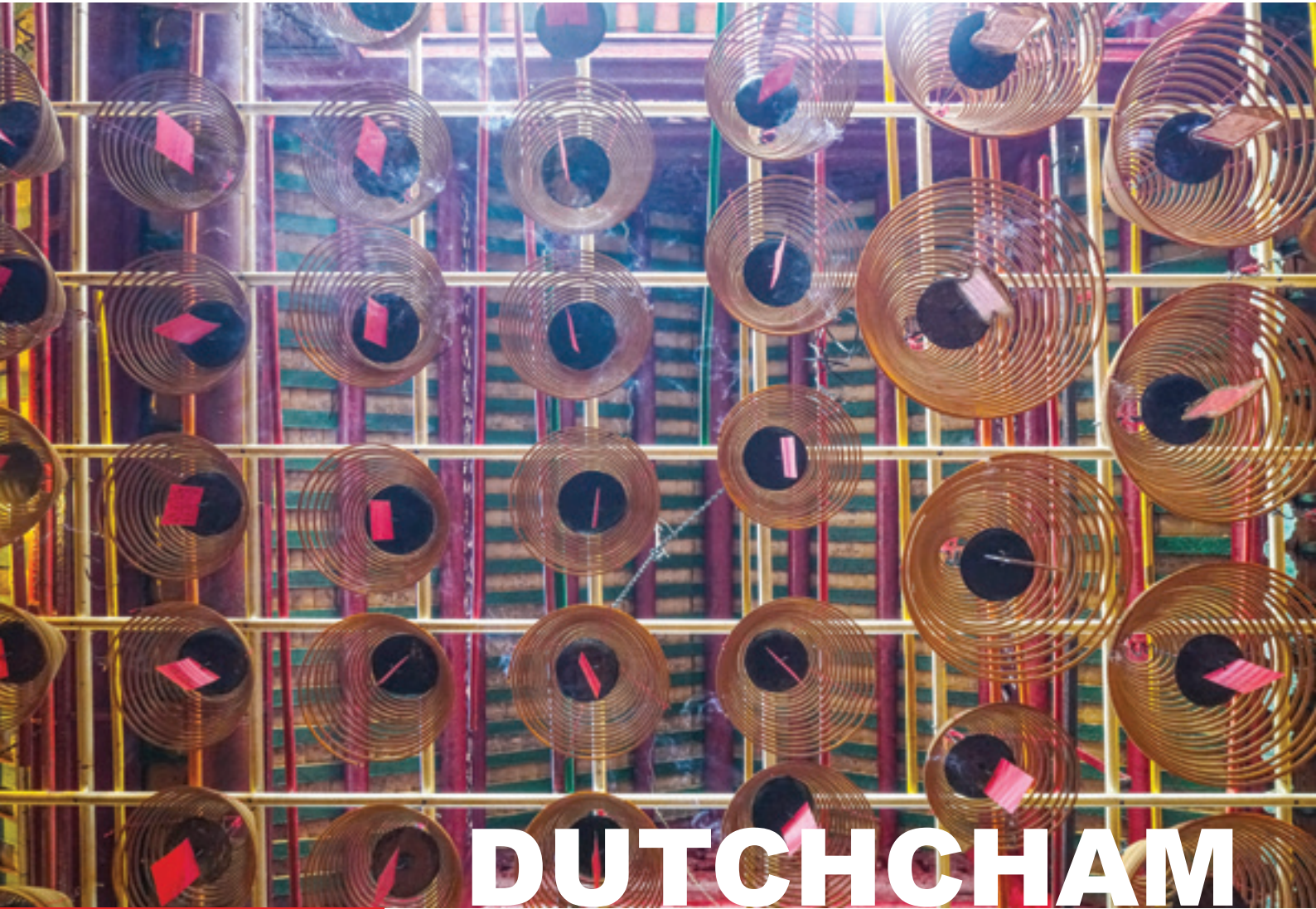


The magazine for members of the Dutch Chamber of Commerce in Hong Kong



DUTCHCHAM MAGAZINE

2020 – Issue 1

Volume 203

Resolutions

Interview with a Chief

Ruud Sommerhalder, Partner and Asia Pacific Insurance
Leader at PwC Hong Kong.

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Bert Bulthuis, Founder and Principal Architect, Sitec Studio
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On behalf of the Board of Directors and the DutchCham Office Team we wish all our members and relations a healthy, peaceful, safe and prosperous Year of the Rat.

We would like to take the opportunity to THANK YOU for all your support throughout the year. It was great to see many of you at our events or participating in another way within our Chamber. We do everything we can to ensure the voice of our members is heard throughout the year. Our shared ambition remains to drive growth of Dutch business in Hong Kong and our key success drivers as Technological Innovation, Sustainability and Diversity & Inclusion.

We are looking forward working together with you on practical and positive ways to help our business communities succeed.



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Special thanks to APC for their generosity in kindly distributing the DutchCham Magazine in Hong Kong, China, Asia and the Netherlands



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Resolutions



This is the first DutchCham Magazine in 2020. I wish you all both a wonderful, successful, and happy 2020, as well as Kung Hei Fat Choi, wishing you the best in the Year of the Rat!

The theme of this magazine is resolutions. The first thing that comes to my mind is New Year's resolutions: a tradition in which a person resolves to continue good practices, change an undesired trait or behaviour, to accomplish a personal goal, or otherwise improve their life.

We are very proud that the Interview with a Chief is with Ruud Sommerhalder, Asia Pacific Insurance Leader at PwC, a role that allows him to provide meaningful work all over the region. With great enthusiasm he explains the innovations in the industry and within PwC.

Our Lead Story is about human-centric design. Our own Bert Bulthuis, Principal Architect and Founder of SITEC Studio is telling us passionately about his architectural projects. It also features Patti Hunt, the Founder and Director of MAKE Studios, talking about design thinking for human-centric solutions.

The Chamber is excited about the prospects and plans for 2020. In early January, our Board visited the Benelux Chamber of Commerce in China in Guangzhou, BenCham, to discuss cooperation for the Greater Bay Area and to strengthen the bond between our Chambers. We are planning to co-host several exciting and content-driven events in the region, representing the interests of our members and helping them to succeed in the GBA market.

The Chamber has been partnering with NLinBusiness, a new initiative from VNO-NCW and MKB Nederland, to increase the visibility of Hong Kong and the Chamber in the Netherlands. You will hear more about this collaboration in the near future.

Furthermore, we are strengthening our long-lasting partnership with the Netherlands Hong Kong Business Association (NHKBA) to better serve companies in the Netherlands with a Hong Kong connection. During HKTDCC 20th Hong Kong Forum, the NHKBA won - for the third time in a row - the award for Best Initiative, for their seminar last July: The Greater Bay Initiative: a rival to Silicon Valley and Wall Street?

DutchCham member Origin-X won the Excellent Start-Up Company award during HKTDCC 20th Hong Kong Forum; Congratulations Sandra Wu and Maarten Verweij, a well-deserved award!

I hope to see you at one of our many events, and for now, happy reading and once again wishing you all good health, happiness and prosperity!

Maaïke van Meer
DutchCham Chairman

Helping to navigate towards desired outcomes and goals

For this issue's Interview with a Chief, Ruud Sommerhalder spoke passionately to us about what he does at his role as Asia Pacific Insurance Leader at PwC Hong Kong and why he enjoys it. Ruud also shares his expectations for the industry's future and important life lessons.

■ By Zuba Adham-Bos



Ruud Sommerhalder: Partner and Asia Pacific Insurance Leader at PwC Hong Kong

About Ruud and his work

Ruud has been happily living in Hong Kong for 2.5 years now, joined by his Italian wife and their two daughters. Before moving to Hong Kong, they lived in Munich, Germany and before that in Amsterdam.

Originally he is a tax specialist, but the last 12-14 years his work contained the responsibility of the global service for one big client. In the Netherlands, he did this for a global Dutch bank and insurer, in Munich for a global German insurer and now in Hong Kong for a global insurer with dual headquarters in Asia and Europe. "I work with executives for a large client, at their headquarters as well as in the countries where they operate. I lead the worldwide team on this."

