

2022 • Issue 3 • Volume 217

# DUTCHCHAM MAGAZINE



INTERVIEW WITH A CHIEF

6

**It takes two to tango**  
- Malherbe

LEAD STORY

8

**Passing the baton**  
- Board of the Dutch  
Chamber of Commerce



We proudly present you  
**the DutchCham Business Directory 2022-2023**



DUTCH CHAMBER OF COMMERCE IN HONG KONG

**BUSINESS DIRECTORY**  
**DUTCH CHAMBER HONG KONG**

**2022-2023**

Log in on [www.dutchchamber.hk](http://www.dutchchamber.hk) to browse  
through the online Members Directory



## PR & Pub Committee

Rinske Kuiper (Chair)  
Monique de Raaij  
Annemarelle van Schayik  
Zuba Adham-Bos  
Annemarijn de Boer  
Emily Tunderman  
Iris Barzilay

## Editor

Zuba Adham-Bos

## Graphic Design

Musch Agency  
[www.musch-agency.com](http://www.musch-agency.com)

## General Manager

Tom Bakker

## Advertisers

Philips Electronics Hong Kong  
Rabobank

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

Suite 3002, 30/F, Central Plaza  
18 Harbour Road, Wan Chai, Hong Kong  
[info@dutchchamber.hk](mailto:info@dutchchamber.hk)  
[www.dutchchamber.hk](http://www.dutchchamber.hk)



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



# CONTENTS

5	Chairman's Note
6	Interview with a Chief
	It takes two to tango
8	Lead Story
	Passing the baton
10	News & Views
18	Tax focus
20	Passport to Hong Kong
22	Legal focus
24	Go Green
25	Lifestyle
26	Passing the Pen
27	DutchCham Information



# *Banking for Food*

## Connecting our global network

We envision a food system that meets rising demand for affordable, nutritious food. One that respects producer livelihoods and the planet.

*Growing a better  
world together*

**Rabobank** 

## DutchCham Board of Directors



**Ms. Frery Winkel**  
Chairman  
Director, ERM and Capital at Prudential



**Mr. Michiel Mak**  
Vice-Chairman and Chair of the China Committee  
CEO at EMCS Limited Hong Kong



**Mr. Erik Bleekrode**  
Treasurer  
Partner and Head of Insurance at KPMG China & Asia Pacific



**Ms. Rinske Kuiper**  
Chair of the PR & Pub Committee  
General Manager at SofaSale



**Mr. Jeffrey Broer**  
Chair of the SME Committee  
Venture Advisor at Kohpy Ventures

## DutchCham Advisory Board

**Mr. Arjen van den Berg**  
Chairman  
Consul-General of the Kingdom of the Netherlands

**Mr. Paul Zimmerman**  
Founding member of Designing Hong Kong &  
Southern District Councillor

**Mr. Daniël de Blocq van Scheltinga**  
Managing Partner of Polarwide Ltd.

**Ms. Jennifer Chan**  
Director at DT Capital Ltd.

## DutchCham Office



**Mr. Tom Bakker**  
General Manager



**Ms. Emily Tunderman**  
Marketing & Events Manager



**Ms. Michelle Chan**  
Office & Administration Manager



**Ms. Romy Kunen**  
Project Manager

# THE ONLINE FUTURE



First, I would like to take this opportunity to sincerely thank Jan Willem, Sander and Rinske for their many years of dedication to the Dutch Chamber in Hong Kong and the pleasant collaboration in the Board. I wish you and your families all the best for the future.

Today's theme is the online future. Where are we going and what does this new reality mean for companies and our society? Have we not already transformed into an online society in the last two years? Do we observe any consequences already? Promising headlines around us say "Companies which transformed the fastest to online are the most resilient to crises. Technology creates a new world where we can optimise and automate (human) processes". But is there also a downside?

Due to family circumstances I went to Europe and ended up staying there for two months. During my trip, I gained different experiences and insights. Hybrid working and online education allowed my daughters to attend online classes and both my direct colleagues and I were able to visit relatives and continue working/collaborating from different countries all around the world (Australia, Hong Kong, Malaysia, India, UK and Spain).

However, during my trip I noticed something else; several things went wrong due to technical failures/system errors. Due to the same technological innovations, interhumanity has disappeared. Direct human contact is no longer possible due to fully automated customer service processes resulting in an impossibility to solve the issues raised.

The online communication channels create a distance between people where due to a lack of social interaction, an insensitivity, disinterest and hardening in people arise. It will be the next challenge for companies, institutions and society to turn this tide. As chair, I want to create an open environment where people are in a state of mind that allows them to actively collaborate, have open dialogues and where exchange of ideas/views/or concerns are possible. I am therefore very happy with the latest relaxation of COVID-19 restrictions by the Hong Kong government and hope to meet everyone soon again in person.

Frery Winkel



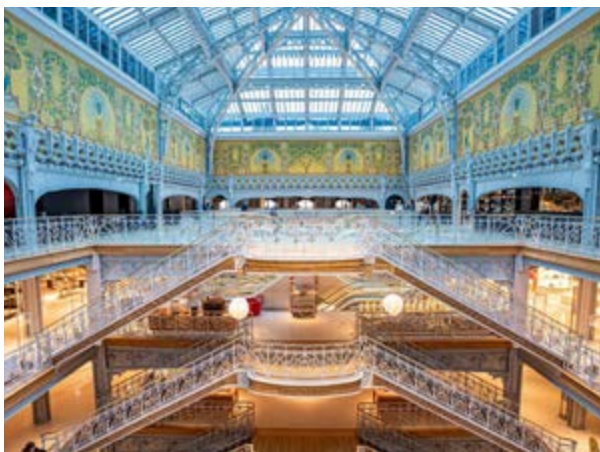
# IT TAKES TWO TO TANGO

Our newest Corporate Member is Malherbe, an independent creative agency with offices worldwide. We had the pleasure to interview **Fabien Rabat, Creative Director at Malherbe** in Hong Kong and talk about the merging of offline and online in the retail industry.

■ By Zuba Adham-Bos

## Please tell us a bit about yourself and Malherbe

Malherbe is an architecture firm focused on retail design. We have 30 years of experience with projects ranging from cosmetics and luxury fashion to private jets and malls. We are proud to have had long-term relationships with some of our clients, such as 20 years with Dior and 15 years with Sephora. One of our historic clients in Hong Kong is DFS. We opened DFS Sun Plaza and Hysan Place with them in Hong Kong. More recently, we worked on "La Samaritaine" with them in Paris.



La Samaritaine

Since a few years, we design not only physical retail experiences but also digital experiences, such as websites, VR, apps and social media. We have teams specialised in retail and teams specialised in digital, working seamlessly together on projects.

I have been at Malherbe for about ten years, most of which at our headquarters in Paris and the last three years in Hong Kong. I have worked in different areas, such as large-scale malls in China and small spaces of luxury cosmetics. I was the design director for Dior for two years, and now I am the creative director of the Malherbe Hong Kong office. The wide range of projects is specifically why I enjoy working at Malherbe.

## What is 'in virtual life' architecture?

The virtual or digital lifestyle is all about connecting, interacting, experiencing and sharing. As an 'in-virtual life' architecture firm, we try to uplift the human senses to the "hyper-physical" level. We want to bridge the gap between the space, the product and the user by introducing new engagement experiences, generating customer traction and delivering uniqueness and an immersive, interactive experience.

Smartphones and the digital world are fully integrated into our lives. This affects even physical retail design. We have to keep in mind nowadays in design that people usually have only one free hand and have their phone in the other hand. Before, people were able to fully touch everything and use both hands. In terms of interaction, you can see it as a limitation, but it also creates opportunities to add extra interactions.

For example, we have noticed with cosmetic brands that when we put a phone plug on the consultation display, people are more encouraged to sit – because they see they can charge their phone. They sit down, plug in their phone, take selfies and have both hands free for interactions with the products.

