

DUTCHCHAM MAGAZINE

INTERVIEW WITH A CHIEF

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Well-being on the work floor
- Benjamin Elms, Randstad

LEAD STORY

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**Shaping Hong Kong's
private healthcare**
- Joyce Smith, Gleneagles



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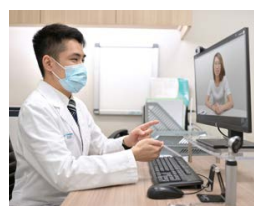
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Special thanks to APC for their generosity in kindly distributing
the DutchCham Magazine in Hong Kong, China, Asia and the
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WELL-BEING AND MENTAL HEALTH



I'm glad to start this foreword again with some good news, as a further reduction of travel restrictions was announced at the end of September. From 3 days of hotel quarantine and 4 days of medical surveillance to no more hotel quarantine and 3 days of medical surveillance. It seems we are heading in the right direction.

Before we go full-force back to business and focusing on the attractiveness and (re)position of Hong Kong, are we all in a good mental state to do so?

The theme of this magazine is "well-being and mental health". The last (almost three) years of Covid-19 we have seen many restrictions, working from home, mandatory mask-wearing, less and limited (social) interactions, etc. It has led to many people, across age groups, experiencing loneliness and isolation, which can have a significant impact on mental health and contribute to anxiety and depression. How to recognise symptoms? How can you take care of your well-being? From a business perspective, what kind of challenges and initiatives have we seen over time?

Well-being on the work floor is getting more recognition and attention from both employees as well as employers. For Interview with a Chief we spoke with Benjamin Elms, Managing Director at Randstad Hong Kong. Our Lead Story features Gleneagles, speaking about the relation between mental and physical health and the future of healthcare in Hong Kong.

Furthermore, we have insightful contributions from our members, including FrieslandCampina, Edufax and OOM Insurance.

Sharing experiences and learning from each other is what our Dutch Chamber is all about. Enjoy the read and I look forward to seeing you at one of our events in person again!

Frery Winkel

WELL-BEING ON THE WORK FLOOR

Dutch recruitment agency Randstad was founded in 1960 and has since expanded globally, with business operations in 38 markets. **Benjamin Elms, Managing Director at Randstad Hong Kong** speaks with us about well-being and mental health on the work floor and in the recruitment industry.

■ By Zuba Adham-Bos

Please tell us a bit about yourself and what you do at Randstad

I joined the recruitment industry ten years ago, which is when I moved to Hong Kong. I joined Randstad as a senior manager seven years ago, managing just two people.

I then was able to inherit other teams and started to take over different levels of responsibility throughout those seven years. Now, as Managing Director, I'm looking after the front office roles as well as the company's operations.



In the 2022 Randstad Employer Brand Research "work-life balance" was voted the most important employee value proposition in Hong Kong. What is work-life balance? And how can one ask for a better work-life balance with their current employer?

Work-life balance is a tricky topic because it is not a one-size-fits-all solution. If you ask an employee "what does work-life balance mean to you", they can't always answer that. For an employer, it is probably the most difficult thing to grasp - that work-life balance is different for all employees. It depends on the life stage and personal situation of each person.

We can always hope that people open up and ask the question, but of course there are cases where that doesn't happen. My advice is to bring up the topic in your appraisal. It is important for the employer to know what work-life balance means to you and what type of support you need to get there. Furthermore, bring data to back up your points to avoid having the topic brushed aside.

In our Workmonitor report earlier this year, 32% of respondents said they wouldn't accept a job if they couldn't have the flexibility to choose where they could work. Another statistic we found was that 76% of the respondents aged 18-34 said they had resigned from a job because they didn't get enough flexibility in their work. These are powerful numbers and I think it's important for employees to have that data when they are ready to discuss the topic with their managers.

Recruiting is a stressful job. How do you help your recruiters to deal with stress?

It is a very stressful, tough job and a fast-paced environment to be in. There is an expectation of working long hours, speaking to lots of people on the phone, and meeting a lot of people every day. You need to take your mind off it for some time. We've had to use a lot of creative methods and tricks to make sure people are feeling empowered and are heard within the organisation.

We have typical sales organisation events such as monthly awards, but we don't only focus on revenue-generating metrics. We also award back office staff to show our appreciation for the best performances behind the scenes.

Another successful employee recognition initiative that we have launched is a platform called "Meaningful Moments" or "MeMo" for short. In this app, you have 100 points to distribute to your colleagues every month, to recognise them for good work, good collaboration or any helpful things they've done. We can award each other points not just for work, but also to someone who has supported you through personal issues. It's a really good way to start the month when we open the app to see the points and comments that we have received. It helps to pick you up when you're feeling a little bit low.



Ben during the opening of the Hong Kong office



Randstad team during Halloween 2021

In January this year, we dedicated a space in our office for a wellness room with a yoga mat, lavender oils and calming music. Anyone can book the room in 15-minute slots with no questions asked and go meditate or take a nap, for example. No electronics are allowed in the room to encourage them to really take a break from work. It sounds simple, but it has made a big, positive impact on a lot of people.

Do you have some tips on how companies can take care of their employees' well-being and mental health?

Speaking and communication is the foundation for these topics – and it's not done often enough. On top of that, I think many organisations don't necessarily prioritise creating an environment where employees feel safe to speak up about issues or problems.

A simple tip I can offer here is when you have your weekly catch-up or another moment, to say to your manager, "Would you mind if I shared some feedback about the role or how to improve some of the processes in the organisation?". Your manager might not be receptive to your opinions, and that may indicate it is not the place you'd want to work long term.

From an employer perspective, employee surveys are powerful tools. At Randstad, we conduct a survey every three months, where we send an anonymous survey to all our employees with around 20 questions about job satisfaction and feedback on how we can do better as an employer. It provides meaningful data and feedback, which the leadership team then analyses and turns into actions to improve our employees' experience with us.

What trends do you expect in the recruitment industry in the next five years?

A big trend we can expect to continue is automation and AI in the recruitment world. However, human touch should still be a critical part of our operations. These technologies empower us to build more meaningful relationships with candidates, clients and colleagues. So it complements how we operate as a recruitment company, rather than replacing us.

The other thing is that data is more accessible now. Data privacy is very important in Hong Kong, so we are constantly ensuring we are compliant with data privacy laws and that we have the authorisation of everyone we represent to possess that data.

How do you then use that data to improve how you operate as a business? Rather than just creating more activities, we want to focus on creating the right types of activity that will benefit our business. We have funnels where we look at how someone is converting their sales calls into qualified leads and close the deal. The more stats we have, the better we can fine-tune and future-proof our human development and business operations strategies.

Anything else you'd like to share with our readers?

Employers and employees should be mindful of the importance of diversity and inclusion as well as sustainability. Many clients come to us for advice and guidance in this regard.

It is currently still a bit of an uncharted territory for many organisations, but I expect that in the coming years there will be more and more teams built specifically to focus on diversity, inclusion and sustainability.

WHY WOULD YOU HIRE A COACH?

People who have never hired a coach usually think that coaching is similar to therapy or mentoring. Although both are valuable, it's got nothing to do with coaching. A therapist helps you with unresolved psychological issues. A mentor teaches you the dos and don'ts based on their past.



Simply said: Therapy and mentoring are about the past. Coaching is about the future.

A coach will help you focus on what else is possible to avoid reliving your past or living the "default" future you would live without someone challenging your thinking.