Besides his work for the global insurer, Ruud is also 'Asia Pacific Insurance Leader' at PwC. "In this executive role, I work with the leadership of our offices in the Asia Pacific region, focused on the insurance industry. We're continuously looking at how we can be as relevant as possible for the insurance companies in the region. The content of this work is quite diverse and covers everything PwC offers insurance companies. It can be divided into five groups."

The five groups in the Insurance Leadership

1. Company culture: Which role does an insurance company want to fulfil in the market, as well as how they want to fulfil their role in society, for example, regarding environmental sustainability. They play a very important role when insuring companies that might not be quite climate-friendly and they bear a responsibility when investing for themselves.
2. Growth: We help insurance companies regarding the growth of the company, looking at growing digitally or a combination of digital and traditional, where to expand, product development and more.
3. Innovation: We advise on the best approaches for innovation and how to do it. Is it hidden away in labs or is it more prominently embedded in the organisation? What is the innovation about? Nowadays, it's often about process automation and improving the customer's digital experience. We look at how to make the

interactions as personal as possible, while more and more processes are being automated.

4. Insurance agents: Agents are still an important part of the process, especially when offering life insurance and financial products. We help insurance companies with the processes to make their agents as successful as possible. Most of the times it's about technological support and data analytics, to offer a tailored solution.

5. Operational excellence: Many companies in this region have profited from positive economic trends, so they didn't need to worry much about costs. That's changing slowly now. Besides, if you focus on operational excellence, you will get a larger investment capacity that can be used for growth and innovation.

We're continuously looking at how we can be as relevant as possible for the insurance companies in the region. The content of this work is quite diverse and covers everything PwC offers insurance companies.

Indirectly helping many people

Ruud started his role as industry leader when he came to Hong Kong. "I enjoy this role better than I thought! I thought it would distract me from my other role, but the two roles are related to one another. At PwC, we try to accommodate to the needs of insurance companies. We try to be as relevant as possible regarding the five points above."

"The reason why I enjoy building and working in these five areas is that it indirectly helps employees at the companies we work for. Building platforms for people to outperform themselves, to progress their careers, to hopefully offer them a great professional life. I think it's very cool to be able to work on that at scale."

"The first time I realised this was when I worked for the German insurer in Munich. Our strategy was to do such a great job at consulting, so they would appoint us as their accountant – and it worked. An appointment as an accountant is for ten years. I

then realised that for ten years, many people could build their career and do great professional things, because we secured that appointment. The fact that I helped in that process felt good.”

A growing and broad industry

“Historically, insurance is a very boring industry, especially life insurances. But it is an industry with lots of money in the market, and it has discovered the internet to get direct access to customers. A lot of companies, such as technology companies or app developers, have entered the market simply to get a stake in the insurance industry. It makes the field of competition wider than it has ever been; some companies are not even sure who their competitors are.”

“Some insurance companies are very technologically advanced, especially Chinese companies. Although many started as a traditional insurance company, they have moved towards

being more of a technology company. They have digitalised and automated processes such as claims handling and buying insurance. These technologies are not just used by themselves, but also sold to other companies.”

“There are companies that focus on one topic. These are usually start-ups that develop an application, for example, on data sharing without violating privacy rights. Then some companies are starting or are converting to becoming a fully digital insurer.”

“Lastly, we have the traditional insurance companies that have been in the industry for a very long time. They are starting to change and modernise as well. In some ways, they are lagging, but they have a powerful brand they can fall back on to keep them relevant.”

In short, innovation is key in the insurance industry. Where two years ago, large and traditional insurers would feel threatened by newcomers and disruptive companies, they now realise they should join them – leading to alliances and joint ventures. “This change of attitude, from threat to opportunity, is beneficial for both the larger and the smaller, new companies.”

Looking to the future

Many customers extensively research their options online before deciding what to buy – which is often also via the internet. In this process, people are more often expecting a personalised experience. To be able to offer this, the customer’s online interactions have to be tracked.

“Data analytics, automation and machine learning are extremely important nowadays. Ten years ago, I had never expected PwC to play an active role in these areas. We are currently building a platform that offers data, that has been collected with permission. Different type of companies, such as travel agencies, retail shops, and insurers, can join the platform to get insight into data to then be able to offer a tailored and personalised experience.”

“PwC, but I think many other companies and industries as well, are looking for the ideal balance between humans and machines; to create a mix of the human added values of creativity and emotion, and automation of standard procedures. I believe an organisation like ours will have much fewer employees in 5, 7, 10 years. And those that are left will not be doing the type of work they are doing today. The use of crowdsourcing will also be increased.”





“The reason why I enjoy building and working in these five areas is that it indirectly helps employees at the companies we work for. Building platforms for people to outperform themselves, to progress their careers, to hopefully offer them a great professional life. I think it’s very cool to be able to work on that at scale.”

Professional and personal resolutions

The theme of this issue is ‘resolutions’. In the corporate world, this can be translated to company goals. PwC offers its services from strategy to execution. However, sometimes they are asked to help with execution only and sometimes it’s strategy only. “Though, whether it is in defining a strategy, or executing it: our ambition is always to help navigate towards the desired outcome and goals.”

When asked what resolutions mean to Ruud, he has to think for a moment but then answers decisively: “When I promise something, I feel very obliged to come through on it. When I think I’m not going to do something, I will not make a promise.”

Life lessons to pass on

It is clear that Ruud is very passionate about his work and he has achieved a lot, so we asked him to share his important life lessons with our readers.

“I’ve lived in five countries (Italy, the Netherlands, the USA, Germany, Hong Kong) and with every move, I have grown tremendously as a person. Before I came to Hong Kong, I worked and lived in western countries. Being located in this part of the world is very formative, personally as well as professionally. Having access to such a great diversity of cultures and societies in different stages of development is a great lesson. For example, Japan and

“PwC, but I think many other companies and industries as well, are looking for the ideal balance between humans and machines; to create a mix of the human added values of creativity and emotion, and automation of standard procedures.”

South Korea are very developed, then you have China and India, but then there are also countries as Cambodia, Myanmar, and Laos, which are in earlier stages of development. I’ve learned a lot that I wouldn’t have learned if I had stayed in Europe. The biggest lesson is getting to know people from different cultures. Living and working with people face to face will teach you their way of thinking and this leads to empathy. Even if you disagree, you understand their position.”

Ruud ends with saying: “Besides the current problems, people should enjoy themselves and their time. We should be thankful for the opportunity to be here.”



The Consulate General of the Kingdom of the Netherlands in Hong Kong and Macao promotes Dutch business interests

The Consulate General (CG) of the Netherlands is the diplomatic representation of the Kingdom of the Netherlands in Hong Kong SAR and Macao SAR. The Dutch CG is part of the China diplomatic network which consists of an embassy in Beijing, Consulates-General in Shanghai, Guangzhou, Chongqing and Hong Kong. Furthermore there are Netherlands Business Support Offices (NBSOs) in Chengdu, Dalian, Jinan, Qingdao, Nanjing and Wuhan. We invite all Dutch businesses to make use of this extensive network.

Our objectives

- Serve the interests of the Netherlands in Hong Kong and Macau.
- Strengthening bilateral between the Netherlands and Hong Kong and Macao, including on trade and economics.
- Assisting Dutch companies, especially SME's, in accessing local markets.
- Anticipate and act upon business opportunities in Hong Kong and Macao for Dutch companies.
- Attract investments to the Netherlands.

How we can help

- Providing information on business and living environment in Hong Kong and Macao.
- Providing sector specific business and market information.
- Connecting Dutch Business people to our extensive network of government authorities, companies and organisations, both locally, in mainland China as well as in the Netherlands.

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In with the new, out with the old: the need for authenticity

A new decade has only just made its entry, but we have already seen country and company leaders stumbled upon unleashing the sharp tongues of the public and media.

■ By Annemarelle van Schayik, Telum Media



Annemarelle van Schayik

Australia's PM completely mishandled the country's bushfire. On the other side of the globe, Boeing finally took matters into its hand with the long-anticipated ousting of its CEO in its fight to restore confidence. A lot has happened in the past decade and last year's buzzword – authenticity – probably remains true.