## How can brands move their offline and online worlds together?

There are different ways, for example, with social media. It is crucial for brands to engage in partnerships with KOLs (Key Opinion Leaders or "digital influencers") to be



Hennessey



ambassadors of the brand. However, there is an increasing number of options to move offline and online together. What is important is that “it takes two to tango”.

In our role, we try to simulate as much as we can to have the same experiences offline in the store and online. For example, the way a physical store is categorised, we try to categorise it in the same way on the website. The tone of voice should be the same too. A customer should have the same feeling and experience in both the physical offline store and the online space.

With the metaverse coming up, we can create a continuation of the real world. Brands can create the exact same experience by replicating the physical store in the metaverse. But the virtual world allows us to go even further. The digital and virtual possibilities are endless as there are no physical boundaries.

### What does Hong Kong mean for your business?

Malherbe has had a presence in Hong Kong for about ten years now. The Hong Kong office works on projects for

the southern part of Asia, while our Shanghai office mainly focuses on China and North Asia. We have a connection with our headquarters in Paris, but we are relatively creatively independent.

To me, Hong Kong is like the “Millennium Falcon” from Star Wars: it has the ability to take an extraordinary amount of modifications and alterations. The city has a mindset of freedom and is very multi-cultural. Everything moves fast here.

### Which industry trends do you expect in the next 5 years?

Since the pandemic, we have received a high number of requests to assist brands in their digital transformation. Clients are looking to modify and connect themselves to the new business model and be part of the virtual world; this will further continue.

We have many expectations from the digital field because it is still new and there are virtually no limits. What we have seen up until now is that we try to push the digital part to the same level as physical retail. In other words, digital follows physical retail.

But soon, we will be able to create amazing digital experiences and the physical retail experience will stay behind, resulting in an imbalance. I believe digital experiences and achievements will then push the standard of the retail experience higher, and so forth. Digital and physical experiences will elevate each other and push the limits in each other.

Simultaneously, we would need more infrastructure to facilitate more sophisticated and well-connected virtual solutions and experiences in shopping, health, travel and entertainment.



Veuve Clicquot Samaritaine

# PASSING THE BATON

Dutch Chamber chair Jan Willem Möller announced his departure from Hong Kong and subsequently stepped down as chair. We look back at his chairmanship and introduce his successor, **Frery Winkel**.

■ By Zuba Adham-Bos

## Jan Willem, can you give us a peek behind the scenes of what a Dutch Chamber chair does?

**JW:** There are quite a lot of things you do as a chair of the Chamber. First of all, you are technically the chairperson of the Board of Directors. So that means preparing and chairing the monthly board meeting, with the support of the general manager, to keep track of the operations and management of the Chamber and discuss the more structural or strategic issues.

A large part of what the chair does is also to represent the Chamber (and the Dutch business community in general) at events and towards other organisations, including governmental bodies such as the Dutch Consulate, the Hong Kong Government and the local representation of the Central Government from Beijing.

The Dutch Chamber is member of a formal platform called the IBC, the International Business Committee, set up and chaired by the Chief Secretary of the Hong Kong Government. There are quarterly meetings with all the main chambers of commerce that are a member of the IBC to discuss policies and other topics concerning the business community in Hong Kong.

On top of that, there are the ceremonial activities. For example, the flag-raising ceremony on the Hong Kong SAR establishment day where both the Consul General and the Chamber chair are invited.

Last but not least, there are our own events which are fun and/or interesting. Outside of COVID times, this means attending lots of networking drinks, workshops, seminars, dinners and so on.

## What was the highlight of your time as chair?

**JW:** My period as chair was quite exceptional as it was during the protests and the COVID-19 pandemic.



Jan Willem Möller

Nevertheless, there were many highlights and I'll pick two to answer this question.

One was the 30th Anniversary Business Awards Gala that we did in November 2021 - an amazing event. We were in a relatively relaxed period in terms of the anti-pandemic regulations and it worked out exactly as we had hoped: lots of happy sponsors and guests, good entertainment, nice food and wine and generally a great atmosphere.

The other highlight was a closed-door session with Carrie Lam and one of her main government pandemic advisors regarding the COVID policies, roughly a year into the pandemic. It was a small session with 20 representatives: 10 foreign chambers and 10 Chinese chambers/industry federations, placed opposite each other on a long, rectangular table. We were one of the smallest chambers present, sitting between the British, French, German, American and Australian chambers. We raised the main problems of the Government policies in our view, namely the travel restrictions and the vaccination hesitancy in the most vulnerable part of the population (and the Government's inadequate response to that), and that there didn't seem to be any exit strategy or long-term plan. It was a very frank discussion and it was quite scary but also exciting to debate these issues in front of the Chief Executive.

I didn't realise before I became chair that I would have direct conversations with some of the highest government officials in Hong Kong on behalf of our members, and those conversations were definitely memorable. Even though it didn't help too much in the end, it is clear that all the efforts, feedback, letters and discussions the foreign chambers have had with the government have helped in terms of making them aware that this is a really big problem for the international business community and pushed them to accommodate where possible. I think it did help to keep the Hong Kong government away from adopting the mainland





Dutch Chamber Board of Directors, from left to right: Erik Bleekrode, Jeffrey Broer, Rinske Kuiper, Jan Willem Möller, Michiel Mak, Frery Winkel, Sander van den Berg

policies to the extent they could and this is in many ways better for the foreign business community.

### **Frery, what are your expectations for the Chamber the coming few years?**

**Frery:** Given the COVID situation and the number of people leaving Hong Kong, the key priority is to remain a healthy organisation now and in the future. Of course, it will be an interesting period for Hong Kong as an international business hub and the future developments in the Greater Bay Area (GBA).

Changes are expected, but it is likely that many opportunities will rise as well. For us as the Chamber, we want to help our members in facilitating these opportunities, connecting people and sharing knowledge.

The last 2-2,5 years the influx of Dutch people has been lower than the outflow, but when the borders re-open and things come down in terms of COVID policies in combination with the GBA opportunities, Hong Kong remains a fantastic place to be.



Frery Winkel

### **The Dutch Chamber is relatively small. In which ways can we make an impact?**

**Frery:** By creating an open environment where people can actively collaborate, have open dialogues and exchange ideas, views or concerns, we can make an impact through the different available channels. Firstly, there is the quarterly IBC meeting, where we can set three agenda items to discuss. Secondly, we are part of the European Chamber, where Tom, our general manager, will take over Jan Willem's role as Board Secretary. On a monthly basis,

we discuss relevant topics with the involved chambers. If needed, EuroCham, with one voice, shares statements or letters on address certain topics with, for example, the Hong Kong Government. Lastly, there is InvestHK, a Dutch Chamber member and an organisation funded by the Hong Kong Government. They focus on international business and making Hong Kong an attractive place. We can work closely together and try to make an impact there.

### **Any goals or projects you have in mind for the Chamber?**

**Frery:** When the regulations allow for it, we'd like to organise more events to meet our members in person again. In addition, to continue to actively collaborate with other chambers within Hong Kong and Asia, to organise activities and share knowledge and insights.

Another point is to organise roundtables to discuss important issues or actualities, as an open floor for members to share their views and concerns. We want to hear the voices of our members and try to address them where possible.

Furthermore, to extend our services to members and non-members. For example, the Soft Landing Kit we have developed is an opportunity to help new companies who are coming to Hong Kong.

Lastly, when the borders open, we want to focus more on GBA activities, such as information sessions about the developments and opportunities for different sectors, different focus areas, different cities and the GBA in general.

# THE NL BUSINESS HUB NETWORK KEEPS ON DEVELOPING

The world is full of opportunities and full of challenges. NLinBusiness wants to tap into this potential and form a bridge between Dutch entrepreneurs and the world. Our goal is to inspire, educate and guide Dutch business people to discover the world and explore promising regions.

