become clear. As tax returns are typically prepared after the year is over (either shortly afterwards, or in some instances up to two years after the end of the year), any damage is already done and irreparable; one has to live with the consequences. From that perspective, it makes perfect sense to have a check-up done and get a diagnosis (more commonly referred to as 'advice' in the non-medical world) at an early stage, when changes in behaviour can still affect the outcome. Not having to

worry about unknown tax issues – as a professional assured you that there are no immediate attention points – are also important for the quality of the sleep of the persons concerned.

The other argument against an annual check-up – the 'false alarm' causing stress and bad sleep – is not as compelling for tax: most people would lose a night's sleep more easily over health concerns than tax issues.

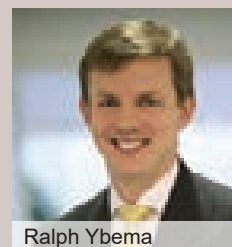
Of the arguments against an annual health check, most do not apply to an annual tax check. Agreed, there will not be too much academic research about the benefits of such a check (but I doubt there will be research showing the absence thereof either). Of course, similarly to a health check-up, a tax check-up is like a snapshot: it only shows the condition at that very moment. However, contrary to a person's health where a medical condition can appear to come from nowhere, new 'conditions' in the field of tax are either due to rule changes (legislation, case law et cetera) or behaviour changes (new assets, loans, business activities), which are traceable, so keeping an open line with one's tax counsel may prevent new conditions more easily than doing so with your family doctor. The other argument against an annual check-up – the 'false alarm' causing stress and bad sleep – is not as compelling for tax: most people would lose a night's sleep more easily over health concerns than tax issues.

Hence, regardless where you stand on the annual health check, the case for an annual tax check is much more convincing. However, the quote famously attributed to Benjamin Franklin – 'in this world nothing can be said to be certain, except death and taxes' – is interesting in this respect: many people are taking precautions to avoid death (at least as long as they can), but too often they forget to think about taxes in a timely manner. ●

Health Check

Salud ! Dinero ! Amor ! – Catching a Cold in Costa Rica

■ By Ralph Ybema, rybema@chinaltd.com.hk



Ralph Ybema

The habit of wishing a person sneezing “gezondheid”, “Gesundheit” or “salud” has always struck me as slightly odd. After all, either the sneeze is malevolent – in which case the words of well-wishing are both late and unlikely to change much, or it is innocent – in which case the suggestion to look after one’s health is a bit like urging caution in crossing the road in a pedestrian zone ...

Now sneezes seldom come alone, therefore Costa Ricans add “Money” on a second and “Love” on a third sneeze, or so I was told when visiting that gem of a country. Makes one wonder in what order of preference they consider the three – and if so, if the order changes with progressing age.

In the corporate world, there is no question that the second sneeze rules: all the undoubtedly well-intended efforts of Corporate Social Responsibility Officers notwithstanding, companies of any meaningful size are ruled by numbers. The buck stops there and anyone who says it does not have either never attended a listed company’s shareholders meeting, or have slept straight through it.

This is neatly reflected in the concept of a “health check” for corporations – or what seems to be the preferred term in banking, a “stress test”. Do not for one moment think that those checks are meant to chart the health situation of the company staff, the nutritional value of the food in the factory canteen or the impact of the company’s products on the environment. All that needs to be “sustainable” to pass these tests are cash flow levels, solvability ratio and capital buffers. Oh, and if there is any doubt on the contrast with the human body, it apparently helps to be “too big to fail”.

Now banks and other financial institutions tend to turn these health checks and stress tests into excuses for a “zero-risk” approach. Here’s how it works: a bank gets caught for, say, laundering money on a massive scale for a drug cartel. Its regulator, encouraged by government officials keen to score points, introduces new compliance rules with the threat of regular audits. The bank’s compliance department, eager to boost its importance and commensurate budget, hires the most expensive lawyers available (Why scrimp? Banks

play with other people’s money, yours and mine included) who have to justify their exorbitant fees by suggesting amendments to existing compliance processes that go well beyond the regulator’s requirements.