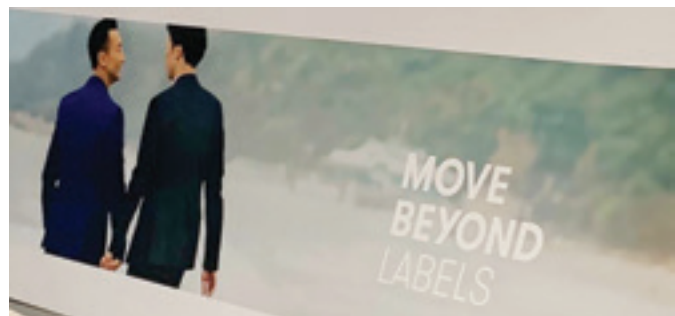
With deep fakes having made their entry onto the scene and misinformation continuing to be widespread, distinguishing fact from fiction has become more difficult than ever. Combined with an explosion of choices for consumers, brands are being pushed to communicate their values. Companies are increasingly being held accountable and expected to 'be real'. Those failing at this are being called out publicly, and those who excel are being rewarded with increased profit.

In Hong Kong, possibly one of the most beleaguered brands has been the MTR with a group of the Hong Kong population feeling it hasn't lived up to its slogan 'Caring for life's journeys'. From construction issues at the, now overdue, Shatin - Central link, to its alleged mishandling over public safety during the social unrest, to various safety incidents, to backlash over not featuring a Cathay Pacific ad of two men holding hands; the Hong Kong public has lost its trust in the rail giant.

Companies are increasingly being held accountable and expected to 'be real'.

Indeed, consumers are increasingly voting with their wallets. A recent IBM study of 19,000 consumers from 28 countries found that corporate values have started to outweigh product costs and convenience. And people are willing to pay - seventy per cent of purpose-driven shoppers are willing to pay a premium for sustainable purchases. Luckily for the MTR without any real public transport competition, it won't lose millions of commuters.

Over the past decade, brands have started to add transparency to their process pushed by both regulation and consumers. Retailers are increasingly communicating their production process from sourcing raw materials to its labour and its environmental footprint. As startups are disrupting existing markets, existing conglomerates are moving to use blockchain technologies to add transparency to their processes.



What this means for CEOs, politicians and anyone else in the spotlight is that they will have to be authentic. Brands don't necessarily have to speak out on political issues - in fact, in the current Hong Kong context backlash is around the corner - but if they do, they will have to walk the talk. The best example of 2019 was probably Nike's Colin Kaepernick ad which went on to win an Emmy for best commercial. Despite a backlash, Nike stuck to its guns and, not unimportantly, made a lot of money out of it.

People are willing to pay - seventy per cent of purpose-driven shoppers are willing to pay a premium for sustainable purchases.

In a time where CEOs are the face of a company, strong leadership has become increasingly important in building trust with employees and customers. It's time for a public celebration of one's company successes as much as one's failures - however scary. It's time to be real.

Combined with an explosion of choices for consumers, brands are being pushed to communicate their values. Companies are increasingly being held accountable and expected to 'be real'. Those failing at this are being called out publicly, and those who excel are being rewarded with increased profit.

What about Green?

Imagine one company, bringing two of the major trends of our time together to contribute to a better, sustainable future.

■ By Joost van Opstal, Founder and Director, joost@whataboutgreen.eu, +852 954 91836 and Tim van Beukering, Founder, tim@whataboutgreen.eu, www.whataboutgreen.eu



Tim van Beukering



Joost van Opstal

Whataboutgreen is an online e-commerce platform, exclusively for sustainable and 'green' products, where consumers can shop responsibly. This concept makes shopping for sustainable products easier accessible for end-consumers, and increases the market share of sustainable versus non-sustainable products, contributing to a better future together.

Consumers want 'green'

Research shows that people want to buy more environmentally conscious products, and are even willing to spend more money on it. But it is hard to find these products within the total offer of web shops such as Amazon and Bol.com (leading e-commerce platform in the Netherlands). Our web shop (currently under development) will offer the solution for these consumers.

On our multi-seller platform we offer other companies a place to market and sell their sustainable products. Just as important, we will launch our own products too, sourced and developed by the founders.

The main objective is to make it easy for end-consumers to make the green choice by having one go-to shop for all 'green alternatives'. It also allows sustainable suppliers to unite and compete with companies that offer single-use (plastic) products that are harmful to our environment.

Visibility and engagement

Many companies claim they work in an environmentally sustainable way, but often there is no way to track whether that is true. Our aim is to make the way we contribute 100% visible, transparent, and measurable, and offer an interactive way for the consumer to personally be a part of this. This ties in with the trend of a growing desire among consumers to be actively and personally engaged with the online platforms they are buying from.

Our New Year's resolution

Since the theme of the magazine is resolutions, we would like to share our New Year's resolution. We have one clear goal, which is to work together with like-minded suppliers, sellers, consumers and non-profit organisations to become the first major e-commerce platform with a negative carbon footprint and to lead the way for other companies to follow that example.

On our multi-seller platform we offer other companies a place to market and sell their sustainable products. Just as important, we will launch our own products too, sourced and developed by the founders.





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Resolution for 2020: Be Unapologetically Disruptive

Resolutions are vows to improve, a commitment to making change for the better. Many of us, however, don't just make resolutions at the beginning of a new year. We make them as soon as we have a glimmer of an idea, a spark of inspiration to do something innovative.



Maarten Verweij

■ By Maarten Verweij, Founding Partner & CEO at Origin X Capital Limited, m.verweij@origin-x.capital

When innovation thrives in the Netherlands, the whole world benefits. We have an incredible aptitude for solving global problems on a local level, and then scaling those solutions. For instance, shipping startups OTFlow and OceanOps focus on improving maritime logistics - one of the Netherlands' largest industries. While Connecterra is harnessing AI to improve the well-being of dairy cows not just in the Netherlands, but worldwide.

Dutch startups are creatively and unapologetically disrupting industries. We don't wait for a new year to create change - we do it all the time.

However, as we enter a new decade, the Netherlands Bureau for Economic Policy Analysis (Centraal Planbureau), anticipates the economy to grow by only 1.3 per cent in the year 2020. During these times of slower economic growth, it is easy for businesses to err on the side of caution. Nonetheless, we cannot be stagnant when it comes to entrepreneurship and innovation. Rather, it's times like this, that make innovation and disruption even more imperative.

We don't wait for a new year to create change - we do it all the time.

Dutch Innovation Needs to Take Risks

Supporting innovative efforts is one of the best ways to stimulate and grow the Dutch economy. To maintain positive growth in a slow economic market, businesses may need to take bigger and more calculated risks. Taking risks to support new ideas is essential

to finding the best solutions to the problems that plague us today, whether they are new challenges or age-old obstacles.

Innovation does not only take place in the tech industry. All fields require creative solutions. Some of the offices of the top growing Dutch companies include a fitness centre, a grocery delivery service, and a home & body cosmetic company. By creating smart innovations and providing new ways of giving people what they want, these Dutch companies continue to create thousands of jobs not just in the Netherlands, but throughout the EU and the world.

Innovations challenge existing institutions by providing potentially better alternatives. This forces other players in the industries to re-evaluate their products and structures - ultimately creating a disruption that leads to better services and improved well-being for all. The question, however, is whether you'll lead the wave of disruption or fall behind.

Making Change Is Easier Said Than Done

Change is inevitable, but that doesn't make it easy to implement. Maintaining the status quo may be safe, but if your company does not take the initiative to excel and evolve, it risks falling behind. Even internal innovation and adaptation of your company's operations can dramatically impact its ability to grow.

For instance, as your company opens multiple offices around the world, you may need to evaluate your procedures for communication and file sharing. Operating more efficiently is a form of creative destruction. And by improving operations, your company can spend more resources and energy on its innovations.

Maintaining the status quo may be safe, but if your company does not take the initiative to excel and evolve, it risks falling behind.

How Will You Be Disruptive in 2020?

Whether your company is disrupting the industry or elevating their internal operations, change - and therefore risk - may be in order. If you are still looking to make a resolution for 2020, ask yourself: no matter how big or small, what's a risk you're willing to take?

Origin X Capital is a legal firm specialised in global business, governance, legal, and regulatory compliance for multinational businesses and startups. In 2020, Origin X Capital hopes to meet more innovators and learn how they want to improve themselves and the world.