We have identified 40 Cities of Opportunity, cities with exceptional possibilities for business, collaboration and innovation. In these cities, we are developing NL Business Hubs, combining the strengths of Dutch entrepreneurs in the region with the know-how of regional business partners. These hubs are of great added value to anyone who needs a reliable international network to gain a foothold in a specific market. The hubs can be of assistance in various ways: from solving legal issues, to opening a bank account or finding qualified staff.

NLinBusiness is supporting the hubs in many ways. We are the hub's knowledge partner. We are a coaching, sparring and inspiration partner. We are the hub's gateway towards growth, providing visibility and supporting the hub with administration, promotion and activities. In addition, we are the hub's eyes and ears in what is happening in the Netherlands. Here are some highlights of what we have been doing.



Virtual Gateway NL in Dubai

## **"Innovative companies take the lead"**

Recently, Edo Offerhaus, Managing Director of NLinBusiness had the honour of writing an opinion piece in the Dutch newspaper Het Financieele Dagblad. Mister Offerhaus is optimistic about the future and he is convinced that innovative companies will win the race. There are tons of opportunities worldwide for companies who are willing to think out of the box and dare to innovate and export



their products and services. Even the pandemic offers business opportunities. "The Dutch have always been an entrepreneurial people", he said, "they have what it takes to rise stronger from the pandemic."

In order to promote Dutch excellence in innovation, NLinBusiness developed the Virtual Gateway NL. This is a virtual reality showcase of Dutch solutions for global challenges. Put on the 3D headset and discover how Dutch innovations tackle worldwide issues such as floods, food shortages and other climate emergencies – without having to travel halfway around the world.

## **Istanbul joins the hub network**

The NL Business Hub network continues to expand across the globe. We aim to make it easier for Dutch entrepreneurs to conquer the world with their products and services. Next up was the hub in Istanbul, the Dutch Business Association Turkey. In December last year, NLinBusiness and the DBA further officialised their cooperation in the presence of the Dutch Ambassador to Turkey Ms. Marjanne de Kwaasteniet and Consul-General Mr. Arjen Uijterlinde.



**■ By Annemarie Dijkman**  
International Business Manager at NLinBusiness  
[www.nlinbusiness.com](http://www.nlinbusiness.com)

# SUPPORTING THE CHANGE MAKERS

After a couple of years as a working adult, it is not uncommon to experience a moment of disillusion and start questioning the purpose of the nine-to-five grind.

Whether it's watching a hard-hitting documentary, a pandemic that disrupts the status quo or just questioning your life's decisions at the height of your midlife crisis, many of us come to a point that makes us question the purpose of mindless mass consumption, soulless capitalism or empty frivolity in business.

For me, that point came when I joined a charity with the naive ambition to truly make a difference on the frontline, only to realise that the people running the NGO full time were much better equipped for this. Their unwavering passion and dedication, not to mention working extreme hours to help others in harsh conditions, was such an inspiration



Mar-Loes Mantoua, Sonja Wiederhofer and Christa Nuijs,  
Co-Founders of the Right Mix Ltd

and something I sincerely doubted I could commit myself selflessly to for a prolonged period of time. But it turned out that my experience in communication, operations and administrative management was of incredible value to them. I realised that supporting those who helped others is not only where my strengths lay but also where I wanted to apply my expertise.

And I was not alone in my belief that every business should use its unique value proposition to help those making the world a better place. Together with my partners, we built our business with that motto in mind. And while we have been operating under our new name, The Right Mix Ltd, for only six months, we have been offering our services in operational support, marketing and design to NGOs, Non-profits and Purpose-Driven SMEs for over four years. At that time, we were considered quite a niche to only accept clients fitting that description. We had to take a leap of



faith, as we knew that the budgets of such clients would be smaller than larger corporate clients. But it's been nothing short of remarkable and satisfying on so many levels to engage with organisations working towards, among others, educational equality, environmental sustainability and gender gap reduction.

We are seeing a shift to "do good" in other companies too. Previous short-term, feel-good Corporate Social Responsibility exercises like an annual staff beach clean-up or kindness walks handing out food to the homeless are starting to be complemented by more in-depth and long-term support to NGOs, such as pro-bono business consultancy, IT support and accounting. It is even more heart-warming to see the business model we have implemented being increasingly adopted by other start-ups, who are dedicating their full suite of services to support cause-driven enterprises and organisations. We believe that the official agreement of the 17 UN Sustainability Development Goals has been a great incentive, as it gives companies a clear blueprint to follow, with concrete goals to achieve.

Finding purpose and balance in your work life is not new, but merging job satisfaction and connectivity with a higher sense of urgency to help the world and all its inhabitants definitely seems an integral part of the current zeitgeist. Moving away from the traditional, profit- or consumption-driven business model is not only more accepted, but it may also soon be expected and considered the norm.

There's only so much control we have in this world and in this life to truly make an impact. And if you cannot be at the frontline, which honestly not many of us are fully equipped or willing to do, using your own talents to support those that are, is the next best thing to make a tangible difference!



■ By Christa Nuijs  
Co-founder and COO at The Right Mix  
[www.the-right-mix.com](http://www.the-right-mix.com)



# FROM THEIR FAMILY TO OUR FAMILY... TO YOURS

Links Concept was founded in 2000 with the goal of sourcing the best wines in the world produced by 100% family-owned wineries and bringing you to taste the unique flavours from different regions.

Links Concept distributes over 60 brands in its territories, including Champagne Louis Roederer, Marchesi Antinori, Torres, Torbreck and more. The team is proud to represent some of the finest and leading wineries from the best-producing wine regions: from the daily drinking wines to some of the finest wines produced in the world.

## Riding the online wave

Links Concept has always been a multi-channel wine distributor, best known for its extensive connections with on-trade clients - from hotels & Michelin-starred restaurants to local bars and restaurants – but also premium department stores and major retail outlets. Moreover, since 2020, Links Concept has developed its business thanks to a multitude of e-commerce platforms. In the COVID-ridden situation, e-purchases and fast front door delivery systems have been the key to keeping a stable business.

Despite social distancing and lockdown restrictions, our e-commerce business has seen double-digit growth in both volume and value in the past two years. There was a shift in consumer behaviour where people had no choice but to share wine at home rather than dine outside. Links has enhanced its clients' experience thanks to its next-day door-to-door delivery, plus its all-in-one solution by proposing wine, glasses, decanters and even premium mineral water.

In China, where we are running 4 offices and warehouses in first-tier cities, online business also turned out to be a hit in the wine market. Links has ridden the wave and created its WeChat Official Account & Mini-program, publishing weekly articles with different topics to introduce its brands and share flash offers.



Meanwhile, livestreams continue to boost the growth of e-commerce in China. Links Concept had rapidly spotted the opportunity by organising livestreams with its major brands like Champagne Louis Roederer & Dow's Port to escalate the brand exposure and sales development.

## To be expected for the future

As for future development, while pandemic restrictions look to be slowly lifted in Hong Kong, Links Concept will keep reinforcing the connections with the on- and off-trade clients through dinners, wine tastings and offline events in its tasting room in Wan Chai. While some wine merchants might target clients who single out price as the only purchasing factor, Links sees the term *relationship* as the DNA of its culture. By hosting tastings, supporting clients and providing the best service, the team fosters the friendship and continues to reinforce the clients' loyalty.



To be more competitive in the Chinese market, a WeChat community group is in preparation to provide clients personal experience, expert knowledge and exclusive offers.

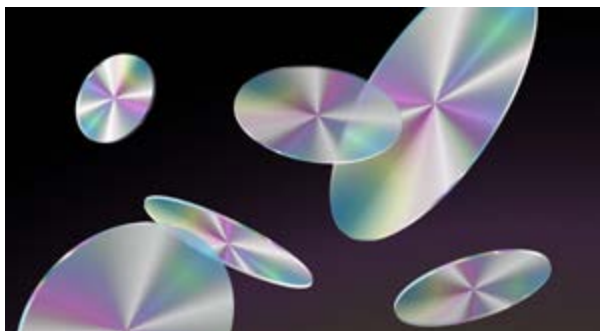
E-commerce business is now a necessary pillar of Links' digital strategies. The timing is perfect to transform and catch the escalating wine demand with a strong and complete portfolio.