Nobody in the bank can argue against the zero-risk approach without risking their job if things go south. Nobody at the regulator’s office will do so because that’s not their job and the government boasts about their grand success. Lawyers and other purveyors of expensive compliance documents and services such as Certificates of Incumbency are laughing all the way to eh, well ... the bank !

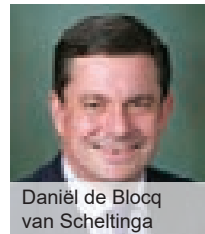
Not much to laugh about for start-up companies though. In particular those owned by overseas shareholders, who find it virtually impossible to get a bank account in Hong Kong. Never mind that they don’t yet have the funds to launder to begin with. Never mind that the time, effort and money required for these start-ups to stay compliant are prohibitive and a real threat to their survival in the fragile early stages. Never mind that this “zero risk” approach is the quintessential “cover-your-backside” way to utterly alienate those with the courage to start up a real business.

One would have to be pretty naïve (that is a euphemism) to think that those prepared to risk heavy jail sentences and even the death penalty by engaging in the drugs trade, the weapons trade, or terrorist financing would shy away from the obvious workarounds of these compliance rules: lying, falsifying documents and using stooges and Smurfs to do their dirty work for them.

To criminals, those workarounds are just a cost of doing business. They won’t be the ones getting caught, or extradited. Extradition bill is bad for foreign investment? With the current compliance rules, before long Hong Kong will not have foreign investors to worry about extraditing anymore. ●

Aviation

The next time you're in the Hong Kong International Airport, remember to look up. The plane you see hanging up from the Terminal 1 ceiling is not just a replica of just any plane though. Formerly known as "Wanda" and then the "Spirit of Sha Tin", in this Passport to Hong Kong article Daniël de Bloq Scheltinga tells Wanda's story and the "extreme" Kai Tak International Airport.



Daniël de Bloq
van Scheltinga

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

Charles Van den Born was born in Liège, Belgium on the 11th July 1874. His mother was French, and later in life he became a French national. He clearly liked new technology and racing, because after he had become a well-known racing cyclist, he became an automobile racer, and finally found his real passion in aviation. He obtained his French pilot's license on 8th March 1910 (license number 37), and his Belgian pilot's license a few weeks later on 31st March (license number 6). He was later the first pilot to fly to French Indochina (now Vietnam).

He was also the first to fly in Hong Kong in 1911. His Farman Mk II bi-plane named "Wanda", designed and built by the famous Voisin brothers in France, was shipped to Hong Kong, transported to Hong Kong's first airfield at Sha Tin and renamed "Spirit of Sha Tin".

The plan was to be featured in a three-day flying spectacle, starting on 20th March, the "Hong Kong Aviation Week" as it was advertised, with admission by ticket only. Tickets were priced from 50 cents to HKD 5. The more expensive HKD 5 seats gave access to a Club enclosure with comfortable seating, refreshments and a band. Hong Kong hasn't changed much since then.

The Kowloon Canton Railway Corporation (KCRC) had arranged a special train to transport guests to the site, including Governor of Hong Kong Sir Frederick Lugard and the military heads Vice-Admiral Winsloe and Lieutenant General Sir J. Wolfe Murray (Murray House – now located in Stanley and formerly in Admiralty – is named after Sir George Murray) were in attendance. The planned programme which was to begin at 14:00 and included a demonstration of flying with diving from a height to the ground "giving the impression of dangerous fall", and flights with passengers who had to pay a fee of HKD75 in advance for this rare experience.

Unfortunately, despite the bright sunny day, unexpected strong winds caused the whole show to be delayed, and most people had left by 16:30. According to *The China Mail*, only a group of mostly local Hong Kong Chinese remained "endowed with a big share of Oriental patience"(!). They were finally rewarded with being witness to the first aeroplane flight in Hong Kong, as the "Spirit of Shatin" took off and made a short flight over the fields and waters of Tolo Harbour, "with the quickness and certainty of a bird" as the press described it. A flying replica of the "Spirit of Sha Tin" was flown to Chek Lap Kok Airport at the opening of the airport in 1998. This is the aeroplane that hangs in the departure passenger terminal near Gate A by the Cathay Pacific check-in area. Next time you're in the airport, take some time to have a look at it and marvel at how small and fragile the whole structure looks.