Coaching comes from the world of sports. Most of us watch sports, or you may like watching theatre, films or music performances. Performers and actors have speech coaches, dance coaches, etc. Sports athletes too. The higher the level of competition, the more coaching that person will get. So we learn that the more sincere and committed you are to being great at your profession, the more likely you'll have one or more coaches coaching you regularly. The reason for that is clear: Two pairs of eyes see more than one. A coach can see your performance from a perspective you cannot.

Coaching brings out the best in the performer

The funny thing about coaching in sports, but also in leadership or executive coaching, is that the coach doesn't necessarily have to be better than you in your profession for them to coach you effectively. Most successful coaches in sports were not top athletes, and many of the most successful acting coaches were not famous actors. The skill of coaching is thus very different from the actual performance.

Recently, I coached a man, let's call him Jarrett, who has a demanding international career. A very likeable guy:



Albert Einstein said: "We cannot solve our problems with the same thinking we used when we created them."

everyone enjoys working and spending time with him. He has always helped others at work and in his personal life. People describe him as "successful". In reality, he was on the verge of burnout. He felt exhausted and frustrated as he continuously thought he was disappointing people, felt he couldn't live up to the many expectations, handle





everything on his plate, and take on more work. He had also gained much weight. He was compromising his health and, coming from a family with a history of heart failure, was afraid something would happen to him too. It wasn't until we worked together that he prioritised his life differently. He put his health at the top of his list and set boundaries to protect the essential aspects of his life, and we worked on clearly communicating these boundaries to others.

Now, he says he's much calmer in his head. He makes more conscious choices, meaning the balance between work and home life is much better. He has more self-confidence in picking suitable projects to work on. He manages people's expectations, and instead of people being upset, they understand and respect him for making these choices. His increased leadership skills did not go unnoticed, and he's up for a promotion next year. On the health front, he is seriously working on getting back in shape. He was so excited that he signed up to compete in an international sporting event later this year.

So one aspect of coaching is the very hopeful, optimistic empowerment of the person being coached.

Coaching is direct, has urgency, and is there to help you create the future that you would like to have.

Back to the original question: Why would you hire a coach? The reason I see other people be successful by having a coach is this:

Most businesses and people live this year just like another version of last year. Although the world has changed, they have the same thinking patterns, and the same beliefs are

carried forward. Sometimes they say: "Let's take last year and add 10%". So the highest possibility for a person or a company is to be 10% better than last year. This is called a *default future*. If you don't change your thinking, it will be just like last year, but 10% better or less.

Coaches have not lived your past and have no interest in carrying that forward. They ask you:

"What would you like to create? Given that you can start your future from scratch and anything is possible, what would you like to invent as an out-of-the-box desirable goal?"

These questions open up your capacity to innovate, imagine and invent. They call on your innate creativity that has the power to create an unexpected, surprising future that comes out of nowhere, a *carte blanche*.

So the number one value of coaching is that your future is created by your imagination, vision, creativity, and potential. The most significant breakthroughs occur when the coachee and coach are thinking out of the box together and exploring all the possibilities. Then the client sees a possibility they've never seen before and says: "That's what I want to do! Now let's create an action plan to implement that!"



■ By Liesbeth van der Linden
Leadership Coach at GLTD Ltd.
www.gltd.co



SELF-CARE THROUGH MEDITATION

No one has a monopoly on mental health issues these days and it's hard to find anyone who hasn't felt that they've suffered over the past few years of Covid-19-induced issues.

From separations from extended family and isolation through social restrictions coupled with the fear of contracting Covid-19, to the disruption of daily activities and the ever-present question for many of us about whether we ought to remain in Hong Kong, many hairs on heads have turned grey.

Founder of meditation provider, The Art of Calm, Bert Bulthuis is contemplative. To him, as a Buddhist, life is suffering and the past few years are no exception to the ups and downs of any life lived. The 'life is suffering' perspective is anathema to many, Bert admits, in a culture in which 'toxic positivity' is rife, and yet, he insists that seeing life this way is, in fact, a positive perspective that can help deal with the vicissitudes. According to him, meditation is a tool that can help in a similar way to exercise, good friends, counselling or psychoanalysis though he cautions that meditation isn't a replacement for traditional medical treatment. "It may be a useful addition to other treatments", he explains.

"Meditation remains something of an outlier and there are so many misconceptions about it."

The facts support his view, with benefits of meditation across the spectrum from the well-known emotional benefits of a sense of calm, peace and balance and well-being, which, like physical exercise such as weight training, don't end when your session ends but carry into the rest of your day, to lesser-known physical benefits too.

"It's easy to conceive that meditation lowers resting heart rate and resting blood pressure, but did you know that it improves sleep quality and might also be useful if you have a medical condition, especially one that may be worsened by stress?" asks Bert.

Research has shown that meditation can help people manage symptoms of conditions as varied as: anxiety, chronic pain, depression, high blood pressure, irritable bowel syndrome and tension headaches.

"The trouble is that while other self-care tools are better known and accepted, meditation remains something of an



outlier and there are so many misconceptions about it. It's not weird, it's not anti-religious," he says. "It's been practised for thousands of years but meditation occupies the space in people's minds that yoga once did – as something a little strange. But look at how mainstream yoga has become!" A native of Groningen, Bert has been meditating for over 10 years but understands the difficulty of starting out. "It's the same as with everything else: you need to build a habit. Guidance can really help in the early stages as people are often put off because they don't know if they're doing it properly or getting it right."

Bert fields many how-to questions in his weekly meditations in Tamar Park, which he has been running for over a year and a half each Saturday morning. He sees an increasing number of members in his meetup group as well as a rising number of those who actually take the next step and book a place and show up.

Increasingly, businesses are turning to meditation to safeguard the performance and well-being of their employees, and for those who feel like meditating in a group is not something they'd like to do, meditation can be learned and practised one-to-one.

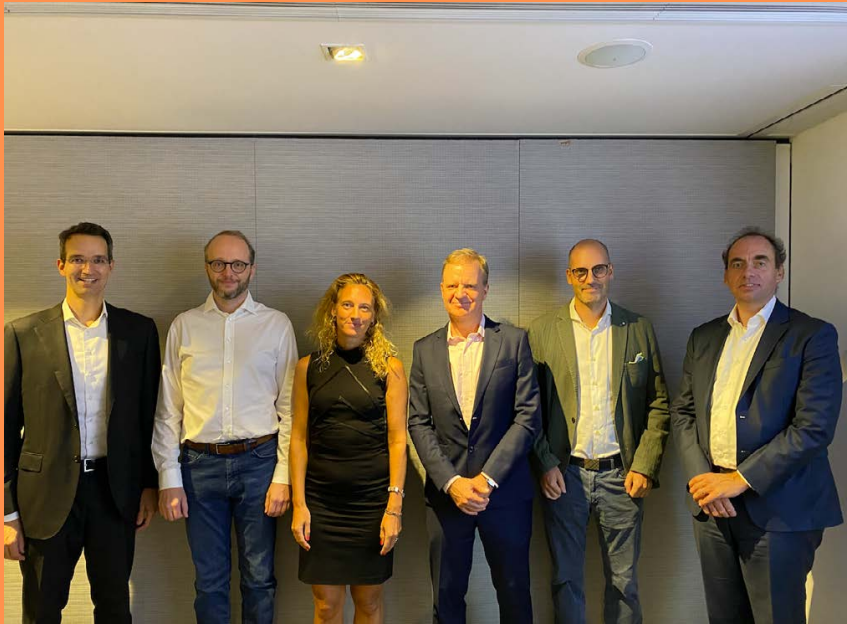


■ By Bert Bulthuis
Founder and teacher at The Art of Calm
www.the-art-of-calm.com

5 JUNE 2022

CONGRATULATIONS TO THE NEW ELECTED BOARD OF THE DUTCH CHAMBER OF COMMERCE 2022

Frery Winkel, Michiel Mak, Erik Bleekrode, Jeffrey Broer, Tom van der Lee, Annemarelle van Schayik and Edgar Ultee



MAKE RECYCLING FUN

We all understand recycling is important for our planet, but it may not be so much fun. If you think the same way, you may be enlightened by the innovative recycling ways brought by **FrieslandCampina** via edutainment activities which make recycling easy and convenient, and at the same time – fun!