■ By Bojan Radulovic  
Deputy General Manager  
at Links Concept Wine Merchants  
[www.linksconcept.com](http://www.linksconcept.com)

# INTRODUCING THE METAVERSE FOR BUSINESSES

Since the early days of technology, people have dreamed of an immersive digital world. Many of the pieces are coming together to turn this into reality. Companies are taking notice and acting.



The metaverse is an exciting area overflowing with creativity – though also with much corporate hype. Businesses need to be aware of the risks and to make sure that they have strategies and means for dealing with them.

## What is the metaverse?

It seems like not a day goes by without a newspaper article covering a business that has entered the metaverse. Is this all just corporate hype, or are we witnessing the beginnings of a truly revolutionary change in the way that people engage with the digital world? Digital investment house Grayscale Investments estimates the metaverse may be worth over US\$ 1 trillion in annual revenues. But what exactly is the metaverse?

The metaverse is generally defined as a collective virtual space promising an immersive 3D digital world where we can work, play, socialise and do business together while at the same time owning our assets - enabled by augmented reality (AR), virtual reality (VR), and non-fungible tokens (NFTs).

Companies here in Hong Kong have been quick to jump into the metaverse. Major brands from a diverse range of industries – including banking and financial services, transportation, media, entertainment venues, shopping malls and hotels – have all made public statements about the purchase of land plots in the metaverse.

## What does the metaverse mean for businesses?

It is important to recognise that businesses that decide to explore the metaverse do so for different reasons and with different strategies in mind. Some are looking at selling virtual versions of their products that people can buy for use

within virtual worlds. Others aim to create fun experiences that help people to connect with or learn about their brands. It can also be an opportunity to make connections with new groups of customers (or future customers) - particularly younger demographics. This is a new medium and you are only really bound by your creativity.

## What should companies consider when entering the metaverse? What can go wrong?

While creating exciting new opportunities, entering the metaverse also involves having to deal with new risks and operational considerations. All of this requires careful consideration by a variety of different stakeholders within an organisation, covering areas as diverse as risk and regulation, legal and compliance, finance, tax and accounting, IT security, and marketing. Some of the issues that arise relate to the buying and holding of cryptocurrencies and NFTs (for example via the purchase of virtual land), others from the issuance of NFTs. Further issues arise from allowing your customers to interact with your brand in new, social and immersive 3D environments that can share aspects of both digital and physical worlds.

If your organisation is thinking of a move in the metaverse direction, it's essential that you have a plan to help your team upskill and explore so that you can maximise this opportunity and manage the risks.



■ By multiple partners  
at PwC Mainland China and Hong Kong  
[www.pwchk.com](http://www.pwchk.com)

# TAX REPORTING FOR DIGITAL PLATFORMS

To further enhance tax transparency through the automatic exchange of information, digital platform operators will be the next ones to be appointed by the European Union to collect and report certain information on their users under the so-called DAC7 Directive.



Under this DAC7 Directive, as of 2023, inwards platform operators are to provide information on income derived by sellers through their platforms.

Not only EU platform operators will be affected, but non-EU platforms also have a reporting obligation if and when they facilitate reportable commercial activities of EU sellers or the rental of immovable property located in the EU.

What platforms will be affected? You should think about livestreaming apps that allow users to access events/performances at a fee or digital platforms facilitating peer-to-peer sale of goods or services between users (collaborative or pooling economy), marketplaces for freelance services, virtual marketplaces for all sorts of goods, rental of immovable platforms, open online course providers and more.

Sellers or providers of services, whether individuals or any legal form, using such platform for commercial purposes will have their details and income notified to the tax authorities of the EU Member State.

A couple of exemptions apply; for example, platforms that purely process payments are not captured. Also, platform operators are not required to report casual or one-time sellers of goods or, for example, hotel chains or tour operators that provide rentals at a high frequency.

The reporting should cover both domestic and cross-border commercial activities and should include, amongst others the details of the seller (including a tax identification number), residence of the seller and an overview of the amounts paid/payable to the seller per quarter and the

location of the rented immovable property (when relevant). The reporting will be made with one tax authority in the jurisdiction with which the platform has nexus (generally where the operator is a tax resident) or for non-EU platforms in the jurisdiction of choice.

Reportable information must be submitted to the tax authorities no later than January 31 of the following year. The deadline for the first reporting by the platform is January 31, 2024.

Penalties will apply for non-compliance. These penalties are to be determined by the individual EU Member States, but they must be effective, proportionate and dissuasive. Sellers who fail to provide the requisite information to a reporting platform operator will have their account closed after two reminders.

Non-EU platform operators may be relieved from reporting in the EU if equivalent information is already exchanged under an agreement between the country under which the operator is located and a member state.

Platform operators should start to think about the collection of such data, incorporating due diligence to verify the reliability of the information gathered, GDPR compliance, reviewing the contractual relationships with their sellers and the place of registration in the EU.



■ By Barbara Voskamp LL.M.  
Partner ASEAN at Loyens & Loeff  
[www.loyensloeff.com](http://www.loyensloeff.com)



# ONLINE MARKETING IS HERE TO STAY AND WILL ONLY GET BETTER

There are 5 billion internet users worldwide. Almost two-thirds of the world's population is online in some form or fashion – which is fascinating to me.

Social media is one of the most popular online activities. This is one of the reasons why I went into this business. But things are changing fast; blockchain is here and it will definitely change the way people will use the internet in a couple of years. And that means that online advertising will change too.



Social media advertising has been my passion since 2013. It is amazing how social media evolves and how people are evolving with it. Back then, there were no programmes to study online advertising. I studied Communication & Multimedia, but it had nothing to do with online advertising or marketing other than the basics. I learned online advertising by learning on the job and by myself. In my previous jobs, I always pitched an online advertising strategy to my manager, even if it wasn't expected of me.

So in 2020, I started my own online marketing business, Siadis Media, focusing on online advertising to help other small businesses grow their online presence and increase their online sales. I have done more than 400 campaigns on social media - from Facebook and Instagram to Youtube and TikTok. Before creating a successful campaign it is important to know the campaign's goal and decide the relevant KPIs and metrics.

Since the way people purchase products and services is changing fast, it is my ambition to be ahead of the curve and help bring people and products together to benefit both companies and their customers.

I think there is a bright future for us advertisers and marketers; with the rise of the metaverse, digital advertising will develop to a whole new level. Think about placing an ad on virtual billboards, purchasing a product by just tapping on it in the

metaverse, buying digital properties using cryptocurrencies, engaging in gaming or literally shopping online with friends by wearing the VR headset, and so on...

I am looking forward to all of this and am super excited to see how the customer journey will evolve. I only hope that in-store shopping will continue to be available. We need to make sure that companies invest not only in online but also offline, since there are potential clients who enjoy both worlds.

Additionally, Siadis Media is developing a small platform called 'Sweet & Sour', a space where you can share your personal stories of life during difficult times; to share experiences that made you grow as a person, how you overcame them and what lessons you took from that journey. We want to bring these journeys together online so that others may be energised by them or encouraged to reflect on their own experiences and discover what they have learned.

As the adage goes: sharing is caring; we want to build a community of people who want to share for others to be able to grow and show that the world is still a caring place.



■ By Dann Siadis  
Online Marketing Specialist  
[www.siadismedia.com](http://www.siadismedia.com)

# MANAGING AN ONLINE WINE BUSINESS

Starting an online business in the middle of the pandemic had its challenges and opportunities. Many expats have left or are leaving Hong Kong, but the big opportunity is actually to persuade the local market and identify the consumer behaviour of the local wine lover.