Air transport to and from Hong Kong evolved from Van den Born's flight, and interest in aviation grew. Two billionaire friends, Ho Kai and Au Tak, owned land which was acquired by the government which was finally used to build a small airport for the RAF and a pilot training centre. Kai Tak Airport eventually became Hong Kong's international airport in 1962. Within a couple of decades it became clear that Kai Tak Airport was inadequate, as it was by then surrounded by private buildings making any expansion impossible. With numerous skyscrapers and mountains located to the north and its only runway jutting out into Victoria Harbour, landings at the airport were dramatic to experience and very technically demanding for pilots. The History Channel program *Most Extreme Airports* ranked it as the 6th most dangerous airport in the world. Everyone will most likely have seen the iconic images of commercial jets flying past Kowloon City residents in their apartments calmly eating their morning congee, but if you do a quick search on YouTube, you can watch videos of landings taken from inside the cockpit. It seems like a miracle that there were no major accidents!

In fact, pilots had to be specially certified to be able to land at Kai Tak Airport, as the typical approach meant flying toward a mountain (on which a huge orange and white checkerboard had been painted as a warning sign), and make a steep turn at a height of 650 ft, (200 m), then flying very low over Kowloon City before landing on the runway, finishing early enough not to end up in the water. The turn and approach had to be done visually, pilot's had to ignore their instruments, as these were all issuing alerts and telling them the approach was crazy!

Chek Lap Kok Airport (Hong Kong International Airport), built on reclaimed land, was opened in 1998. According to pilots, the landing is a lot more boring, but that seems like a very good thing for all of us! Although when I see the old pictures, I must admit that I would have liked to have had the Kai Tak experience at least once in my life! ●



How to stay fit and healthy in Hong Kong

In a city known for long working hours and a fast-paced lifestyle, Wouter van Marle shares ideas for connecting with nature and eating fresh from the garden produce for healthier bodies and minds.



Wouter van Marle

■ By Wouter van Marle, Countryside Adventure Tours and City Hydroponics

Hong Kong, a big city, is characterised by glitzy malls and shiny office buildings. For many people, first and foremost it is a place to work and shop. It is easy to spend most of your time indoors, away from the beauty of nature, and eating in restaurants, away from your own home and kitchen. This is a normal way of life for many in this city, rushed and always on the move. Completely detached from nature and where your food comes from, living in an urban jungle where it may not be easy to keep fit and feeling happy and relaxed.

It is a little known fact that almost half of Hong Kong's land is designated country park, which includes the Hong Kong UNESCO Geopark, best known for the worldwide unique formation of hexagonal rock columns. The country parks also have a remarkably high biodiversity, with a great range of plant and animal life. Add to this the human history of the area, as it can be seen through many now abandoned villages, overgrown farmland and even industrial sites. Hiking and other outdoor activities in the country parks are a great way to keep you fit and feeling relaxed and happy, simply by being out in nature and away from the noise and crowds of the city.

This is one of the reasons why, back in 2013, I decided to set up my Countryside Adventure Tours business, operating guided tours to show the beauty of the Hong Kong countryside and explain its rich human history. The activities that I organise range from boat tours and day hikes to night walks and snorkelling, with many depending on the season. Nature is seasonal, which is one of the things that makes it so interesting. It is never the same.



During summer, you can go and see the fireflies in places like the Tai Po Kau nature reserve. When the sun is gone and the temperatures go down, you can enjoy the twinkling lights of fireflies hanging around in the trees, giving you that Christmas feeling in summer. Another typical summer activity is snorkelling. Hong Kong has a number of coral colonies, mostly in shallow waters near to the shore, making them particularly easy to observe. Winter time, on the other hand, is the season for longer hikes, to visit remote abandoned villages in the far reaches of the New Territories, or to visit some of the more rugged sites of the Geopark.