Following the RE:Cycle, the first-of-its-kind recycling “Moo Moo truck” will be launched from October to December to keep the momentum going! This innovative crossover project with Mil Mill, the first pulp mill which recycles beverage cartons in Hong Kong, will bring the custom-built recycling truck into our communities. Touring around different residential areas, the recycling truck will collect dairy product containers such as beverage cartons, metal tins as well as plastic bottles, providing a point-to-point recycling service in the most convenient and efficient way.

FrieslandCampina, as a nutrition company with a strong core in dairy, has always been focused on producing in balance with nature, nourishing the world’s growing population with better and affordable nutrition, and realising a better living for farmers. A sustainability program called “Nourishing a Better Planet” was therefore launched to create positive impacts on farmers, societies and the planet. Under this umbrella, FrieslandCampina Hong Kong has launched the Hong Kong industry-first smart Reverse Vending Machine (RVM) recycling campaign under its milk formula brand FRISO®, providing the community with a reliable and convenient recycling method for milk powder tins. The campaign received an overwhelming response and successfully recycled over 28,000 milk powder tins.

Riding on the success of the RVM recycling campaign, FrieslandCampina Hong Kong decided to further the “Nourishing a Better Planet” program by launching a Recycling Campaign that advocates recycling via edutainment activities. The campaign began with the tour of “RE:Cycle”, a joy-filled bike created by a local community environmental creative team Making on Loft. The RE:Cycle was made with upcycling milk powder tins and other recycled materials. In September, it toured around four districts in the city to encourage happy recycling. It was visited by parents and kids who recycled milk powder tins and learnt environmental knowledge at the activity.

The eye-catching and adorable “Moo Moo truck” welcomes consumers to take selfies with it and encourages all parents and kids to participate in this recycling activity for driving green living. The public will get a chance to get a small reward by recycling cleansed dairy product containers of any brand via the “Moo Moo truck”. Extra gifts may be granted to those who recycle containers from FrieslandCampina’s brands, including FRISO®, DUTCH LADY®, BLACK & WHITE® and LONGEVITY®.

The “Nourishing a Better Planet” Recycling Campaign in Hong Kong not only introduces a fun way of recycling but also enhances the efficiency of FrieslandCampina’s recycling initiatives by setting up mobile recycling stations which increase geographic coverage and capacity, allowing more consumers to practise environmental protection and waste reduction.

FrieslandCampina has been nourishing the lives of Hong Kong consumers with high-quality and nutritious dairy products of FRISO®, DUTCH LADY®, BLACK & WHITE® and LONGEVITY®. The brands will fully support the campaign and help expand the recycling scope from milk powder tins to beverage cartons and plastic containers of all dairy products, further fulfilling different consumers’ needs for environmental protection.

Start practising green living with FrieslandCampina by recycling with the Moo Moo Truck and nourishing a better planet together!

IMPACT OF RELOCATION ON TEENAGERS' SELF-IDENTITY FORMATION

Did you know that moving implies loss and is one of life's most stressful events? Therefore, it generates feelings of grief.

Grief inducing experiences

Many life experiences can produce feelings of grief in a child, from the death of a relative or a divorce in the family to more everyday experiences such as moving to a new neighbourhood or losing a prized possession (James, J. W. & Friedman, R. 2002).

Grief is the result of any change in familiar behaviour patterns because it implies a loss. Whenever we move, it involves change! It is not only a change in the actual physical home but a change in familiar habits/routines etc. The changes could add up to an overwhelming list, which impacts everyone, either adults or children (Gilbert, K.R. 2008).

But why can moving be so stressful?

Teenagers, as well as adults, are confronted with numerous losses. These can be categorised as "obvious" and "hidden" ones, which often get stuck one over the other (creating a grief tower). Obvious losses are friends, family members, home, pets, toys and school, while hidden losses are the sublayers of the obvious losses: loss of being known, loss of things that brings you comfort, loss of praise for a skill/hobby, loss of climate, loss of belonging, loss of tastes/smells. Thus, we lose what we are familiar with. That loss of familiarity is what makes moving so stressful.



Why is that more crucial when it comes to teenagers?

A major task during teenhood is the quest to define oneself. What are my likes and dislikes? What am I good at? What are my values and beliefs? Inevitably, as it does with everyone, a loss will impact how teenagers define themselves in the present and future.



That loss of familiarity is what makes moving so stressful.



Self-identity forms the basis of our self-esteem. In the 1960s, psychologist Erik Erikson argued that the key to forming a secure identity lies within the adolescent's interaction with others. Children's personal characteristics, family dynamics, the culture they live in, their interaction with peers, as well as social media play a significant role in the formation of their identity. And the way teenagers define themselves shapes their perceptions of belonging. (Upreti, R. 2017; Adolescent identity development, n.d.)

Inevitably, even if teens appear to have a strong sense of self, sudden changes — moving to a new country, loss of a loved one, changes in family structure — can leave them feeling like they must reinvent themselves (Williams, J. 2018).

What about globally mobile children, the so-called “Third Culture Kids” (TCK)?

Children who experience mobility during their formative years are more prone to social and emotional-related struggles than mono-cultural children due to their ever-changing surroundings and the people in their lives. They are marked by a certain shared disorientation and the sense that home is “everywhere and nowhere” at once. However, keeping it in perspective, in most cases, TCKs agree that the pros far outweigh the cons of an internationally mobile childhood (Hartman, C.J. 2022). Third Culture Kid teens are resilient, resourceful, creative, and flexible. Nevertheless, what often hinders that resilient side of them

is the assumption that those emotional fluctuations will “go away automatically” or the lack of awareness of the grief-inducing nature of moving, which might result in unresolved grief and a lack of sense of belonging.

What’s your role as a parent in this?

Resolving this grief is essential in the healthy development of teenagers’ self-identity. That will help turn the challenges into valuable life skills. Following the “laws of emotions”, acknowledging and accepting are key in the process of healing and building resilience. Acknowledge and accept all negative and positive emotions that arise in the transition, encourage their expression, show understanding and be available to listen to them are the most crucial steps a parent can take in order to enable your teens to redefine themselves and reap the benefits of this experience.

“Following the “laws of emotions”, acknowledging and accepting are key in the process of healing and building resilience”

Here are some tips that might be of help to parents in this process (Norton, M. 2020):

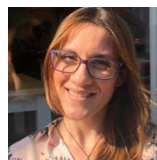
Recognition: Invite them to articulate what they have lost and let them express how that makes them feel. Recognise that the expression may come out in one of the grief stages.

Acceptance: allow the third culture kid teen to express their grief by journaling, talking it through, or creating something that represents their grief.