## The founders

Hong Kong is a wine hub with plenty on offer, but it is often difficult for consumers to navigate what to purchase. Winebox provides a global range of quality wines and carefully select and pre-taste all wines before it lands in their monthly wine boxes. Their goal is to take people on a journey through the world of wine with a monthly changing theme.

The founders, Jelmer Kattevilder and Joost Hardesmeets, have ties in many wine countries. They are working to grow Winebox.hk with a small team of people who are crazy about wine, enjoy the game of finding the best the world of wine has to offer and share the gems with their clients. Jelmer and Joost collectively have an educational background in wine and experience in the F&B sector.

Jelmer has been living in Hong Kong for 8 years and works in financial services. He has a wine education background and has completed the French Wine Scholar and WSET level 1, 2 and 3. He is currently pursuing the level 4 Wine Diploma.

Joost is an experienced entrepreneur importing food and beverages into Hong Kong from Europe with an extensive network of suppliers. Joost is passionate about wines and aims to use his network to access the best quality wines directly from the source and get the best value wines to Winebox' customers.

## Why focus on an online subscription model?

Jelmer and Joost noticed that many people struggle with finding good quality wines, lack the knowledge or don't want to spend the effort exploring, but at the same time want to make a good entry at dinner parties. An online wine subscription business was the best outcome: easy to manage for the consumer whilst efficient to manage operationally with stable cash flows for the business.

In a nutshell, a subscription-based company offers customers a convenient, personalised, and lower-cost way to buy what they want and need on a recurring basis. At



the same time, they can learn about and explore the world of wine. It turns one-time shoppers into loyal customers without any obligation. Instead of committing to a product, customers can try out different wines and find out what kind of wine they like through a subscription. The recurring and predictable income stream helps Winebox to plan in advance, keep limited stock and operate on low margins that benefit the customers. It is a mutually beneficial system.

Besides the main consumer business, Winebox provides similar products to the corporate market who can use the products for employee- and customer gifts. However, this segment is more challenging since these may be sent to different kinds of people, each with different likes and dislikes.

## Struggles and finding the right audience

Common mistakes that are made by online businesses are, for example, not doing enough research on the marketplace, not providing sufficient customer support, failing to adapt their products and services when needed and focusing on getting everything perfect before getting started. Despite recognising these challenges when starting the business, Winebox experienced these in some ways. The key challenge that is present is to find the best online marketing mix to reach the local consumer, find out what their wine preferences are and target the right segment of consumers.



■ By Jelmer Kattevilder, FWS  
Co-founder & Chief Wine Officer  
[www.winebox.hk](http://www.winebox.hk)

# MOVING ON TO NEW OPPORTUNITIES

It still feels very surreal when typing this, but my Hong Kong adventure has almost come to an end.



Two years ago, I arrived in the city amid the pandemic, starting as a trainee at the Dutch Chamber of Commerce, not knowing where this step would take me. As a trainee, I was assigned three main tasks; developing the Soft Landing Kit, increasing the membership database and zooming in on the opportunities in the Greater Bay Area. After a few months I got the opportunity to join the Dutch Chamber office team as a permanent staff member in the role of Project Manager in which I took ownership of the above-mentioned tasks. I'm still very grateful that this chance was given to me and enjoyed every second of it, that's why leaving this job feels bittersweet.

The Soft Landing Kit was developed and became an important service that the Chamber offers, a service that will hopefully develop even more once the borders re-open. Furthermore, I must say I am proud of achieving an increase in our membership database; I loved going out to promote the Chamber to individuals, companies and branches. We have also established fruitful collaborations with NLinBusiness and the Netherlands Hong Kong Business Association in the past two years. I'm convinced the ambitious Dutch Chamber team will continue with these great efforts!

My time in Hong Kong has been beyond amazing. I got to meet so many nice people, attended and organised very interesting and successful events, saw the Dutch Chamber grow and being part of its amazing office team makes me very grateful that I was able to call Hong Kong my home for the past two years.

Besides all the positive things Hong Kong has to offer, there is unfortunately also a downside, and that is not being able to see family for over two years which made my husband and I doubt about staying here. Since I am a firm believer of "everything happens for a reason", I certainly know that this new opportunity arose at the right moment: I am starting a new chapter in my career as a Community Manager at NLinBusiness in The Hague. I will mainly be focusing on establishing connections, developing relations and collaborations with business hubs that are a part of NLinBusiness which also means that I will keep being involved with the Dutch Chamber in Hong Kong, something I'm very excited about!

At the time of writing, I luckily still have two full months to enjoy Hong Kong and its beautiful scenery and, not forget to mention its most amazing food. Even though I am very much looking forward to my new challenge, I will miss my colleagues at the Dutch Chamber office and all of its members, but we will definitely stay in touch. Let's hope the borders will open soon so I can come and visit the most successful Chamber within the network of NLinBusiness!



■ By Romy Rubiano Kunen  
Project Manager at Dutch Chamber of  
Commerce in Hong Kong  
[www.dutchchamber.hk](http://www.dutchchamber.hk)



# E-COMMERCE TAX IN HONG KONG

**In the current digital and technology era, a lot of commerce is conducted online: Orders for products/services can be placed and processed online, delivered electronically and paid through digital wallets.**

Unlike the traditional business under which human activities and physical operations/facilities are heavily involved, technology and automation play important roles and create significant values in the e-commerce business. From a tax point of view, the question arises on e-commerce tax: where and how is e-commerce business income being taxed?

Hong Kong currently does not have any specific provisions to deal with e-commerce taxation. Hence, the tax rules applied to the traditional business will also apply to the e-commerce business. That is, under the territorial source system adopted by Hong Kong, if (i) the e-commerce business is carried on in Hong Kong and (ii) the resulting business income is arising in or derived from Hong Kong (i.e. sourced in Hong Kong), such business income shall be subject to Hong Kong profits tax.

The Hong Kong Inland Revenue Department (IRD) has issued the Departmental Interpretation and Practice Notes No. 39 (Revised) (DIPN 39), in which the IRD's views and assessment practice on, amongst others, taxation of e-commerce income are expressed.

In general, if the business core operations (such as network promotion and network infrastructure operation, establishment of links between customers and billing, problem-solving functions, control & evaluation functions) or support activities (such as general management, planning, finance, accounting, legal and quality management) of the e-commerce business are being performed in Hong Kong, such e-commerce business will be regarded by the IRD as being carried on in Hong Kong.

It is sometimes not straightforward to determine the source of e-commerce business income since part, if not most, of the business operations are automated with high involvement of technology, such as servers.

The IRD states in its DIPN 39 that the fact that an operation is automated and carried out through a server located outside of Hong Kong does not necessarily conclude that the source of the income is outside of Hong Kong. Instead of merely looking at the server's location and the work done electronically, the IRD will also look into the place where the core operations and support activities required to effect the

e-commerce transactions occur. In addition, certain non-automated functions, such as logistics, marketing and sale functions and after-sale services will also be considered when determining the source of e-commerce business income.

According to the DIPN 39, if a person, resident in a foreign tax jurisdiction with which Hong Kong has a double tax agreement, performs most of the operation and support activities of an e-commerce business outside of Hong Kong apart from operating merely a server located in Hong Kong with essential and significant activities which are at the person's disposal, the server will potentially constitute a PE in Hong Kong. Consequently, the profits attributable to such server PE will be liable to Hong Kong profits tax.



***It is necessary to look into the relevant facts and circumstances of each case when determining the source/taxability of e-commerce business income in Hong Kong.***

It is necessary to look into the relevant facts and circumstances of each case when determining the source/taxability of e-commerce business income in Hong Kong. There are no fixed and fast rules and hence disputes between the IRD and taxpayers sometimes arise. In case your e-commerce business involves crossing borders, it is also necessary to ascertain the tax position in the relevant foreign tax jurisdictions. In this regard, under the context of international tax, the Action Plan 1 regarding Digital Economy under the Base Erosion and Profit Shifting (BEPS) project implemented by the OECD and the associated Pillar One regarding relocation of taxing rights may be relevant.