Of course, as going for hikes every day is not possible everyone, another thing you can do is bring nature to you. Bring some plants into your home to green it up. Fragrant herbs such as basil, thyme or mint can really improve your indoor environment while also offering a very nice extra flavour to your home cooking. A balcony is suitable for growing plants like tomatoes, cucumbers or pumpkins, and if you're lucky to have a rooftop you could even set up a small urban farm. I am one of those lucky few, and started growing some crops on my rooftop which I then turned into another business: City Hydroponics, selling hydroponic farming equipment designed for use in the city.

For me, this touch of nature is what makes Hong Kong liveable. Being out in the countryside seeing all those beautiful things while getting a good workout, or tending to my crops at home: it reminds you there's more than an urban jungle out there. Nothing beats a nice meal at home after a good hike in the country parks made with food from your own garden. A great way to reconnect to nature and your food, for a healthy body and mind. ●

Women in Business Storytelling

This seminar discussed the fundamentals of storytelling and explained the differences in the way that it is used by male and female leaders.

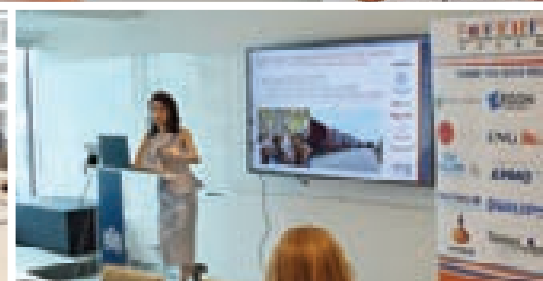
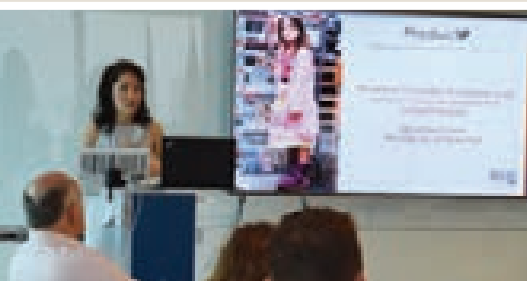
Monday, 20 May
Aegon Asia



Digitalising Supply Chain

During this breakfast meeting, the speakers spoke about developments in the logistics market. An overall picture of the legal responsibilities (and challenges) were explained.

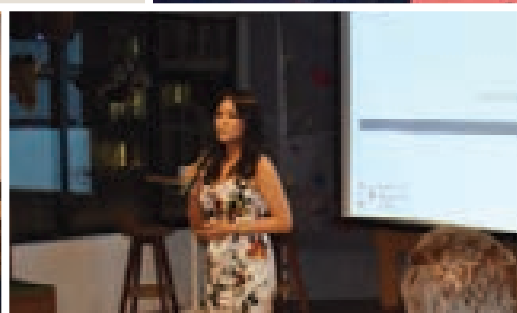
Wednesday, 22 May
Dutch Consulate General in Hong Kong



Cyber Trends

During this event Dr. Karsten Nohl, Security Research Labs Chief Scientist, shared his expertise regarding securing high-risk business all over the world.

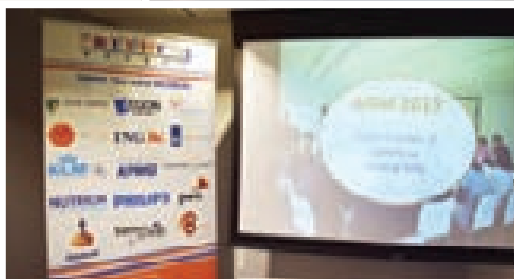
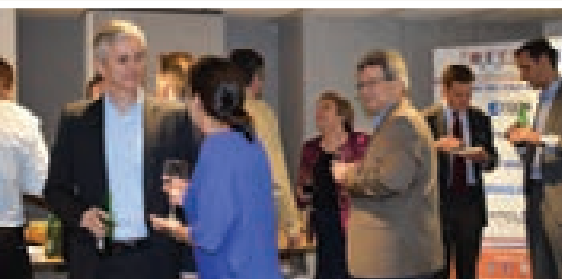
Tuesday, 4 June
Playground.Work



AGM

The Dutch Chamber of Commerce in Hong Kong was delighted to invite all members to the Annual General Meeting 2019. Chairman and Directors were elected or re-elected during this occasion.