Affirmation: affirm their resilience and draw upon their strengths in how they have transitioned before and have the ability to do it again in this season.

Relatedness: Finding community members who have had a similar upbringing can provide space to tell stories without the teen fearing that they are “bragging” or not feeling understood by mono-cultural peers.

Gratitude: cultivating a practice of gratitude can also serve as an anchor of stability to help third-culture kid teens to identify and appreciate the blessings in their life and turn their challenges into power.



■ By Stavroula Manolaki, MSc
Educational Mobility Consultant at Edufax
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WHY ARE PREMIUMS FOR HEALTHCARE COSTS INCREASING?

Medical expenses are continuing to rise across the globe. It would be good if we could see at a glance which costs are involved. However, it's not that simple.

Why is it that in one country a patient is given an MRI scan and in another they have to wait a week, because the symptoms may go away on their own? This is culture-dependent. In the Netherlands, you don't complain if you're ill, and are expected to wait until the complaint goes away on its own. In other countries, antibiotics are prescribed as if they were paracetamol.

When it comes to increases in healthcare costs, we are seeing the same top three across the globe:

1. Ailments and complaints associated with the ageing population
2. The high cost of clinical and outpatient care
3. Prescribing medication too quickly and sometimes unnecessarily



This all looks rather vague: what are clinical and outpatient costs, for example? These are, in fact, all medical interventions, operations and emergency care, with or without an overnight stay in the hospital.

Around the world, citizens are getting much older than a hundred years or so ago. Unfortunately, not everyone is a 'healthy' pensioner. Making sure we live longer costs a lot of money. Worldwide, we share the same top three when it comes to the most common (non-transmittable) diseases:

1. Cancer (75%)
2. Cardiovascular diseases (67%)
3. Pulmonary diseases (40%) Source: Willis Towers Watson

Health insurers do not expect this to change in the next five years. However, work-related stress is expected to continue to increase as are related medical costs. The expectation is also that they will end up in the top three.



"Stress-related medical costs are expected to end up in the top three."

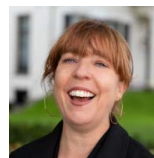
Example of the differences in cost for exactly the same procedure

If you're going to America or Asia, check your healthcare and/or travel insurance thoroughly, to avoid any nasty surprises. An appendicitis operation currently costs € 5,000 in the Netherlands (prices may vary slightly). In the United States, the same operation will cost you €50,000. When they present you with the bill, you're promised a 20% discount if you pay within two weeks. If you don't know how the system works there, you probably think that's a bargain. In reality, much more can be taken off that original price. We sometimes save as much as 50%. It's a matter of negotiation skills.

How things are done

We know how things are done in most countries when it comes to medical expenses. By visiting the different countries, we can see with our own eyes how a public hospital can sometimes provide better care than a private clinic. We talk to doctors and specialists in public and private hospitals. If possible, we also call our clients to listen to their experiences and what issues they face. We collect this information and, where possible, include it in our insurance policies. This helps us provide our clients with better information about the best local care.

We also remain alert and keep a close eye on global healthcare costs. We want to be able to continue to pay the healthcare costs of our clients wherever they are in the world.



■ By Chantal Deen
Brand and communication manager at OOM Insurance
www.oominsurance.com

BLOSSOM LOVE WITH ART

**"I leave no trace of wings in the air, but I am glad I have had my flight,"
once said Poet Rabindranath Tagore.**

This is the belief held by *Dutch Days of Hong Kong Associated Programme - Blossom Love Exhibition's* curatorial team - May (me), Jiahui and Sze Ting. Without a doubt, dreams of making art accessible to the public can become a reality when sculptors, photographers and exhibition designers come together.

Tulips and butterflies serve as metaphors, whilst blue and green are the prime colours of the exhibition, connecting the audience and Mother Earth together. As a sculptor, I have always believed that you can find sculptures everywhere in nature. Inspired from the Dutch state-of-the-art water management system and sustainable urban development, the sculpture *Blossom Love* uses wood to envision iconic Dutch tulips, houseboats and sea waves to symbolise the Dutch spirit in tackling the challenges of water and to glorify urban resilience.



Blossom Love Sculpture by May Yeung

The juxtaposition between photographer Tai Chi's surrealistic photos of nature and photographer Yung's coastline photos makes *Hong Kong Coastline Photo Collection* dynamic. Hong Kong Design Institute graduates' drawings further reveal the beauty of West Kowloon Cultural District. The incorporation of Hong Kong's commonly-found Golden Birdwing butterfly into the art pieces not only demonstrates the similarity between Hong Kong and the Netherlands, but also wishes the two places can both build a livable city in solidarity.

With the butterfly wings' kissing on the seashell, *Journey of Hope Installation Art* hopes to bring happiness to the audience in times of Covid-19. The artwork is about a romantic story between Mr. Seashell and Ms. Butterfly. While Mr. Seashell symbolises Love and Eternity,



Dreams of Tulip by Photographer Cheung Tai Chi

Ms. Butterfly conveys Transformation and Hope. They fall in love with each other and embark on the journey of hope, composing every novel chapter with a positive impact. The traits of seashells and butterflies are especially significant during the transformative times of the pandemic. Each day the world is born anew for one who does not lose hope.

***The traits of seashells and butterflies
are especially significant during the
transformative times of the pandemic.***

Believing "what sculpture is to a log of wood, arts education is to the soul", co-organiser Art of MY Family has organised paper craft workshops using recycled materials. The workshops were provided to members from Dutch Chamber of Commerce in Hong Kong, nearby residents, as well as Wofoo Social Enterprises and Jockey Club Lei Yue Mun Plus: local charities promoting youth development.

In the New Normal Era, we shall stay strong and catch the winds in our sails. May we be with our family again, may we be with our friends again.



**■ By May Yeung
Sculptor at M.Y. Sculpture**

SHAPING HONG KONG'S PRIVATE HEALTHCARE

One of the newest and most modern private hospitals in the city is **Gleneagles Hospital Hong Kong**. We sat together with **Joyce Smith, Assistant Vice President of Commercial Services**, to speak about the role they play in Hong Kong's healthcare industry.

■ By Zuba Adham-Bos

What sets Gleneagles apart from other private hospitals in the city?

Gleneagles was established with the purpose of providing high-quality, accessible and affordable private healthcare services to the Hong Kong people and also to play a role in Hong Kong's private healthcare transformation. We strive to achieve this via different means, such as innovation and transparency.



Joyce Smith

Gleneagles is backed by a global healthcare group, IHH Healthcare (footprint in Malaysia, Singapore, Turkey, India, China, Hong Kong and expanding). We leverage international experience, knowledge and data to set performance benchmarks and introduce service quality of world-class standards.



Physical health and mental health are closely associated and they affect each other.

With The University of Hong Kong (HKU) as our exclusive clinical partner, we have been able to introduce innovative, advanced and the latest treatment protocols and techniques. We are also proud of having developed the capability to perform a range of highly specialised and complex surgeries in a number of specialties.

In Hong Kong, people often comment about the lack of transparency in healthcare pricing. We are the first private hospital in Hong Kong to provide all-inclusive, fixed-price medical packages. For patients planned for an admission, we provide pre-admission fee advisory to help them make informed decisions. Alternatively, one can choose from more than 240 fixed-price packages to reduce financial worries while dealing with health matters.