■ By Willem Jan Hoogland

David Lo ■  
HKWJ Tax Law & Partners Limited  
[www.hkwj-taxlaw.hk](http://www.hkwj-taxlaw.hk)



# THE ONLINE FUTURE

Glitzy but ineffectual technology *“doth butter no parsnips”*

Trouble at Philips' AGM as close to 80% voted against bonuses of top management. Disappointing results had shareholders, including some major institutions, up in arms. Principal cause of the bad results is a recall of sleep apnoea devices, at a cost of around 900 million euros. Which is almost exactly double the cost of Philips' colour TV recall in the early 1990s.

What both recalls share is a pretty basic technical flaw: disintegrating pieces of hard foam vs. overheating soldering connections on flammable print plates. Even you and I, assuming roughly equal non-techie status, could have figured it out if we looked in the right spot.

The bigger picture is that techies (and salespeople, let's not forget) like to dazzle their audience with the wonders of state-of-the-art technology. Devices preventing potentially lethal sleep apnoea or projecting movies in full technicolour are, well, sexier than dull old materials science. Most of the focus is at the top end, at the expense of the basics that keep tech safe, secure and reliable.

Call me a tech sceptic, but this seems a common theme for most, if not all, technology thrown at us these days. Who among us employs even half of the functionality MS Word offers? As a lawyer, I've used Word for the past thirty years and I'd be surprised if I hit 10%. Who among us uses a phone and mobile data provider operating a network worth hundreds of billions, yet seems incapable of keeping out unsolicited calls and hackers? Who uses even 10% of their online banking system, yet finds the security protocols not just customer-unfriendly in the extreme, but singularly ineffective when personal effects are stolen i.e. when it really matters?

We all know that aside from purely human acts, there is little in our lives of today that does not involve digital technology. The internet is a prime example, and many - myself included - will argue they could not do without it. However, that does not mean it has the basics right.

First, the vast majority of online access is via a wireless connection. Second, outside the office, most use a device with under 12 hours' battery life. Third, data flows through massive undersea cables. Each of these seem to me basic design flaws that leave users extremely vulnerable.



I am not keen on experiencing those vulnerabilities the hard way. Hong Kong and Taiwan have seen massive internet blackouts due to accidental severing of undersea cables. Cities in Ukraine see a total loss of power, phone batteries and hence internet access. And whilst Russia failed to wipe out Ukraine's entire mobile network in one go by combined shelling of radio towers and cyber-attacks, such attacks and their success will soon become the norm, not the exception.

My point is that rather than predict what the online future may look like, we should focus on what is needed for it to have any future at all. I would argue for a renewed focus on the basic elements that keep the system together. Not just bigger and faster data transfer, but redundancy in case of catastrophic failures. Not smaller phones and bigger screens, but (far!) longer battery life. Not 5G, but a system that ensures continued connectivity, including in military conflict zones.

It may not be the most glamorous side of online technology, but I wish energy would be put towards secure, reliable, common-sense solutions though.

You know, the kind that lets you renew a passport fully online without an in-person meeting that are only ever available at times normal people are at work or (by law!) in school. "Secure" mobile payments that truly are impenetrable, even for thieves and online scammers. A fool-proof system to prevent unsolicited phone calls. Oh and is a watertight hacker protection after 40 years of the internet really too much asked?



■ By Ralph Ybema  
Managing Director at China Law & Tax  
[www.chinaltd.nl](http://www.chinaltd.nl)

# FROM COMMISSIONER TO CHIEF EXECUTIVE

Caine Road in Mid-levels is named after William Caine, a Colonial Secretary and an acting Governor of Hong Kong between May and September 1859.

Caine was an interesting character as his background was in the military, having fought during the Peninsular War (1807-1814) against Napoleon in Spain. His regiment was later transferred to Hong Kong and so his long association with Hong Kong started.

On 30 April 1841, 12 weeks after the British landed in Hong Kong, Captain Charles Elliot (British Royal Navy and assigned as the first Administrator of Hong Kong in 1841 while serving as both Plenipotentiary and Chief Superintendent of British Trade in China) established a policing authority in the new colony, empowering Captain Caine to enforce Qing law in respect of local inhabitants and "British Police Law" for "non-natives". By October 1842, a newly established police force was led by Caine as the first head of the new Hong Kong police force. It was managed successfully, keeping the order and bringing suspected criminals before the courts. Caine was rewarded for his good work and was appointed the Colonial Secretary of Hong Kong from 1854 to 1859 (what we today call the Chief Secretary, the most senior civil servant under the Chief Executive). He became the acting Governor of Hong Kong (Chief Executive, or CE, in today's terminology) between May and September 1859.



William Caine



Victoria Harbour in 1841

***With an axe to grind, the newspaper soon became a constant and, at times, vicious critic of the government.***

There was a hint of a scandal involving Caine, although it was likely just a serious personal dispute with another civil servant William Tarrant. Tarrant had come to Hong Kong as a ship steward and had slowly but surely managed to climb up the professional and social ladder to end up as Registrar of Deeds, charged with the preparation of all the land leases. In 1847 Tarrant alleged that Caine's local Hong Kong middleman ("comprador") was taking bribes from Central Market stallholders and suggested that Caine was aware of this. A subsequent government inquiry found this allegation to be without any merit, and Tarrant ended up losing his job as the Solicitor General accused him of trying to smear Caine's reputation. Tarrant tried many times to be reinstated but was finally unsuccessful.

Tarrant quickly turned to another profession by becoming a journalist and in 1850 purchased "The Friend of China", an influential Hong Kong newspaper, becoming its editor and publisher. With an axe to grind, the newspaper soon





Drawing of Hong Kong in 1859

became a constant and, at times, vicious critic of the government. He continued to attack William Caine for many years and finally was sued for libel by Caine (then Chief Secretary) in 1859, was found guilty, fined GBP 50, and was sent to prison for twelve months. The newspaper ceased to be published and Tarrant faced financial ruin.

The second leader of Hong Kong who had previously been a member of the police force was Sir Francis Henry May, who was Governor of Hong Kong from 1912 to 1918 (hence May Road). Previously he had held several posts in Hong Kong, including that of Captain Superintendent of the Hong Kong Police Force from 1893 to 1901 (what today is called the Commissioner of Police). May was the only Governor of Hong Kong ever to have been the target of an assassination attempt. He was fired upon near the General Post Office in Central as he rode in a sedan chair after arriving from Fiji in July 1912. May was not injured; the bullet lodged in the sedan of his wife. The gunman, Li Hung-hung, had a grudge against May dating from his police days. Several years before, Sir May had imprisoned Li's father, who was judged to be "an undesirable mainland immigrant". May never rode a sedan chair afterwards, choosing instead to be transported in cars!

The third leader of Hong Kong with a police background is the upcoming one. John Lee Ka-chiu (inevitably with this

name, his satiric nickname in the local press is now Pikachu) started his career in the police when he joined the force at the age of 19. Over the years, he rose through the ranks and fulfilled a great variety of posts, both operational and managerial including the CID (usually plainclothes and undercover work), Complaints Against Police, Personnel, Training, Information Systems, Finance, Policies and Planning and Development. Lee had been the Commander of Kowloon West Region, Assistant Commissioner and Director of Crime and Security, and Deputy Commissioner. When in 2012 he was asked to become Under Secretary for Security by the former CE, CY Leung, his political career took off. Five years later he was Secretary for Security, and now from the 1st of July he will become the fifth Chief Executive of the Hong Kong Special Administrative Region of the People's Republic of China.

Hopefully, he won't be subjected to the same attempts to assassinate his reputation or his body that his two police predecessors had to endure!