Designing with and for people

In this Lead Story, we spoke with two persons who took their careers in own hands by working for themselves and improving their surroundings in a human-centric way. Patti Hunt of MAKE Studios uses design thinking as a problem-solving method for organisations. Bert Bulthuis of Sitec Studio is a successful independent architect, designing the physical world.



Bert Bulthuis



Patti Hunt

■ By Zuba Adham-Bos

Patti Hunt – Founder and Director, MAKE Studios

Patti Hunt is originally from Melbourne, Australia, but around eight years ago she got itchy feet and was looking for an adventure outside of Australia. “It was either going to be Hong Kong or Singapore, depending on where I got a job first.” She was offered a job in Hong Kong and took it. “Within three months I realised it was the right place, but the wrong job. It was a different way of working than in Australia.” She was faced with a choice: to quit her job and find another one that might get her in the same situation, or to start her own business.

“I started my first business, which focused on user experience (UX) design. I sold it to a partner who now continues to operate that business. Because I saw design maturing in Hong Kong, I wanted to move from the tactical nature of UX design into strategic and high-impact design. That is why I set up my second company, MAKE Studios, where I have been working for five years. It’s got offices in Australia and Hong Kong, and we’re focused on the Asia Pacific region. We’re still a small company, with a team of nine in Hong Kong and twelve in Melbourne. Most of our work is strategic so that most projects can be done by two or three people, usually in a period of 8 – 12 weeks.”

MAKE Studios’ work centres around design thinking, which is an iterative process starting from understanding the customer, challenging assumptions and then looking for alternative strategies and solutions. Essentially it is a problem-solving methodology in a human-centric way.

Challenges

“One of the hardest things to do is to have a simple definition of what it is we do. That’s why I like to anchor it on things like ‘customer experience’, ‘employee engagement’ and ‘innovation’. And focus on the results that the application of design thinking can bring. Once people have seen it and experienced it, they trust it.”

The process involves people who have to open up about problems or issues within their organisation. Within the Hong Kong culture, this is quite the challenge as it’s not common for employees to speak up: your job might be on the line, or your boss doesn’t want you or doesn’t allow you to say something. “We work hard to provide a safe space where the truth can be told about what’s going on and being willing to address it.”





However, design thinking can't solve every problem, says Patti. "It's great for complex, ambiguous problems, but not ideal for simple issues. Design thinking is not magic. You have to do proper research with people, understand their world and context; that gives you solid information about the problem."

"A lot of problems in organisations today are regarding employee engagement, as employees are increasingly looking for a purpose in their work. Companies want to know how to engage employees, how to provide the right working environment, how to enable their employees to thrive and prosper in a way that's meaningful to them. It is very different from the command-in-control structure that organisations traditionally have run."

Bridging the gap between strategy and implementation

"Traditional management consulting companies tend to stay at the strategic level, handing out a report with recommendations. I have found that there is a fatigue, definitely in the Hong Kong market, for that kind of deliverable. Companies are looking for a translation of strategy into action, and we do that work. It's not easy; it's tough work. We usually run experiments or prototypes, test with customers and generate a lot of different ideas that you're always testing, refining, and iterating until you're ready to pick something that looks like a good option. It's a process of elimination and no two jobs are ever the same."

For all industries, not for every problem

MAKE Studios's practice is agnostic, meaning their problem-solving approach is not tied to specific problems or industries. Often they help companies with people-related issues. Over the years, they have built good relationships and work with clients in the financial service industry, as well as universities, utilities, hospitality, retail, and more.

However, design thinking can't solve every problem, says Patti. "It's great for complex, ambiguous problems, but not ideal for simple

issues. Design thinking is not magic. You have to do proper research with people, understand their world and context; that gives you solid information about the problem. Then you prototype, which means you make something based on the research, that people can interact with so you can learn more about it. It could be even a form, procedure, script, or new workflow. You have got to trial and error and find out what works and what doesn't."

Collaboration is ideal

"We see ourselves largely as facilitators of the design thinking process. The ideal situation is when you've got a collaborative partnership going because you want sustainability inside the organisation. We don't want a company to rely on us as consultants, which sounds counter-intuitive to say as a consulting business. But success – for both sides – depends on the company's ability to sustain the process internally. If they are dependent on us, we are stuck in a loop, and no one will see it as a success."

The role of CEO and Founder

When the company just started, design thinking was known in Hong Kong, but not that well-known. Patti was going out to a lot of Chamber of Commerce events, meet-ups, and more. "I wasn't fussy, I went to every single event. I thought I have to meet people and see if I can drum up business." Clearly, this has worked out well.

"Nowadays, the ideal balance for me is to spend half my time in the office and the other half outside, checking in on existing and previous clients. I check how it's going, how our approaches are being implemented, and what has happened since we were there. In addition, I have to focus on business development too. My most important job is, however, to mentor and coach the employees that we have and give them space and permission to be themselves."

Design thinking for your resolutions

"I would use design thinking on a personal level to challenge yourself beyond the obvious. Is there something you suspect you want to change about yourself? Or something you're not quite happy with or think you can be better at? I think you have to look at it in a way to nudge yourself in a more authentic and better version of yourself."

It has been a whole of a ride for Patti in the last seven years, as she had not planned to run her own business. "Like all hard things, I think it's worth doing and makes you a better person. Looking back, I can't believe I didn't become an entrepreneur earlier."

“Design and architecture are a great fit for nice images, but my ultimate goal is to design for people so they are happy to use and live in that space. My greatest project is a housing community for the Dutch-Indies elderly (Kembang Baru). Even when I visit now, ten years after completion, the residents always tell me how much they enjoy living there.”

Bert Bulthuis – Founder and Principal Architect, Sitec Studio

Bert Bulthuis has been an independent architect since 1992. His journey started with an engineering qualification after which he took evening classes for six years at the Academy of Architecture in Amsterdam to obtain his Master's degree in Architecture. During his studies at the Academy, he worked for several architectural firms.

“I have no problems working for someone else, but early on, it was clear to me that you have to work for yourself if you want to create architecture. If you want to make real and significant choices, you should work for yourself.”

Though originally from Groningen in The Netherlands, he set up his firm in Zwolle being closer to the rest of the country. The Zwolle area (Overijssel) is a very loyal region, Bert says. “It was very hard for me in the beginning, because I was a newcomer and the people are relatively closed. But I steadily developed my network.” His first client was one of his neighbours – and now a close friend. The loyalty of the people in the region is clear; by now, Bert has realised ten projects for this friend.

Bert's studio grew to a team of ten. In 2011 the type of projects he was most interested in – special needs housing and mixed-use projects – were slowly drying up because of budget cuts of housing corporations. “I thought: ‘What am I going to do now?’ I didn't

want to design random projects, so I started orienting myself on other parts of the world by travelling. Despite having employees, I committed to travelling twice a year for a month. I went to South America, Cuba, Nepal. I stayed in a monastery for two weeks in Nepal. It was there when I thought ‘I'm close to age 50, I want to change my life’. I put my firm on hold and went to Japan, where I roamed around for four months. I randomly picked Hong Kong as my next destination. During my time here, I met Nicole, who is now my wife, and chose to settle in Hong Kong.”

Bert decided to start a new studio in Hong Kong (Sitec Studio Ltd) focusing on the Asian-Pacific market and oriented toward staying true to his personal design philosophy.

To his surprise, he received a call from a previous client from The Netherlands to do a project for 15 apartments in an old monument building. “Even though I was in Hong Kong, he wanted me to do the job. After that, I received more offers. I had not expected my old clients to contact me for their projects in The Netherlands, while I was in Hong Kong.”

Bert is now working on a variety of projects in both The Netherlands and in Asia.

A wide range of projects

“In The Netherlands, I designed several types of projects: individual houses, day nurseries, housing for people with special needs. Because I was known in the area and had made a name for myself, I also received projects such as gas stations and revitalisation of monuments. Nowadays, I'm doing many redevelopment projects of existing buildings, for example transforming an office building into an apartment building. There is a focus shift in the Netherlands towards sustainability, timber construction, CO2 neutral, circular economy, green in the city, and more. Twenty years ago you wouldn't find these themes, but you develop along over time.”