As a hospital, we serve our patients, of course, but we are also committed to contributing to the training of the

next generation of healthcare professionals. We have been providing training for students of medicine, nursing, allied health, pharmacy, etc. as HKU's teaching hospital since 2018. We are also providing specialist training, e.g. Anaesthesiology, Family Medicine, Orthopaedics, General Surgery, Emergency Medicine, etc.

Our commitment to transparency also extends to clinical quality and outcomes. We collaborate with HKU to conduct clinical research, particularly in relation to new surgical techniques and cancer treatment, and recently also as part of vaccine development with clinical trials at Gleneagles.

Can you tell us a bit about the relationship between mental and physical health?

Physical health and mental health are closely associated and they affect each other. To clarify, mental health problems do not only refer to psychological disorders but also to a condition when a person may not be at the optimal state of their mental health, e.g. when one has insomnia and easily feels anxious and becomes quick-tempered. These presentations do disturb one's overall function. Mental health problems significantly increase our risk of developing physical health problems and vice versa. For example, if a person is always stressed out or feeling anxious, it can easily induce gastroesophageal (acid) reflux disease, irritable bowel disorder or skin disorders such as eczema.



Virtual Consultation

The prolonged ill health will disturb one's well-being, especially those with pre-existing anxiety-prone conditions. Hence, family physicians always manage patients holistically and pay attention to the psychological well-being and coping of a patient suffering from chronic disorders, especially those debilitating or serious conditions.

What are some of the latest innovations in healthcare to enhance patients' experiences?

Over the last decade and especially during Covid-19, many technologies have been rolled out. In 2020, we launched our patient app, "My Gleneagles SmartHealth" to allow patients to manage their healthcare needs, book appointments, view medical records and test results, and more. We are implementing continuous enhancements to increase patient engagement including online payment, interactive enquiry service and virtual clinic.



Gleneagles Hospital Hong Kong

The latter brings us to another example, namely telemedicine service, which increased in popularity due to Covid-19. Gleneagles launched this in May 2020 when Covid-19 patients were not allowed to leave their home. We introduced telemedicine to offer remote medical advice and prescribe medication to be sent directly to their home. Since then our telemedicine service extends to general practice, specialist service and Covid-19 consultations.

We have also introduced a hybrid hypertension care programme consisting of remote monitoring tools, telemedicine care and physical consultation. Smart monitoring tools collect data which are reviewed by our doctors, to know the patient's daily status. If there are any significant changes or an apparent trend, doctors can spot it earlier rather than later. If necessary, medication can be adjusted without physically seeing the patient. It has increased the treatment's effectiveness, the patient-doctor relationship and also patients' communication with the doctors.



Cooking class

The population of Hong Kong is ageing fast, how are you preparing for that?

The life expectancy of human beings around the world is increasing, but we are not always healthy when ageing. That's why chronic disease management is important, with a mature primary care network and clinical decision-making supported by big data.

To handle the chronic disease volume, we need a lot more Family Medicine doctors. Gleneagles has been working with HKU on undergraduate training and has achieved accreditation as a community-based training centre. So we are training the future Family Medicine doctors to prepare for the future needs.

Older people may not be very mobile, which is another reason why telemedicine is beneficial, as it can enhance the accessibility of healthcare.

Additionally, we are enabling patients' ownership of their health records. Usually, all medical records are held by different medical practitioners in different places. Within Gleneagles, all records are accessible by the different specialist departments. The patient can also access their medical records through the My Gleneagles SmartHealth app.

Generally, healthcare professionals are seen as working long hours and having to be in stressful situations, how do you support them to be at their best when dealing with patients?

At Gleneagles, we place great importance on providing all necessary support to our doctors and healthcare professionals. If our employees can gain job satisfaction, fulfil their purpose and manage stress well, they will be able to do their best in delivering patient care.

Instead of a top-down approach, we strive to solve problems with our doctors as a team via two-way communication. We have doctor's lunches, workshops, and consultancy groups. Through different channels, our doctors can provide feedback to the management team on what they want and what kinds of support they are looking for. Furthermore, we have a doctor's lounge and we will also have a staff lounge to provide a relaxing space.

Our Human Resources department has also introduced leisure workshops. For example, we invite speakers to come and share their experience, and organise interest classes such as cooking classes. Not only do these kinds of initiatives increase staff engagement but it also helps to balance their stress levels. Additionally, it is also a nice opportunity for colleagues to get to know each other outside the work environment.

PLACING WELL-BEING AND MENTAL HEALTH IN CONTEXT

Mens sana in corpore sano

There can't be many topics 90% of Americans agree on in the current political landscape. If more than 72% of Republican voters believe that an election was stolen, despite over 60 (!) trained judges finding there is no proof of this, one might as well believe that aliens and UFOs exist and a US president can declassify documents just by thinking about it. Wait, where did I hear that?

A joint survey by CNN and the Kaiser Family Foundation seems to have found an exception to the rule. Survey results claim that over 90% of Americans agree that their country is facing a mental health crisis. A sound question that then springs to mind is "define mental health crisis" - particularly in the country that sends its poodles and pet parrots to psychotherapy and has 1% of its population behind bars at any point in time.

Speaking of bars, perhaps it is because quarantine measures, lockdowns and other Covid-19 restrictions have given us all more time to take in information that we would otherwise quickly put aside, but these days I feel bombarded with unsolicited advice on how to maintain my own mental health: news articles, school counsellor letters, government ads, doctors' clinics' circulars, to name but a few.

Against that background, I feel the need to put some of this undoubtedly well-intended advice into context. What of Ukrainian civilians, an entire country of 40-odd million, suffering imminent threats to life, liberty, home and family; do we think they suffer a mental health crisis? One would think so, but I doubt that mental health is their first concern.

Watching the devastation wreaked by missile strikes on civilian targets on North Lantau hospital's TV screens somehow feels surreal. The willful destruction of hospitals by a deluded dictator whilst enjoying the services of precisely such an institution is akin to seeing children suffer with your own sitting comfortably in your lap.

It makes me think that writing a piece on well-being and mental health feels like an exercise in first-world futility. The impact of Covid-19 restrictions on Hong Kong residents? Of



"Nait soezen", as they say up North.

21-day mandatory hotel quarantine on inbound travellers? Of the prolonged absence of competitive sports on school kids? I do not advocate that they be ignored altogether, but I would argue there are bigger fish to fry.

My grandfather was a medical doctor and an elder of the Dutch Reformed Church. The tension between the beliefs of the more extreme branches of this church in the prominence of God's will and the medical profession's intervention in injuries and illnesses was not lost to his grandson.

Being told to "tough it out" when suffering from fevers and headaches may not always have left me jumping with joy, but I accepted that not taking the easy way out tends to have longer-term benefits. Both in building resistance and, yes, character - "Nait soezen", as they say up North.

But not at all cost. My grandfather was also the one insisting I be taken straight to the hospital when running a persistently high fever at four years old. I was later told I barely survived this episode of pneumonia, so clearly it pays to keep an eye out for really serious situations that merit fast action.

Precisely my point. I would not easily conclude that incidents of people throwing faeces at the walls of their quarantine rooms equal to a mental health crisis. Keeping an eye out for structural imbalances and patterns of unusual behaviour seems to me the approach to take. Covid-19 has landed many of us in uncharted waters, but let's not forget none of them are nearly as choppy as the Black Sea, Sea of Azov and Dnipro river. People there have bigger things to worry about...