■ By Daniël de Blocq van Scheltinga  
Managing Director at Polarwide Ltd  
[www.polarwide.com](http://www.polarwide.com)

# DATA BREACH: LESSONS FROM A RECENT INVESTIGATION REPORT IN HONG KONG

**Investigation reports from the Privacy Commissioner are spilled milk stories that serve as salutary reminders to the mortals among us that there but for the grace of God, go we.**

This came to the fore again in the investigation report published by the Office of the Privacy Commissioner in Hong Kong on 17 February 2022 regarding a hacker's intrusion into the email system of Nikkei China (Hong Kong) Limited.

A hacker obtained the password of an email account that was created by Nikkei China to communicate with customers. The hacker then set up a forwarding function for this email account and five other email accounts that shared the same password, automatically forwarding all incoming emails to two unknown email addresses apparently belonging to the hacker. Between October 2020 and February 2021, the hacker managed to forward emails sent to Nikkei China by 1,644 customers - 650 in Hong Kong, 994 overseas. The personal data leaked through the emails included customers' names, email addresses, company names, job titles, telephone numbers and credit card data.

Nikkei China had Information Management Regulations which set out a framework for overall security management for company-owned information. All staff were verbally instructed to thoroughly study the content of this policy, which was held in a shared folder accessible to all staff members. There was also a set of security management measures that applied to all group companies, which included a password policy.

The alarm was raised on 1 March 2021, when a staff member of Nikkei China received a delivery failure error in respect of an email to an unknown and suspicious email address. An internal investigation identified that an unauthorised external account had control of six email accounts of Nikkei China, and the controller had surreptitiously forwarded about 16,860 emails over a five-month period.



Nikkei China notified the data breach to the Privacy Commissioner on 17 March 2021 and made a public announcement on the same day.

The investigation report highlights some common features and failings of data breach incidents.

The intrusion lasted for at least four months before it was discovered. This may appear a long time, but this is a feature of many hacking incidents. Once there is an intruder within the walls of an IT system, it can be possible to remain undetected for some time. It takes an eventual odd occurrence to trigger action. In Nikkei China's case, it was a delivery failure message on an email and an alert employee who escalated the report for further investigation.

There were 41 email accounts established at the time of the incident, 24 of which belonged to former staff members and were no longer in use. There was no system in place to retire and close redundant email accounts of persons who no longer worked with Nikkei China. This is a surprisingly common issue. Email account activity of departed employees is less likely to be detected. These accounts are often used by hackers for attempted phishing activities or to receive undetected emails from suppliers or customers unwittingly seeking to communicate with a departed employee.

The hacked email accounts all used the same password. This was the default password set by the email service provider when the accounts were created. The password formulation consisted of a short series of numerals – neither long nor complex. Nikkei China neither required its staff to change the default password nor required them to change the passwords of their email accounts periodically. Weak passwords are more likely to be susceptible to brute force or phishing attacks and represent a material vulnerability in IT security.

The web-based email service used by Nikkei China did not support multi-factor authentication. This is now standard practice to ensure that persons using such a service are identified by different means. Nonetheless, many old or legacy services do not implement multi-factor authentication. This type of issue would be picked up on third-party inspections or reviews of IT systems, but Nikkei China did not conduct routine inspections of the configuration of the email system.

All businesses now consider security incidents and data breaches as a key risk factor they must address. A data breach could be considered a matter of when, not if. One interesting barometer of corporate culture is to assess the business response of the data used when a data breach occurs.

Nikkei China responded well. They changed the passwords on the affected accounts and disabled the forwarding function on 1 March 2021 - the same day the incident was discovered. The next day all email account passwords were changed. The data breach was notified to the Privacy Commissioner on 17 March 2021. This is reasonably prompt, given that Hong Kong is a jurisdiction in which there is no mandatory data breach notification obligation. Nikkei Inc. (parent company of Nikkei China) announced the data breach on its website on the same day, and Nikkei China also sent emails to affected customers and informed relevant credit card issuers.

Nikkei China migrated the email system to a cloud-based service email provider, which offered strong password security and multi-factor authentication. Other technical improvements were made to information security systems. They updated their Information Management Regulations and required signed acknowledgement from its employees of having read and understood its provisions. Critically, Nikkei China also engaged external professionals to conduct training sessions on information security and committed to undertaking training on an annual basis.

The Privacy Commissioner unsurprisingly found that Nikkei China had failed to take all practicable security measures to protect the personal data held by it. This is a requirement of the data protection principles in the Personal Data (Privacy) Ordinance. This was based on findings of the following deficiencies:

1. weak password management;
2. retention of obsolete email accounts;
3. lack of security controls for remote access to email systems; and
4. inadequate security controls on its information systems.

The Privacy Commissioner issued an enforcement notice for certain prescribed steps to be taken – which, based on the investigation report, Nikkei China was attending to already. The terms of an enforcement notice inevitably focus on concrete remedial steps to be taken to correct a data breach. Recommendations, however, are a good indication of the policy steps the Privacy Commissioner hopes businesses will adopt. These are some of the proposed recommendations:

1. establish a privacy management programme;
2. appoint a data protection officer;
3. adopt a policy on email communications; and
4. instill a privacy-friendly culture in the workplace.

### Concluding thoughts

This investigation report highlights features and failings that may well resonate with many medium-sized businesses. Have you implemented a password management policy? Do you have a system and process to remove all obsolete accounts of departed employees? Have you implemented multi-factor authentication for remote access to your systems? There may be those among us who also need to consider these points.

We are in an era now when, in respect of information security, good is frequently not good enough. Security needs to be a consistent focus of senior management, with resources committed to ensuring that systems are robust, resilient and frequently reviewed, and people are properly trained to be aware of the risks and the good practices that can mitigate them.



■ By Pádraig Walsh  
Partner at Tanner De Witt  
[www.tannerdewitt.com](http://www.tannerdewitt.com)



# GREEN WORLD AND THE ONLINE FUTURE

**We often don't realise who gathers data and what is being done with it, but the impact of data is immense.**

There are clear benefits to gathering data and the online future. Think about the COVID-19 pandemic, where work, learning, e-commerce, information sharing etc., went sky high to continue our lives as best as we could/can.



And it won't go away, no. We have learned over the past few years that data can be extremely helpful but also carries a risk, as we want to assume that data are fact-based rather than invented by creative minds - often leading to fake news and creating a lot of confusion instead of really helping us. The online future reshapes the way organisations, businesses and governments alike will permanently change the way they work, produce or offer services. And all of us welcome that change if it makes life easier, more comfortable and allows us to make better decisions. In the Green World, it is no different.

Where we want to combat climate change, we need to know the facts, based on scientific research, without being politically influenced, to identify what's going on and what we can do to protect our world. The importance of data, or information if you will, is crucial to how we live, work and relax. Think about smartphones, online meetings (saves

travel, CO2 emissions, time, cost), online learning where possible, online shopping, online buying a car and more.

So, where does the Green World fit in here? In Asia, I have seen interesting developments in producing waste collection systems with quite a high technology status. Delivering waste, for example a bottle, is registered by the machine and pays out immediately on a WeChat account. Sounds nice, yeah? However, there are high costs to installing such a system (providing electricity lines, online computing cost (telco provider), connecting to bank systems via WeChat). At the same time, there are systems on the market that can be placed where it is wanted, work on solar or light cells, is robust (fool-proof), and disposing of your waste can be registered by card. You will not pay a penny more for dumping your garbage than necessary, in line with the pay-as-you-throw principle.

It also allows for a low-cost control of waste streams generated this way, and the streams can be tracked down to their place of origin to ensure a clean fraction, which in turn reduces the cost for recycling, re-use etc. Registration of disposal can be done manually (for example, with garbage trucks) or by chips on containers, or by card for citizens. It's called the Internet of Things. Waste bins communicating when they are full, so they can be emptied timely. It gathers information where it comes from, where it goes to and is a vital element.