10-15% of Bert's turnover is set aside for pro bono projects, as he wants to give back to society and help organisations that don't have enough budget for architectural design. Right now, he works on the restyling of the Christian Action Centre for Refugees in Kowloon.

Bert is a realistic and down-to-earth person. In his architecture, this is translated into human-centric design. “Design and architecture are a great fit for nice images, but my ultimate goal



Kembang Baru, housing community for the Dutch-Indies elderly, 2008



Gasstation Windesheim, 2001



Mahasidha Sanctuary for Universal Peace Lumbini Nepal, in development

is to design for people so they are happy to use and live in that space. My greatest project is a housing community for the Dutch-Indies elderly (Kembang Baru). Even when I visit now, ten years after completion, the residents always tell me how much they enjoy living there.”

Networking in Hong Kong

“I don’t waste energy on approaching people out of the blue regarding new projects. Rather I find work through my network and word-of-mouth. I met a contractor once, who introduced me to his client, who in turn was impressed by my portfolio. He asked me to design a club on the SS Virgo cruise ship, which led to a few more projects on the ship.”

“The Dutch (entrepreneurial) community and Dutch Chamber events have been helpful too, as they often put me in touch with others leading to a variety of nice projects in Hong Kong (private houses, offices). A few years ago, I did a Master of Buddhist Studies at HKU. One of my Dutch contacts was, via a Chinese developer, involved with a Buddhist temple project. He asked me to visit the site and team, as I’m both an architect and Buddhist. I went and started advising more and more until they asked me to become the lead coordinating architect of the whole project.”

The Lumbini project

Bert accepted the offer and is now managing the project in Lumbini, Nepal, the birthplace of the Buddha, where he took his first seven steps. The project is a large undertaking with a floor area of about 30,000 m², which will house a sanctuary, a museum, a library, a monastery, and a MEVP (mechanical, electrical, ventilation, and plumbing) building. The budget depends on donations, sponsors and pro bono work.

“My task is to oversee the whole project and timeline, selecting consultants, master planning the site, and I also advise the client

about the construction and the symbolism, as I have knowledge of both.”

The project faces several challenges. One of the biggest challenges is logistics. “The site is in southern Nepal, in the middle of nowhere. It’s a 150 km ride from the capital Kathmandu, but it takes five hours as it’s through the mountains. So you have to keep the logistics in mind during the design phase.”

The area of Lumbini is very harsh, with cold winters and hot summers, reaching 45 degrees Celsius. Several buildings need mechanical climate control. Bert put much effort into making the buildings as sustainable as possible and making invisible the mechanical parts of the buildings. “For example, we have a field of solar panels and geothermal heating and cooling systems for water. All systems are connected underground between the several buildings and the MEVP building.”

Being involved in such a large-scale project brings a personal challenge too. “I’m used to taking care of everything in a project from the first sketch to realisation and I am usually involved with every detail. This project involves so many parties that I have to keep myself at a distance to keep the overview.”

Currently, the project has started on site with local builders and managers. Many of the parties involved are based elsewhere in Asia: the structural engineers are from Beijing, the MEVP consultants from Kuala Lumpur, and the architects from Hong Kong. The project is scheduled for completion in 2022.

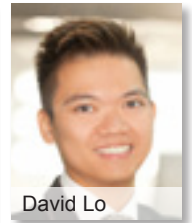
It is safe to say that Bert has lots of passion and enthusiasm for his work, which has so far resulted in around 250 realised projects and a successful career in both the Netherlands and Hong Kong – and he is not done yet.

New Year Resolution - It's Time to Adopt a Corporate Prenup

After stepping into the year 2020, there are still plenty of conflicts among people around the world, which are probably arising from the intention of fighting for their own interests.



Willem Jan Hoogland



David Lo

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

For business owners, they normally would like to have a 'peaceful and happy' relationship among fellow shareholders. In order to protect a company from any internal conflicts or fallouts, having a prenup - officially known as a shareholders' agreement - in place may be essential.

While the Companies Ordinance and Article of Association provide a basic (legal) framework and requirements on, amongst others, the structure and governance of a company, a shareholders' agreement is a contract stipulated among shareholders of a company governing their interests, rights and obligations in respect of a share investment. It can also serve the purposes of managing shareholders' expectations and providing a potential resolution(s) when disagreements or disputes arise. There is no standard shareholders' agreement. Instead, it should be prepared based on the common wishes and objectives of the shareholders of a company.

The following items may be relevant and included in an effective shareholders' agreement:

It can also serve the purposes of managing shareholders' expectations and providing a potential resolution(s) when disagreements or disputes arise.

Issuance of new shares and anti-dilution rights

Unless a specific instrument prevents the issuance of new shares, the majority shareholders of a company can potentially dilute the equity interests of the minority shareholders by way of issuing new shares of a company. One may, therefore, consider to include in the shareholders' agreement certain clauses in respect of anti-dilution rights and certain conditions for issuing new shares, such as offering the newly issued shares to existing shareholders in proportion to their existing shareholdings.

Transfer of existing shares and exit options

In order to prevent the transfer of shares to undesired third parties (e.g. the company's competitors), one may include in the shareholders' agreement certain conditions and requirements in respect of a transfer of shares by the existing shareholders. On the other hand, for the purpose of protecting the shareholders from transfer of shares or exiting the company, the shareholders'

It can also serve the purposes of managing shareholders' expectations and providing a potential resolution(s) when disagreements or disputes arise. There is no standard shareholders' agreement. Instead, it should be prepared based on the common wishes and objectives of the shareholders of a company.

agreement can include certain clauses regarding tag-along and/or drag-along rights to allow a smooth transfer of shares or exit from the company.

Control over the company

In general, majority shareholders (e.g. person(s) holding more than 50% of the shares) can to a certain extent control the company, say by appointing and removing the company's directors as they wish. In order to safeguard the interests of the minority shareholders, the shareholders' agreements may include a clause(s) regarding the requirements of appointment and removal of directors.

Restrictive covenants and non-competition

With a view to protecting the company's business and the shareholders' interests in the company, a shareholders' agreement may include certain restrictive covenants, such as restriction on shareholders to directly or indirectly own or operate any other competing businesses.

Dispute resolution

A shareholders' agreement may also set out the process for the resolution in case any disputes among the shareholders arise. For example, instead of seeking for legal proceedings, the shareholders may consider having the disputes resolved by way of mediation or arbitration first.

In summary, it is recommended that the shareholders of a company have a written shareholders' agreement in place in order to protect their interests and rights, which is also beneficial to the company itself. It is also important for the shareholders' agreement to be properly drafted such that the intended purposes and objectives can be achieved.

'Crisis? What Crisis?'

"New Year's is a harmless annual institution, of no particular use to anybody save as a scapegoat for promiscuous drunks, and friendly calls, and humbug resolutions..." – Mark Twain

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



Surely America's favourite 19th-century purveyor of sarcasm and vitriol was not alone in poking fun at the random nature of and by extension, the promises made in consequence of the New Year's holidays. Almost by necessity, all those who broke their resolutions would have had to join the ranks of sceptics - for the alternative is tantamount to admitting defeat.

And let's face it, there is absolutely no logical reason why one should inflict onerous commitments on oneself at the exact time one year ends and a new one starts. In fact, many a smoker must have concluded there must be far more appropriate times of the year to quit...

Personally, never having been a smoker sort of took the shine off the concept. To quit is kind of in your face, others would be hard-pressed not to notice. But pretty much all other potential good intentions are either invisible to the eye or take longer to materialise – by which time the New Year's connection is not all that obvious anymore.

Given its timing, one has to wonder if the missile strike killing a prominent general on foreign soil by a major military power was the result of some kind of perverse New Year's resolution. No other plausible reasons come to mind. But hey, with such an obvious unguided missile (pun intended) at the helm who is expecting any rational decisions from the Americans these days?

There is absolutely no logical reason why one should inflict onerous commitments on oneself at the exact time one year ends and a new one starts.

A U.S. President spending more time on the golf course than any of his predecessors while committing acts of war and flouting the Geneva Conventions in the Middle East, a British Prime Minister keenly intent on sending his country over that economic cliff edge called Brexit and an Australian Prime Minister holidaying in Hawaii while his country is on fire:- the wilful blindness displayed by those currently in charge of our planet's future is breath-taking.