■ By Ralph Ybema
Managing Director at China Law & Tax
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HOW IT HELPS: MENTAL HEALTH ORDINANCE FOR AN INCAPABLE RELATIVE

It is always difficult when a family member suddenly becomes mentally ill, when their mental condition declines rapidly, or when they suffer from long-term diseases such as Alzheimer's and Huntington's.

Often, people may become legally incapacitated despite being alive, such as those suffering from strokes, severe trauma or drug-induced coma. Thus, statutory protection is important in protecting their interests, properties, and affairs.

Part II of the Mental Health Ordinance (MHO) is crucial in this protection, defining *"incapable, by reason of mental incapacity, of managing their property and affairs"* broadly to cover a wide range of other circumstances that affect one's cognitive ability. Therefore, families that find themselves in this unfortunate situation will have to seek an arrangement of the person's assets that parties agree is in their best interest and consider the applicability of the MHO in handling their affairs.

The purpose of part II of the MHO is to assess whether one has the ability to independently manage their affairs in a manner consistent with self-interest, and if not, whether his/her relative is suitable of standing in their place to manage their assets and property. To do this, the ordinance directs the court to conduct a two-stage inquiry.

The Two-stage Inquiry

The first stage of the inquiry is where all relevant and necessary information is provided to the court to establish prima facie evidence which justifies an inquiry as to the allegation of mental incapacity. The evidence put before the court should describe the extent of the person's property and affairs, any personal information including their vulnerability (e.g. risk of exploitation) and include medical certificates given by a medical practitioner (who has relevant special experience) approved for this purpose under the Hospital Authority Ordinance (Cap. 113).

The second stage is when the court conducts an inquiry, hearing from those interested in or affected by the person's incapacity, and makes a finding accordingly. The court will assess the situation through general psychiatric assessment (by looking at any mental disorders and the severity of such symptoms), cognitive assessment (memory, communication, and judgment) as well as whether said person has the capacity to handle their own finances.

Should the court conclude that the person is indeed incapable of managing their property and affairs, the court can exercise its statutory powers to act on their behalf and in their best interests, such as executing a will, carrying on the person's profession or business, and even setting trusts.



Emergency Relief

One powerful aspect of the regime is to grant emergency relief in situations where an unforeseen crisis occurs. The court is able to make use of *"any of the powers"* conferred to it to meet situations of need, such as family maintenance or expenses in the ordinary course of a family business. Of course, the court will also take into consideration that on an urgent application, not all the relevant evidence/ witnesses will have been heard. Therefore, it will be reluctant to grant a *carte blanche* over assets where it is unable to discern the longer-term implications, though it will not ignore situations of real need.

To conclude, the MHO is a powerful piece of legislation which can provide assistance in the event that a family member loses capacity. Families should consider the best interest of their incapacitated family member, keeping in mind their short to long-term care arrangements, and seek legal advice as to the applicability of the MHO.



■ By Mark Side
Partner at Tanner De Witt
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ORGANISATIONAL HEALTH: HOW TO ASSESS YOUR COMPANY?

For the benefits of our own health, many of us conduct a body check on a regular basis, which potentially enables us to 'spot' any illnesses we might have at an early stage. Nowadays, such a 'health-check' is equally important for companies due to the ever-changing business environment and thus ever-changing regulatory requirements.

Regular health checks on a company can facilitate the management to identify the potential issues and weaknesses of a company and its operations. Then one can take the necessary remedial actions and make the relevant improvements today rather than tomorrow.

Financial data is often used as a (sole) indicator when evaluating whether a business is healthy or not. One however should also look into whether the business complies properly with the regulatory requirements and manages well the business risks including the tax risks, which are crucial to the company's long-term development.

We are in an era in which a number of regulatory requirements are required to be complied with, e.g. having the relevant business registrations, licenses, insurances and anti-money laundering measurements in place, maintaining a significant controllers register, etc. In addition, there are various reporting requirements, such as preparation of audited financial statements, income tax and directors/employees' remuneration reporting to the Inland Revenue Department.

It is important to ensure that a company has complied with all the applicable laws and regulations so as to avoid any penalties and/or adverse legal and tax consequences.

The management and operation of a business are usually governed by the laws of its 'incorporation', potentially by its Articles of Association as well as its own business objectives and policies. Due to the changes in the business environment and circumstances, a business's corporate governance has to be reviewed periodically and adjusted, if necessary, such that the business can continue to be managed and controlled properly and effectively.

Risk management has become more and more crucial when running a business. Businesses may face different kinds of risks, such as infringements of intellectual property rights, breaches of business contracts, data hacking, closures of corporate bank accounts and product liabilities. Performing a risk check can let the management monitor and detect the

potential risks or threats of the business in advance.

It is not unusual that company managements tend to focus on generating revenue and put the tax compliance matters aside until the authority 'knocks' on their doors and/or imposes hefty fines.

As one may be aware, a number of tax compliance requirements, such as the Common Reporting Standard (CRS), automatic exchange of information (AEOI), Country-by-country Report (CBCR), master file and local file, have been introduced globally with a view to enhance transparency of tax information among tax jurisdictions. In addition, the Base Erosion and Profit Shifting (BEPS) project has also been launched for, amongst others, combating tax evasion. Moreover, it has been proposed to refine the foreign-sourced income exemption regime (FSIE Regime) in Hong Kong, under which passive income including dividends, interests, share disposal gains and income from intellectual properties shall be deemed taxable in Hong Kong unless certain conditions can be met.

In the continuing fast evolution of tax laws, it is necessary for a company to conduct a tax health check periodically so that it can be well aware of its tax reporting obligations, understand its tax position, identify its potential tax exposures and risks and take the necessary actions accordingly to achieve tax efficiencies.

While a person is suggested by doctors to perform a body check regularly, a business is recommended to periodically conduct a thorough organisational health review, in particular on its corporate, legal and tax aspects. It is also important to take the suggested follow-up actions after the health check has been completed.



■ By Willem Jan Hoogland

David Lo ■

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GREEN WORLD IN HEALTH AND WELL-BEING

This time, I'd like to share the summary of a research paper regarding the environment in health and well-being. It reflects in short what it is all about – I couldn't have said it better myself.

Most people today readily accept that their health and disease are products of personal characteristics such as their age, gender and genetic inheritance; the choices they make; and, of course, a complex array of factors operating at the level of society. Individuals frequently have little or no control over the cultural, economic and social influences that shape their lives and their health and well-being. The environment that forms the physical context for their lives is one such influence and comprises the places where people live, learn work, play, and socialise, the air they breathe, and the food and water they consume. Interest in the physical environment as a component of human health goes back many thousands of years and when, around two and a half millennia ago, humans started to write down ideas about health, disease and their determinants, many of these ideas centered on the physical environment.



The modern public health movement came into existence in the 19th century as a response to the dreadful unsanitary conditions endured by the urban poor of the Industrial Revolution. These conditions nurtured disease, dramatically shortening life. Thus, a public health movement that was ultimately to change the health and prosperity of millions of people across the world was launched on an "environmental conceptualisation" of health. Yet, although the physical environment, especially in towns and cities, has changed dramatically in the 200 years since the Industrial Revolution, so too has our understanding of the relationship between the environment and human health and the importance we attach to it.

The decades immediately following World War II were distinguished by declining influence for public health as a discipline. Health and disease were increasingly "individualised"—a trend that served to further diminish

interest in the environment, which was no longer seen as an important component in the health concerns of the day. Yet, as the 20th century wore on, a range of factors emerged to re-establish a belief in the environment as a key issue in the health of Western society. These included new toxic and infectious threats acting at the population level but also the renaissance of a "socio-ecological model" of public health that demanded a much richer and often more subtle understanding of how local surroundings might act to both improve and damage human health and well-being.