It gives you control of the value streams (my preferred terminology for waste streams), which represent money and are key part of the Value (Waste) Management Chain. It prevents fraud as well. Dive in, in this online future!



■ By Bernard Scheffens  
CEO at WSS Asia Ltd  
[www.wss-asia.com](http://www.wss-asia.com)

# VIDEO CONFERENCES AND HOW (NOT) TO BEHAVE

In this online world, video conferencing is the rule. But if we look at all the stories we hear or experience ourselves, it seems like not everyone is ready for this.

For some of us, it is challenging to be on our best behaviour during online meetings. Some don't care, but most just don't know the rules of online video conferences. Here are some tips to know what (not) to do next time to make your video conference a success.

## Tip 1: Be visible

Avoid windows or bright lamps behind you, and make sure there is (the right) light on your face. If the background is bright, your face is usually underexposed and others can't see you or your facial expressions. Light from above may highlight signs that you haven't slept that well last night and make your best features less visible.

Face a sunlit window or position a light behind your laptop so that it will light your face. You can purchase a selfie light or fill light for a couple of dollars. You could also try a desk lamp to get some light on your face.

## Tip 2: Frame the camera

Make sure your camera is at eye level, so others can look you in the eyes when talking to you. They don't want to look down on you (also non-verbal, not the best option), but you also don't want people to be able to see your nostrils.

Put your camera on a stack of books or lower your seat to get the right height. Position the camera straight in front of you, just above or beside your screen—nothing as annoying as talking to someone's cheek. To ensure the camera is in the proper position, please turn on the camera before entering the meeting and check.

Also, look at the camera and don't look at the screen (or yourself) when talking in the meeting.

## Tip 3: No cluttered or distracting backgrounds

You might not have the luxury of a lovely home office, but please, make sure others cannot see your dirty laundry or unmade bed. If you really can not find a good background, there are several virtual backgrounds that you can add to your video conference.



## Tip 4: Mute yourself when not speaking

Even though you may not be speaking, most microphones pick up noises like yawning or typing. These sounds can come across as you are not being interested or will distract or annoy others. Make it a practice to mute yourself whenever you are not talking.

## Tip 5: Get a dedicated microphone

Nothing is as annoying as lousy audio. Ensure that the window to that noisy street is closed and there is no music playing in the background.

A headset already works better (if it is a good one) than the computer microphones. But if you want to go all the way, you should invest in a dedicated microphone. It'll help eliminate background noise and makes your voice more robust and warm.

## Tip 6: Don't be late

Being late is rude. But besides that, it is also very convenient to be early. You can check your connection, your sound and your video. So you know everything is working, and you will not waste the valuable time you have together on peripheral matters.



■ By Iris Barzilay  
Storyteller and copywriter at I.M. Communicating  
[www.imcommunicating.nl](http://www.imcommunicating.nl)

# PASSING THE PEN

**Name:** Jeannette Paulusma

**Organisation:** Action Service & Distributie BV

### Who am I?

Born in Alkmaar; my father is Dutch and my mother is from a coastal village in the north of Finland, so I was raised between two cultures with 3 languages (English, Finnish and Dutch). Before moving to Hong Kong, I lived in Amsterdam, where I liked playing golf at the weekends, wining & dining with friends and family, going to concerts/theatre, practising yoga and following all kinds of courses to keep developing myself in life.

### My professional background is:

I've been working in Product Quality, Social Responsibility and Sustainability for over 20 years now, but I've studied Finnish language & literature at the Rijksuniversiteit Groningen as I always wanted to translate books. However, I soon noticed this was a very lonely profession, which didn't fit my personality so I decided to discontinue my study after 3 years. In order to pay the rent, I took a temporary job at Hunkemöller so I could buy myself some time to think about what to do with my life. The world of lingerie and retail turned out to be very interesting and I stayed at Hunkemöller for 20 years, of which five years in Germany.

When I went back to the Netherlands, I was asked to revive the Quality & CSR department. So I started visiting many lingerie and beachwear producing factories, suppliers and laboratories in China. At this time Social Responsibility just started to become more and more important.

I moved to Ahold when they reached out to me to join their new to be set-up non-food quality department for their XL stores. Travelling to China to visit factories together with the buyers was fortunately part of the job, as well as guiding production processes and being responsible for Social compliance.

In 2014, after 4 years at Ahold, Action reached out, asking me to build a Quality & CSR department as this was new



to the Buying organisation. The

first day I joined they mentioned

that they were planning to start buying by themselves in the Far East which was the start of an incredible journey together with the buyers. I've never worked so hard in my life and never have had so much fun I must confess!

### I moved to Hong Kong because:

To build a bridge between the Dutch International head office and the Hong Kong office, being close to the team we work with and to our suppliers. As soon as travelling is possible again I will be visiting suppliers and production locations frequently. After travelling to China multiple times a year for quite a long time, it's great to be part of the daily life now and experience Hong Kong to the fullest instead of only visiting shortly at the end of a trip. Hong Kong has so much to offer and there is still a lot for me to discover.

### I work for

Action Service & Distributie BV, a discount retailer active in 10 European countries with over 2000 stores and still growing. When I started at Action in 2014, there were around 400+ stores in 4 countries, the first stores in France had just opened, and I worked closely with a small Buying team, being responsible for all articles in 12 categories by myself. Over the last 8 years, teams have developed and grown, and supporting departments to Buying have been added including many new countries and country offices.

### One day I will be

I have been following Mandarin classes for a while now and hope to be able to connect easily and communicate (on a low level) with suppliers and the people I will meet during my travels. Also, I hope that my family and friends can come over to Hong Kong one day to experience the city, see where I live now and taste the great food we have here.





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

Joining fee waived for 2022

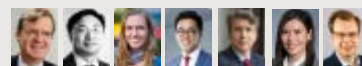
### DUTCHCHAM COMMITTEES

#### PR & Pub Committee



Rinske Kuiper (Chair) • Zuba Adham-Bos (editor) • Monique de Raaij • Annemarelle van Schayik • Annemarijn de Boer • Iris Barzilay • Emily Tunderman

#### China Committee



Michiel Mak (Chair) • River Stone • Annemarelle van Schayik • Quinten Kah • Graham Wladimiroff • Bianca Dubbelaar • Tom Bakker

#### SME Committee



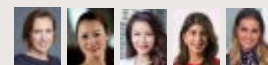
Jeffrey Broer (Chair) • Paul Du Long • Jackie To • Madelon van de Ven • Bert Bulthuis • Tom Bakker

#### Tax Committee



Willem Jan Hoogland (Chair) • Eric Kampman • Jerry Lin • Joost Huisman • Tom Bakker

#### Diversity, Equality and Inclusion Committee



Maaïke van Meer • Claire Worp • Sandra Wu • Kashmira Daryanani • Emily Tunderman

#### Finance Committee



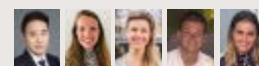
Lapman Lee • Rogier Hekking • Martyn van Wensveen • Edgar Ultee • Liza Jansen • Frédéric Radelet • Herald van der Linde • Tom Bakker

#### Creative Committee



Anoeshka Krijnen • Annemarijn de Boer • May Yeung • Emily Tunderman

#### Young Professional Committee



Jerry Lin • Julietta van der Ploeg • Fleur Schreurs • Pieter Hoppenbrouwers • Emily Tunderman

**PHILIPS**

**sonicare**



# Philips Sonicare AI Toothbrush

**SenseIQ**  
Adaptive Intensity

**All-in-One**  
Brush Head

**AI-Powered**  
Sonicare App



^ Based on a study of over 1,800 dental professionals (dentists and hygienists) conducted in United States, Germany, Japan, China, Canada, Netherlands, Australia, Switzerland, Italy, Czech Republic, Slovakia.