And no, I am not talking about the leaders of China, Russia or Turkey. Those who thought they had the best intentions in mind for their subjects, at best have not been paying attention in the past few decades or, at worst, are guilty of wilful blindness themselves.

That bloke in swimmers easily could have been a Discovery Bay, Repulse Bay or Sai Kung resident, far away from the hotspots of violence. Believe me, on weekends we do look a lot like him!

At least "Xi-Pu-Er" had the decency of being upfront about their intentions, the only real issue is others elected not to notice.

To me, the world at present is a throw-back to the 1980s Supertramp album cover entitled "Crisis? What Crisis?" ("OK Boomer", I can hear the millennials think. Understandable, if the only part of that sentence you understood is "entitled"). The boomers among us will recall the dreary roofoverlooking smoking chimneys of houses and factories alike, with a bloke in the middle stretched out comfortably in a deckchair under a parasol, in sunglasses and swimmers, cocktail within easy reach - all coloured bright orange.



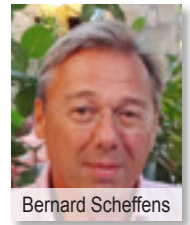
The album cover of Supertramp's 'Crisis? What Crisis?'

Funny analogy, especially in Hong Kong following the violent months of protests. That bloke in swimmers easily could have been a Discovery Bay, Repulse Bay or Sai Kung resident, far away from the hotspots of violence. Believe me, on weekends we do look a lot like him!

What I really wonder though is what the rooftop view of Government House is like. Will our Chief Executive's New Year's resolutions have included deckchairs? Or perhaps they were already out on her roof - supplied by a Dutch company we hope. And their colour? Orange, of course!

Decisions or solutions?

It is an interesting topic, resolutions. What does the word mean? Decisions, solutions, or both? From a United Nations point of view, a resolution is a decision from the Security Council, for example. Does it work? Not always. From a problem point of view, a resolution can be a solution. Does it work? Not always.



Bernard Scheffens

■ By Bernard Scheffens, CEO, WSS Asia Ltd., bernardscheffens.wss@gmail.com

From a Green World perspective, it is worth exploring why we have environmental problems while we have the technology available to solve the problems.

When it comes down to why we have so many problems such as contaminated soil, polluted oceans, landfills (not sanitised), using no-clean sources of energy, and so on, an important reason is simply money. It takes money to clean up the mess we have created and continue to create. Secondly, the awareness of the problem and to change behaviour is another one. Thirdly, there is an imminent need for education and communication to make us understand we can't continue as we do now.

It takes money to clean up the mess we have created and continue to create.

Is nothing happening? No, au contraire, a lot is happening. Greta Thunberg, the Ellen McArthur Foundation, numerous circular economy associations around the world, governments setting goals for their countries; all are making great efforts to tell us that we need to change.

Do we have the technology to make the earth a better place to stay? Yes, we do. But here we have a crucial point: technology will cost money to deploy, to operate, to replace. We need to get used to the idea that we should pay to recover resources from waste. This will ultimately be cheaper than if we have to pay the bill of making no changes at all.

We need to clean up rivers and oceans, to get rid of plastics, to clean up landfills and close them, and to get to a zero-waste situation. That will take some time.

Lastly, we need legislation, guidance, and frameworks to enable actors in these areas to do the job needed, in a financially sustainable way.

So, saying all this, what do I do myself? Well, first of all, at home I found that we have a great need for different containers to separate waste. We discovered that we fill all five of the containers for PMD (plastic, metal and drink boxes) within two weeks and most of us were surprised we use so many plastics.



Secondly, we added 'green' containers for garden waste and organics. Surprisingly, as a result, we saw that people are not creating so much organic (food) waste anymore. Also, we added another five containers for paper/carbon board: all filled by the time they are picked up.

Do we have the technology to make the earth a better place to stay? Yes, we do.

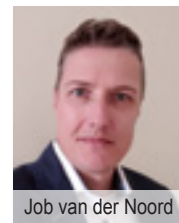
All of a sudden, we were separating waste which we were hardly doing before, due to a lack of containers — such a simple solution. Next should be a charging mechanism, that would incentivise us to reduce waste. In many cities, this is already available.

So, a resolution (decision, which can be law, regulations, or citizen initiatives) can lead to a resolution (solution) as a start. You just need to do it. The next decision/solution is to organise the value chain: collect waste in separated fractions, then bring it to recycling companies to turn it into new resources. It's not difficult. Like a famous football star once said: "You will see it when you get the hang of it".

JNLED shines a light on 2020

In many countries across the globe, the cost of electricity has increased dramatically year on year during the last decade – and further increases are expected in 2020 and beyond.

■ By Job van der Noord, Managing Director, JNLED, job.vandernoord@jnled.org, www.jnled.org



Job van der Noord

In recent years the 'energy mix' has changed and continues to change. This mix indicates what sort of power sources are used in a country and how much each source is used. There are the more typical power sources, such as oil, natural gas, coal, and hydropower, but more and more energy is coming from 'renewables' like solar power.

Renewables cover 26% of the power mix in China, 36% in Europe and 18% in the United States, India and Japan. On average, 6-8% of all electricity used in a country, is used solely for lighting. Reliable LED lighting can help save enormous amounts of power. Nowadays, any kind of conventional lighting can be replaced by a LED solution; either a retrofit solution or a full replacement. When replacing conventional light sources by LED lighting, potential energy savings range from about 50% to about 90%, depending on the kind of light sources that are replaced.

Reliable LED lighting can help save enormous amounts of power.

Typically, in a shop, household or office environment a 5W LED spotlight can replace a 50W halogen light. In a warehouse or

workshop, a 150W LED ceiling light is used to replace conventional 400W. A 400W LED floodlight would typically replace a 1000W conventional floodlight.



In November 2019 JNLED participated with a booth at the Eco Fair at AsiaWorld-Expo. During discussions with visitors, we learned that in many markets, a lot of LED lighting and solar energy products available do not meet quality requirements and product ranges available are often limited.

This is regrettable because, in a nutshell, LED lighting products have benefits such as:

- High energy efficiency
- A long life span
- High recyclability
- No hazardous materials (such as cadmium) used
- Options like dimming and adjustment of light colours
- Generating less heat than conventional light sources, so a reduced need for cooling/air-conditioning
- It's clean to use: no greenhouse gases are emitted
- No UV

While saving on energy costs, you will also save the planet by using LED lighting.



Amsterdam Schiphol Airport; a brand-new hotel with 250 guest rooms. JNLED designed, produced and shipped LED lighting for all guestrooms, public areas, restaurants, corridors and bars, and implemented the products together with local contractors

Miss Macau

Cathay Pacific has won many awards over the years and has developed a stellar reputation globally, known for quality, safety and service. But it also has the unfortunate distinction, not commonly advertised, of being the first commercial passenger airliner in the world to be hijacked.



Daniel de Blocq van Scheltinga

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

Cathay Pacific was founded in 1946 by two entrepreneurial ex-Air Force pilots who had served in World War II, Roy Farrell and Sydney de Kantzow, American and Australian respectively. Originally based in Shanghai, they moved to Hong Kong after the first few months of operation. In 1948 the fast-growing company was still like a tight-knit family in which everyone knew each other. There were two quarters where everyone lived, one for married staff in Mody Road, Kowloon and the other for single staff in Grampian Road, also in Kowloon.

Following the signing of the 1944 Breton Woods Agreements, Hong Kong was prevented from importing free gold. This was not the case for Portuguese Macau, which thereby became the only gold market in the Far East. The Cathay Pacific founders spotted a unique business opportunity, namely transporting gold that arrived in Hong Kong from other airlines to Macau, and transporting gold bullion from Macau to other destinations on behalf of Macau's Banco Nacional Ultramarino.

Macau had no runway at that time, so two former American military seaplanes were acquired, PBY Catalina seaplanes, to fly the 20-minute journey from British Hong Kong to Portuguese Macau and back. For legal reasons the seaplanes were chartered from Cathay Pacific to the Macao Air Transport Company, a subsidiary Farrell and de Kantzow had established together with a Macau born trader.