Yet, just as society has begun to shape a much more sophisticated response to reunite health with place and, with this, shape new policies to address complex contemporary challenges, such as obesity, diminished mental health, and well-being and inequities, a new challenge has emerged. In its simplest terms, human activity now seriously threatens the planetary processes and systems on which humankind depends for health and well-being and, ultimately, survival. Ecological public health—the need to build health and well-being, henceforth on ecological principles—may be seen as the society's greatest 21st-century imperative. Success will involve nothing less than a fundamental rethink of the interplay between society, the economy, and the environment.

Importantly, it will demand an environmental conceptualisation of the public health as no less radical than the environmental conceptualisation that launched modern public health in the 19th century, only now the challenge presents on a vastly extended temporal and spatial scale.

This text is a summary of the research paper "The Environment in Health and Well-Being" by George Morris and Patrick Saunders. The full version can be read via:

<https://oxfordre.com/environmentalscience/view/10.1093/acrefore/9780199389414.001.0001/acrefore-9780199389414-e-101>



■ By Bernard Scheffens
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FRAGRANT HARBOUR

We have been told, time and time again, that the name Hong Kong is derived from the Cantonese words for “Fragrant Harbour”.

There are many theories as to why it was named Fragrant Harbour, but the most popular (and most likely) one has to do with the fact that Hong Kong (most notably Aberdeen) was an important shipper of fragrant oils resins, and especially agarwood. These and many other products were shipped to Chinese Provinces located in the northern side of the country.

Agarwood has always been a popular product in Guangdong Province and is used in making fragrances for herbal medicine. It is also a popular ingredient for perfumes and air fresheners. Besides medicine, the fragrance is added to liquor and wine to sweeten it and add a scent to the drinks. Hong Kong was a major trading post for the fragrant agarwood. Until this day, agarwood is one of the most expensive wood types to buy. The global agarwood market is estimated at USD 9 billion. The price of agarwood depends on its quality and the amount of oil it contains (if the wood sinks in water, it contains a high amount of oil), which can reach up to USD 800,000 (!) per kilogram. Hong Kong remains an important agarwood trading hub even to this day.

Because of this exportation of incense, the port in Hong Kong’s Aberdeen area was called “the incense port” or “fragrant harbour”. “Hong” and “Kong” are the words for fragrant harbour as pronounced by the Sui Seung Yan in their Cantonese accent. The local boat people, also often



“Hong” and “Kong” are the words for fragrant harbour as pronounced by the Sui Seung Yan in their Cantonese accent.

called the Tanka, prefer to be called “sui seung yan” which means people of the water. The British often referred to them as “sea gypsies”.



Tanka boats

In the past, the Tanka were very distinct from the Cantonese and Hakka and they were further divided into different groups. The Hakka and Cantonese lived on land; the Tanka lived on boats. The differences between the sea-dwelling Tanka and land dwellers were not based merely on their way of life. Cantonese and Hakka who lived on land, fished sometimes for a living, but these land fishermen never mixed or married with the Tanka fishermen. Tanka were barred from Cantonese and Hakka celebrations. Gradually, the Tanka have mixed with Cantonese, both in language and culture, but some fishermen still speak the old and disappearing Tanka dialect. Some families still live on their boats, as can still be seen in the waters opposite Aberdeen or Ap Lei Chau but these are also gradually disappearing. Hong Kong remains a “fragrant harbour” but is no longer the biggest or most important port in the region. In Asia, Hong



Kwai Chung International Terminals

Kong is now ranked 5th, after Singapore, Shanghai, Laem Chabang and Busan. This is still sizeable and important to both the local and regional economies. Actually, many people don't realise that Hong Kong has two container ports, underlining the historical importance of sea trade; Port of Hong Kong and Kwai Chung International Terminals. Hong Kong also has nine natural harbours: Aberdeen, Victoria, Double Haven, Port Shelter, Inner Port Shelter, Tolo, Tai Tam, Rocky, and Three Fathoms Cove.

These various harbours have served for centuries, and still do, as havens for smuggling between Hong Kong and mainland China. From cigarettes to drugs to electronics to people, all have been tried and tested by professional smuggling gangs often associated with the local triads. The elite anti-smuggling task force of the Maritime Police is

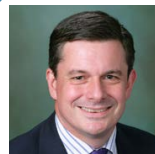


Port of Hong Kong

Actually, many people don't realise that Hong Kong has two container ports, underlining the historical importance of sea trade; Port of Hong Kong and Kwai Chung International Terminals.

tasked with combatting this, often leading to dramatic night-time chases in specialist speedboats at very high speeds. That this is dangerous work is underlined every so often, most recently in September 2021 when a smuggler's speed boat slammed into a police boat, causing it to capsize and leading to the death of police officer Lam Yuen-yee. Lam was a top female maritime police officer who had the nickname "kryptonite of smuggling" as she had intercepted more than 70 speedboats and arrested more than 100 people involved in smuggling operations. In a major anti-smuggling operation led by Lam in August 2020, Lam seized HKD 37 million worth of animals and smuggled goods.

Whatever the future of Hong Kong will hold, it is obvious that the sea will continue to play an important role in its prosperity and continued development. As the Romans used to say: Neptune be blessed!



■ By Daniël de Blocq van Scheltinga
Managing Director at Polarwide Ltd
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EVENT PHOTOS

18 May - Appetite for China



22 May - Hong Kong Design Week



7 August - Dutch Days Blossom Love



16 September - After Summer Cocktail



21 September - China After COVID era



22 September - Herring party



13 October - Joint Chamber Networking Dinner



23 October - Sound of the Netherlands



WHAT ABOUT DIGITAL WELL-BEING?

Think about the way you use digital and online technologies. Does it only bring you benefits, or do you experience downsides too?

Smartphones, tablets and mobile data internet have simplified our lives in many ways. We have all the information in the world at our fingertips, we need one click to get in touch with people anywhere in the world or make a purchase and it provides entertainment on demand.

However, all these technologies have quickly changed the way we live and even how our brains are wired. We spend most of our waking hours on online devices and are often surrounded by multiple screens at once. In this fast-paced, high-tech world we are always “on”. Most of us have become so accustomed to this sensory overload that we don’t even consider how it might affect our health and well-being. Spoiler alert: it is often for the worse.

A recent study found that, even when you are successfully ignoring your smartphone while at work, the mere presence of your device next to you reduces cognitive capacity by up to 10 per cent. Your brain is anticipating it might get a message or notification and devotes resources to this rather than staying fully focused on the task at hand. Brief moments of task switching can cause you to lose as much as 40 per cent of your productivity and it takes around 20 minutes to regain focus.

A reduced attention span is just one of the adverse effects of using too much digital technology. Other downsides include poor quality of sleep, failure to really connect with people around you, neck, arm and shoulder pain, less creativity and increased stress and anxiety levels.

This is where “digital well-being” comes in. No, it’s not about unplugging and living like the Stone Age. It is the ability to create and maintain a healthy relationship with technology to use its full potential, but not let it become a distraction and obstacle in life.

Why does digital well-being matter? Being intentional about how, when, where and why you are interacting with technology allows you to have greater control over your devices instead of feeling like they control you.

To learn to live healthily with technology we need to create boundaries. A simple strategy is to keep your phone out of

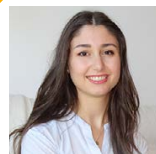


sight when working, for example in a drawer or another room.