Wednesday, 5 June
KPMG



ThyssenKrupp Elevator and Escalator Factories

Members were invited to visit the ThyssenKrupp Escalator factory in Zhongshan.

Tuesday, 18 June
The Greater Bay Area - Zhongshan



Rabobank Herring Party

To celebrate 'vlaggetjesdag' (Flag Day) in the Netherlands, the freshest Hollandse Nieuwe and other Dutch delicacies were served.

Thursday, 27 June
Orange Tree Restaurant



— NEW MEMBERS LISTINGS —

NEW START-UP MEMBER

Huub van Roosmalen

A group of experienced international business consultants specialized in (interim) business management in the APAC healthcare market.

Director Business Development & Strategic Accounts at IBA, the global leader in proton therapy, the most advanced form of cancer radiation therapy. www.iba-worldwide.com/proton-therapy. From various positions with Philips globally to a focus on Asia with senior management positions at Elekta Instruments Asia, Nucletron Asia and Accuracy Asia. Before starting his Health CareConsultants, Huub was working as VP and Director Business Development for IBA proton Therapy in China.



Due to his frequent travels in Asia Pacific, he has an in-depth knowledge of local healthcare markets and has access to an extensive network of hospital executives and healthcare distributors across Asia Pacific. Huub also established new local companies in Japan, China, India and Thailand.

Huub holds a degree in electronic engineering, IMD Business Program and EU-JAPAN Centre for industrial cooperation certificates.

Huub van Roosmalen, Director / Owner at HealthcareConsultants Hong Kong Ltd
www.healthcareconsultants.asia

NEW OVERSEAS MEMBER

Caspar ter Bille

Acosorb International BV

NEW YOUNG PROFESSIONAL MEMBER

Judith Huismans

Redd Intelligence
www.reddintelligence.com

Ivan Jim

Hang Seng Investment Management

— ANNOUNCEMENT —

Introduction Reverse Diabetes2 program starting in October 2019



A new, successful Dutch programme, Reverse Diabetes2 Now, will be starting in Hong Kong this October. The Dutch foundation (non profit) Voeding Leeft launched this programme in the Netherlands in 2014. Since then over 1500 people have taken part to reverse

their type 2 diabetes. And with success. 9 out of 10 people benefit from it – using less medication, having better blood values or even no longer using any medication at all. Reverse Diabetes2 Now is developed as an intense combined lifestyle intervention, focussing on nutrition, physical activity, sleep and relaxation.

How could you help? Almost 1 million people in Hong Kong suffer from diabetes2, so most likely you will know people in your network who suffer from this disease. It would be great if you can let them know about this initiative (www.reverseddiabetes2now.hk) or like and share the FB page: <https://www.facebook.com/reverseddiabetes2now>.

— TRADE SHOW CALENDAR —

IN THE NETHERLANDS

IBC 2019 (entertainment & tech show)

Location: RAI Amsterdam
 Date: 13–17 September 2019
 Organiser: RAI Amsterdam
 Email: info@ibc.org
 Website: <https://show.ibc.org/welcome>

Big Data Expo

Location: Jaarbeurs Utrecht
 Date: 18–19 September 2019
 Organiser: Organisatie Groep Zuid BV
 Email: info@bigdata-expo.nl
 Website: <https://www.bigdata-expo.nl/nl>

Beurs Eigen Huis

Location: Jaarbeurs Utrecht
 Date: 20–22 September 2019
 Organiser: Expo Communications BV
 Email: info@expocommunications.nl
 Website: <https://www.realiseerjedroomhuis.nl/>

Beauty Trade Festival

Location: Jaarbeurs Utrecht
 Date: 28–30 September 2019
 Organiser: Jaarbeurs Utrecht
 Email: beautybeurzen@mgen.nl
 Website: <https://www.beautytradefestival.nl/>

Wetsus Congress 2019 (sustainable water technology)