And so the twice-daily round trips started in 1948, carrying passengers and gold between the two cities. On July 16, 1948, one of the two seaplanes, named Miss Macau, left Hong Kong for the last round trip of the day, due to land back in Kai Tak Airport at 6.30 pm.

Once in Macau, the plane picked up 23 passengers. As flying was incredibly expensive at that time, passengers were generally very well off.

And indeed the Miss Macau passengers included a millionaire called Wong Chung-ping, co-owner of the Hang Shun gold bullion firm in Macau, who was carrying 3,000 taels (113,400 grams) of gold with him, a prominent Guangzhou merchant named Wong Chi-tat, and a famous and very successful Hong Kong jockey Major H. Hogmanay and his wife. They also included four mainlanders, all from what is now called Zhuhai, who had planned to force the



Macau, Ruins of St. Paul's



PBY Catalina seaplane

plane to fly to a village in Guangdong where they would rob the passengers of their gold and valuables. They had been tracking the trips that the millionaire Wong Chung-ping had been making, knowing that he would usually be carrying large amounts of gold, and moved, once they discovered that Wong Chung-ping would be on the last 16 June flight to Hong Kong. To raise funds for their tickets and preparations they had sold their houses, confident that they would be able to afford even better homes once the robbery had taken place.

To look the part of wealthy passengers they had spent the afternoon in Macau shopping for European style clothing at the Avenida de Almeida Ribeiro. To prepare for the hijacking, they had tied pistols to their inner thighs with straps, and bullets were hidden in the hollowed-out sole of one of the hijackers' shoes.

A few minutes after takeoff two of the hijackers entered the cockpit with pistols ordering the pilot, an American ex-US Navy flyer named Dale Cramer, to surrender the plane while covering the Australian co-pilot Ken McDuff. Cramer refused, and at the same time, passengers tried to attack the hijackers in the cabin. McDuff took advantage of the confusion taking a wrench to try and hit the hijacker in the cockpit, and all hell broke loose. Shots were fired and Cramer was hit in the head and body, causing him to slump down over the controls, immediately sending the aeroplane down into a steep dive. One of the hijackers, Wong Yu-man, managed to grab a life vest and became the only survivor. He was found unconscious later that evening by fishermen and brought to a Macau hospital.

It was not until the next day that the wreckage was found near Kau Chau Island, 16 km northeast of Macau. As the salvage work continued over the next days, hampered by a typhoon, the suspicions grew that something criminal may have taken place. A seaplane would normally have been able to land at sea, even if all of the engines had suddenly stopped working. The discovery of spent bullet casings strengthened the idea that something else was amiss, but the sole survivor, Wong Yu-man, claimed to remember nothing. After it was discovered that he was a rice farmer from

To prepare for the hijacking, they had tied pistols to their inner thighs with straps, and bullets were hidden in the hollowed-out sole of one of the hijackers' shoes.

a very poor background, the police viewed him with increasing suspicion, so they placed recording devices under his bed and put fake undercover agents disguised as patients in the beds next to his, with other police officers pretending to be their relatives to visit and also interact with Wong. The police finally managed to obtain a full confession by pretending that other hijackers had also survived and had blamed Wong for masterminding the whole operation.

Despite the clear forensic evidence, and the full confession, Wong Yu-man did not have to face trial. While he was being held in custody, the Macanese, Hong Kong and Chinese judicial authorities were fighting over who had the jurisdiction over this case. Portugal said that Miss Macau was a Hong Kong-registered aeroplane, and that as most of the passengers were Hong Kong residents, the jurisdiction clearly belonged in Hong Kong. The British authorities stated that as the incident took place over Chinese territorial waters, they had no power to prosecute. And so the debate went on and on, until 1951 when Wong was finally released from provisional custody and deported to China. It is rumoured that in China, the authorities, who had no sympathy for piracy whatsoever, arranged for Wong Yu-man to die in an 'accident'.

And so ended the world's first commercial hijacking, a devastating blow to the young Cathay Pacific community. They pulled together, survived and flourished. And thankfully have never had to experience a similar incident since.



Passing the Pen

Name: Jerry Lin

Organisation: PricewaterhouseCoopers Hong Kong

Email: jerry.ja.lin@hk.pwc.com

1. Who am I:

By way of introduction, my name is JiaYu Lin, but you might find it easier calling me Jerry. I was born in Shanghai and moved to the Netherlands. Last December, I arrived in Hong Kong to work at PwC Hong Kong after staying in Shanghai for over three years.

I enjoy learning new languages and speak five languages fluently: Dutch, English, Mandarin, Shanghaiese and Cantonese.

2. My professional background is:

I obtained my LL.M in Tax Law in 2015 at Leiden University and another LL.M in Chinese Business Law last year in 2019 at Fudan University. Today, I'm endeavouring to obtain a professional accounting qualification as an enrolled ACCA student. In the meantime, I've worked at PwC China Mainland in Shanghai and various law firms in the Netherlands as well as China Mainland. During my time at Leiden, I've also volunteered at 'De Leidse Rechtswinkel', which is a student-run NGO that provides free legal advice to those in society who cannot afford professional legal counsel. I was a volunteer within the tax department for over two years, of which one year I was the head of the tax department.

3. I work for:

I currently work as a Tax Associate at PwC HK in our Group C Team. We provide professional and specialist services in tax provisions, tax compliance and tax advisory over a broad range of areas and jurisdictions including M&A, Financial Services, HK Tax, China Mainland Tax and International Tax, and more.

4. I moved to Hong Kong because ...

It was around June 2019, when I was working at PwC Mainland China in Shanghai, one of the partners asked me if I would be interested in continuing my career at PwC Hong Kong as he

thought that my background would be a good fit for our team here. As you might know, Hong Kong was going through a rough period at the time. Nevertheless, I jumped at the opportunity as I wanted to further my career in tax and going to Hong Kong would be the right step to take on that road. I'm also a person who loves a good challenge, so another reason for me to come to Hong Kong is because I simply look forward to stepping outside my comfort zone once again.

5. My most remarkable work story is:

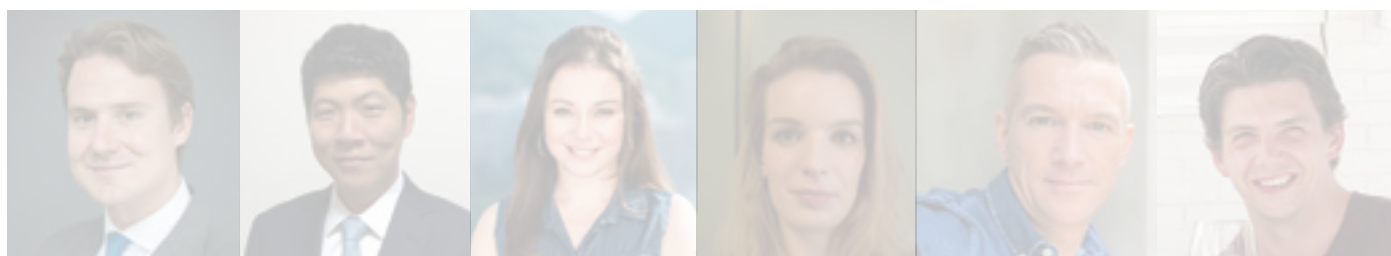
Mine is a lesson learned from a bunch of stories that I collected during my time as a volunteer at De Leidse Rechtswinkel. The main service that we provided in the tax department was filing tax returns for our clients. As a consequence, we would have insights into people's income, and they would also tell us stories about their lives. As you might imagine, our clients were not members of the upper echelons in society. One particular story that stayed with me is about a woman in her late 20s, who came into our office, carrying a baby in her arms while a little boy followed in close pursuit. After filling in her tax return, during which she was telling me how she had to carry a calculator to the local budget supermarket to do her groceries, I had to tell her that she had to pay back a significant amount of money due to incorrectly received allowances. It was during those years at Langegracht 61 in Leiden that I was confronted with the struggles of many in society. It taught me that it's good to pause for a moment and appreciate the beautiful things that we habitually take for granted in life.