Newer phone operating software allow you to create multiple “focus modes”, where you can schedule which notifications you’ll receive, implement screen time limits and even customise which apps you will see on your home screen. As such, you can hide away your work email app after work hours, so you will be less inclined to open it. Out of sight, out of mind!

Furthermore, avoid devices an hour before and after sleeping to improve your sleep, reduce stress and anxiety, and wake up more peacefully. The best way to do this is by keeping your phone out of the bedroom. Get a simple, traditional alarm clock and see how your life will transform just from this small step.

Digital well-being also matters within organisations. It enables employees to be more engaged and productive, and lead healthier, happier lives outside of work. A good start is to create a culture where employees are allowed (and encouraged) to disconnect from work to relax and focus on their personal life.



■ By Zuba Adham-Bos
Founder at Clear Grow Shine
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PASSING THE PEN

Name: Wing Lok Hung

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Who am I?

Since graduating from university, the major parts of my life have always been associated with academic duties: the never-ending cycle of major research projects, the semester-to-semester pace of teaching-related duties, the day-to-day informal discussions and debates on global and domestic current issues with my warm-hearted and intelligent friends. Perhaps hardship, initiative and endurance have helped me complete the multitrack journey at an early stage of my life. In 2016, I was fortunate to spend a joyful semester at the University of Groningen and it gave me the opportunity to enjoy the unique taste of Stroopwafels, stress-free cycling along the canal, which had inspiring floating boat homes, and to see distinguishable architectural styles of historical buildings. When I have a chance to go overseas for research and writing, I, therefore, would love to explore some exciting places for delicious food in a multicultural and dynamic city.

My professional background is:

As I majored in social sciences in my bachelor studies, I am particularly fascinated by the diversity of China's interactions with the world and the integration of Chinese into different societies. In 2014, I published a little book on "The Travails of Chinese Businesses in Present-day Uganda". I found that individual Chinese businesses encountered many problems due to language barriers and a lack of information. The stories of Chinese entrepreneurs in the region had more difficulties than the gigantic state-driven companies. This year, I contributed to two short chapters in an edited volume entitled "Crafting Asian Future in Post-COVID-19 Asia" and shared my preliminary views on globalisation and de-globalisation in a post-pandemic world.

I moved to Hong Kong because:

Born and raised in Hong Kong, I stay in Hong Kong because this is my hometown city. I love this city as public transport is efficient and you can go to most places conveniently. Most importantly, this city is full of tasty and special restaurants, as well as simple, hearty street food. You can go to grocery stores, department stores and convenience stores easily to buy many different things. Of course, Hong Kong would be even more attractive if it had more kinds of tea, coffee, and baked goods served in-house.

I work for:

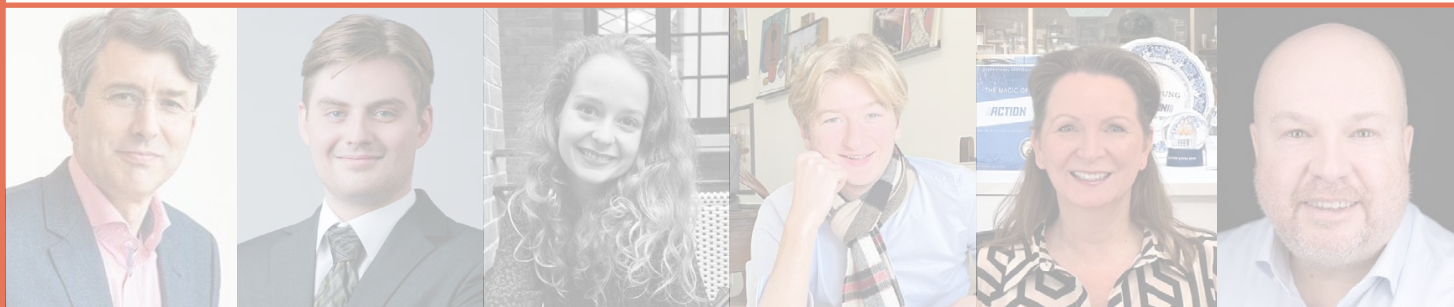
In 2017, I started working for the China Economic Research Programme at Lingnan University. Before the pandemic, I also organised a few study tours for my postgraduate students. We visited academic institutes, business associations and the IMF regional training centre in Singapore and Malaysia, plus the bustling Chinatowns in both places. When I have time, I also deliver preliminary observations and analyses on various topics in articles which have appeared in a wide range of academic journals and local newspapers.

I find most of my business contacts through:

Interestingly, I have made amazing business contacts through my former students and personal friends. For example, one alumni would like to export a new type of Japanese coffee bean to an overseas market, whereas another friend would like to sell handmade Indonesian cookies to the Hong Kong market.

One day I will be:

Perhaps one day, I will have a little restaurant offering unique food that cannot be easily found in other places. The restaurant will show a collection of authentic items that I have collected in my long academic and professional journey.



SAYING GOODBYE TO EMILY

After almost 3 amazing years, it's time for a new challenge! This means I will be leaving Hong Kong and therefore the Dutch Chamber of Commerce by the end of November.



In early 2020, I started my job as a Marketing and Events Manager at the Dutch Chamber of Commerce in Hong Kong. My first real job after I graduated from my study of Marketing and Communication in Amsterdam brought me all the way to the other side of the world.

Looking back on the past years, I have experienced an extremely educative period in which I have been able to expand my network, had the opportunity to organise fantastic events and upgrade my knowledge in the field of Marketing and Communication significantly.



My professional highlight over the past years is, without a doubt, the very successful Business Awards Gala in 2021, with 240 people attending and organised in between all the Covid-19 restrictions Hong Kong was/is facing. Besides this event, we have run many seminars, parties, joint chamber network events and dinners in this challenging but special period.

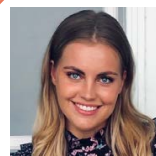
My time in Hong Kong has been beyond amazing. I have had the opportunity to meet so many nice people and attended and organised very interesting and successful events. I have seen the Dutch Chamber grow and I'm grateful to have been part of this together with our amazing



office team. I would like to thank everyone whom I have met in the last couple of years for making my stay even more memorable.

In particular, I would like to thank; my committee members, who have made it possible to set up many fantastic events over the past years. The team who was responsible for the DutchCham Magazine; because of them, we were able to publish a professional magazine filled with the latest updates every 2 months. And of course, all the DutchCham members who have helped with a contribution to the events and magazine.

For now, I will go and discover more of the world during a trip to Australia, New Zealand and South America. Time to unwind and charge the batteries for the next challenge, most likely somewhere in Europe, after an amazing period in Hong Kong. Hope to see you soon, and please feel free to connect with me via LinkedIn.



■ By Emily Tunderman
Marketing and Events Manager at the Dutch Chamber of Commerce in Hong Kong
www.dutchchamber.hk

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



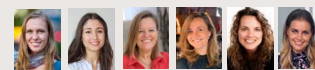
Membership & Annual fees

• 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



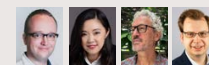
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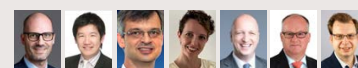
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^ Based on a study of over 1,800 dental professionals (dentists and hygienists) conducted in United States, Germany, Japan, China, Canada, Netherlands, Australia, Switzerland, Italy, Czech Republic, Slovakia.