Location: City Theatre de Harmonie, Leeuwarden
 Date: 7–8 October 2019
 Organiser: Wetsus
 Email: info@wetsus.nl
 Website: <https://www.wetsus.nl/>

Euro PM 2019

Location: MECC Maastricht
 Date: 13–16 October 2019
 Organiser: European Powder Metallurgy Association
 Email: congress@epma.com
 Website: <https://www.europm2019.com/>

IN HONG KONG

Salon de Te

Location: HKCEC
 Date: 3–7 September 2019
 Organiser: HKTDC
 Email: exhibitions@hktdc.org
 Website: <https://event.hktdc.com/fair/te-en/TE/>

Belt and Road Summit

Location: HKCEC
 Date: 11–12 September 2019
 Organiser: HKTDC
 Email: beltandroadsummit@hktdc.org
 Website: <http://www.beltandroadsummit.hk/>

Hong Kong Electronics 2019

Location: HKCEC
 Date: 13–16 October 2019
 Organiser: HKTDC
 Email: hktcdc@hktdc.org
 Website: <https://www.hktcdc.com>

Eco Expo Asia

Location: HKCEC
 Date: 30 Oct–2 Nov 2019
 Organiser: HKTDC
 Email: hktcdc@hktdc.org
 Website: <https://www.hktcdc.com>

IWA Aspire Conference and Exhibition

Location: HKCEC
 Date: 31 Oct–2 Nov 2019
 Organiser: International Conference Consultants Ltd
 Email: info@iwaaspire2019.org
 Website: <https://www.iwaaspire2019.org>



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



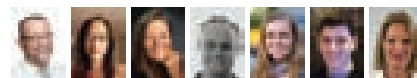
MEMBERSHIP & ANNUAL FEES

• 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

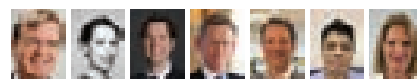
DUTCH CHAMBER COMMITTEES

PR & Pub Committee



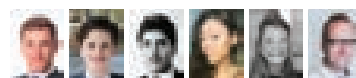
• Jacob Feenstra (chair) • Donna Mah • Monique de Raaij
• Maarten Swemmer • Annemarelle van Schayik • Mike Spaan
• Muriel Moorrees

China Committee



• Michiel Mak (chair) • Rinske Kuiper • Rogier van Bijnen
• Ewout Stumphius • James Donnan • Erwin Chan • Muriel Moorrees

SME Committee



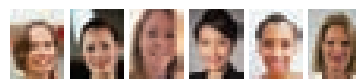
• Jan Willem Möller (chair) • Paul Du Long • Antoine Fasse
• Iris ten Teije • Emilie Oostenbroek • Jeffrey Broer

Tax Committee



• Willem Jan Hoogland (chair) • Eric Kampman • Harmen Rosing
• Miranda Baas • Muriel Moorrees

Women in Business Committee



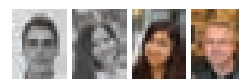
• Maaïke van Meer • Claire Worp • Emily de Bruijn • Sandra Wu
• Nerice Gietel • Muriel Moorrees

Finance Committee



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

Creative Committee



• Saul Smeding (chair) • May Yeung • Anoeshka Krijnen
• Marcel Heijnen

Young Professional Committee



• Alexander de Haseth • Vicki Chi • Rolf Sperling • Chantal Rensing
• Hidde van der Burg

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With a longstanding presence in Asia Pacific and a strong global network, ABN AMRO is your trusted partner in a ever-changing world. Our expertise spans across Clearing, Coverage, Structured Finance and Corporate Finance, but we also have our network of International Desks. There we service our Dutch clients that are looking to expand their business in Asia Pacific. For more information, visit **abnamro.com**



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extremely close shave



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Metallic pigment
coating for an incredibly
gentle glide



**Multi-direction
ContourDetect Heads**

Follows every contour of
your face, catching even
difficult hairs



**Wireless Qi
Charging Technology**
Charging made simple
and effortless

*Only available in
SP9880/61, SP9863/14, SP9860/13.