6. I find most of my business contacts through:

I've only just been in Hong Kong for a month but have already found some great contacts and even friends via DutchCham Hong Kong events. I'll definitely be going to future events to expand my contacts.

7. One day I will be:

Exploring the universe on my gigantic spaceship, which will obviously be equipped with giant laser cannons!



Shooting Star Award Gala

Kasteel de Wittenburg, Wassenaar, The Netherlands
BlueMeg- Paul du Long wins the 2019 Shooting Star 2019 Award

21 November 2019



Mentorship Programme 2019/2020 Leadership Workshop

Consulate General of the Kingdom of the Netherlands
Central Plaza, Suite 3001, 30/F, 18 Harbour Road, Wan Chai

3 December 2019



DutchCham Christmas Cocktail

SPARK Bar & Restaurant
4/F, 29 Wyndham Street, Central

10 December 2019



Young Professionals New Year's Cocktail

Little Creatures Brewery
Shop 1 G/F New Fortune House, 5A New Praya, Kennedy Town

8 January 2020



Behavioural Design

KPMG
8/F Prince's Building, 10 Chater Road, Central

15 January 2020



NEW MEMBERS LISTINGS

Iwan Lubberts, Associate Consultant at Robert Walters

My name is Iwan and I am passionate about connecting humans and technology in organisations to fulfil their unique potential.

The global experience over the last decade to help organisations achieve goals through projects in New York City, London, Amsterdam, Melbourne and Hong Kong got me highly passionate about using technology to move humanity forward.

A deep interest for people in a collaborative environment made me move to Hong Kong to complete an MSc in Organizational Management.

Now I am pursuing a career in recruitment consulting at Robert Walters, where I build their User Experience (UX) and DevOps recruitment desk.

I am looking forward to meeting you soon!

Iwan Lubberts, Associate Consultant - Tech & Transformation – Perm Division at Robert Walters
+852 2161 9450, Iwan.Lubberts@robertwalters.com.hk, www.robertwalters.com.hk



Liesbeth van der Linden, Owner at GLTD Ltd.

Before starting my Leadership Coaching business GLTD Ltd., I was general manager of M2Leisure Asia, a leisure development consultancy in Shanghai.

Before my move to China, I worked for Eiffel in the Netherlands, a project consultancy company working with top 100 clients.

I have always been fascinated by leadership; what makes some people successful leaders and others struggling managers? Is there a so-called X-factor and can it be developed, or is it a talent?

Through time, I found out it is not the X-factor but something I call the E-factor; the level of Energy, authenticity, self-awareness and a learning mindset that sets high performers apart from others. When I started applying Energy Coaching, I started seeing magnificent results, not only in clients' success in their work environment but in all aspects of their life. Energy Leadership research has shown that people with higher levels of energy made more money, got promoted quicker and had higher ratings of overall life satisfaction. So that formed the basis of my coaching business.

Liesbeth van der Linden ELI-MP MBA, Owner at GLTD Ltd., +852 5592 4144 liesbeth.vanderlinden@gltd.co, www.gltd.co



Joosje Hardus – Co-Founder KNEAD Hong Kong Outlet: G/F, 28 Jervois Street, Sheung Wan.

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Gina Park - Senior Regional Business Continuity Relationship Manager, APAC at HSBC

Miem Warringa – Owner Summer & Co.Co

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TRADE SHOW CALENDAR

IN THE NETHERLANDS

TechniShow

Location: Jaarbeurs Utrecht
 Date: 17-20 March 2020
 Organizer: FPT-VIMAG
 Email: tim@technishow.nl
 Website: <https://www.technishow.nl/>

Beurs Eigen Huis

Location: Jaarbeurs Utrecht
 Date: 6-8 March 2020
 Organizer: Jaarbeurs Utrecht
 Email: info@expocommunications.nl
 Website: <https://www.realiseerjedroomhuis.nl/>

Zorg & ICT

Location: Jaarbeurs Utrecht
 Date: 7-9 April 2020
 Organizer: Jaarbeurs Utrecht
 Email: info@jaarbeurs.nl
 Website: <https://www.zorg-en-ict.nl/>

IAMS (Motor Show)

Location: Amsterdam RAI
 Date: 9-13 April 2020
 Organizer: Jaarbeurs, Trade Mart Utrecht
 Email: info@amsterdammotorshow.com
 Website: www.amsterdammotorshow.com

Symposium on Land Subsidence

Location: Delft and Gouda
 Date: 20-24 April 2020
 Organizer: Unesco IHP Land Subsidence International Initiative
 Email: tisols2020@tudelft.nl
 Website: www.tisols2020.org

IN HONG KONG

HK International Diamond, Gem & Pearl Show 2020

Location: HKCEC
 Date: 2-6 March 2020
 Organizer: Hong Kong Trade Development Council
 Email: exhibitions@hktcdc.org
 Website: www.hktcdc.com

APLF Leather

Location: HKCEC
 Date: 31 March-02 April 2020
 Organizer: APLF Ltd
 Email: info@aplf.com
 Website: <https://www.leatherfair.aplf.com>

Macao International Environmental Exhibition

Location: Venetian Macao
 Date: 26-28 March 2020
 Organizer: IPIM, Macao
 Email: miecf@koelnmesse.com.hk
 Website: <http://www.macaomiecf.com/2020/temp.html>

Smart Investment & International Property Expo

Location: HKCEC
 Date: 4-5 April 2020
 Organizer: Smart Expo
 Email: info@smartexpos.com
 Website: <https://www.smartexpos.com/>

HK Electronics Fair (Spring Edition)

Location: HKCEC
 Date: 13-16 April 2020
 Organizer: Hong Kong Trade Development Council
 Email: exhibitions@hktcdc.org
 Website: www.hktcdc.com

Trade Enquiries

These trade enquiries were received by the Economic Section of the Consulate-General of the Netherlands in Hong Kong. Interested parties may approach the companies directly or contact Betty Liu, Senior Commercial Officer on phone 852 2599 9202 or by fax to 852 2868 5388 or via email economic.section@netherlands-cg.org.hk

Dutch Importers wanted

Headwear

Company: Sunric Hong Kong Ltd
 Address: Rm 1165 KITEC 1 Trademart Drive Kowloon Bay, Hong Kong
 Phone: 852 2756 5775
 Contact: Patrick Wong
 Email: patrick@sunrichk.com

We are an independent, member-driven, non-governmental, non-profit business association which serves to facilitate business in Hong Kong and Greater China for its members by providing networking, knowledge sharing and company profiling opportunities.

As the representative body of Dutch business in Hong Kong, we maintain close relationships with both the Dutch and the Hong Kong SAR governments.

DUTCHCHAM GOLD MEMBERS



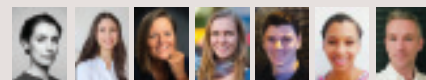
MEMBERSHIP & ANNUAL FEES

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

NO JOINING FEE

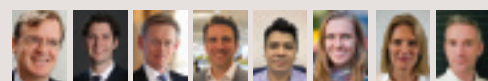
DUTCHCHAM COMMITTEES

PR & Pub Committee



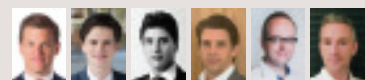
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- Annemabelle van Schayik • Mike Spaan • Nerice Grietel
- Rogier van Veldhuizen

China Committee



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- Muriel Moorrees • Rogier van Veldhuizen

SME Committee



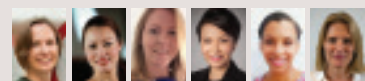
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Tax Committee



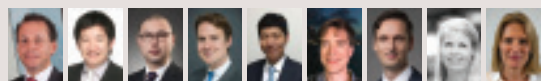
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- Miranda Baas • Rogier van Veldhuizen

Women in Business Committee



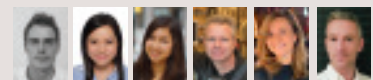
- Maaïke van Meer • Claire Worp • Emily de Bruijn • Sandra Wu
- Nerice Gietel • Muriel Moorrees

Finance Committee



- Michael van Ommeren (chair) • Lapman Lee • Litai Wai
- Bram van den Bergh • Doo Bo Chung • Rogier Hekking
- Hugo Sterkenburgh • Esther Verhoek • Muriel Moorrees

Creative Committee



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