

DUTCHCHAM MAGAZINE

INTERVIEW WITH A CHIEF

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Dutch glory in Hong Kong
- Arjen van den Berg
Consul General for the
Netherlands in Hong Kong

LEAD STORY

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**From a city airport
to an airport city**
- Arcadis

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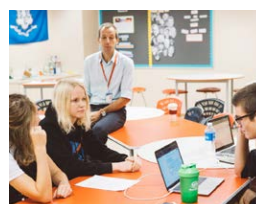
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HAPPY NEW YEAR



This is the first DutchCham Magazine in 2023. I wish you all a wonderful, successful, and happy 2023, as well as Kung Hei Fat Choi, wishing you the best in the Year of the Water Rabbit! The sign of the Rabbit is a symbol of longevity, peace, and prosperity. 2023 is predicted to be a year of hope.

2022 has been an interesting year. Based on various conversations we had with our members, the closure of the mainland China border has had a significant impact on business and opportunities for some of you. Other members and sectors were less affected by both China's and Hong Kong's zero-Covid-19 policy. They have already seen a surge in profits and business recovery in other Asian countries after the rest of the world reopened. Fortunately, we received some exciting news at the end of December: Hong Kong released the latest travel restrictions and China opened its borders from January 8, 2023!

Unfortunately, in 2022 some of the online suppliers of Dutch products stopped their services. However, I am very pleased to inform you that a new company has been established, "Dutch Shop HK", where we can buy traditional Dutch products again. Iris Barzilay, co-founder of Dutch Shop HK, just added my favourite "Laurier drop from Klene" so I am ready for 2023!

On January 4, we had our first Internal Business Committee (IBC) meeting, chaired by the Financial Secretary Paul Chan. In the coming months, delegates of the Hong Kong Government will visit foreign countries to promote Hong Kong in the international business community. It would be great if we can play a role here by sharing our first-hand experiences in Hong Kong.

The theme of this magazine is "Dutch Glory", where we highlight Dutch influences and success stories in Hong Kong. We held an interview with Arjen van den Berg, Consul General for the Netherlands in Hong Kong. The Netherlands and Hong Kong have a history that goes back several centuries. In recent decades, Dutch Glory in Hong Kong can be found in the creative scene as well as in engineering projects, such as the Hong Kong International Airport.

Speaking of the airport, in our Lead Story, the Dutch-rooted Arcadis talks about the three-runway system of Hong Kong airport, which involves seven core projects, including building a new terminal.

For now, enjoy reading the first DutchCham Magazine of 2023 and I hope to see you at one of our many upcoming events. Once again, wishing everyone good health, happiness and prosperity!

Frery Winkel

DUTCH GLORY IN HONG KONG

As the Netherlands and Hong Kong maintain a long-standing relationship, the Dutch Consulate General in Hong Kong serves as a key bridge between the two economies. In light of this, we had the pleasure of interviewing **Arjen van den Berg, Consul General for the Netherlands in Hong Kong**, to delve into Dutch Glory in Hong Kong.

■ By Zuba Adham-Bos

Arjen arrived in September 2020, a little less than two-and-a-half years ago, together with his husband Daniel Siadis, in the middle of the Covid-19 pandemic. Only now is Hong Kong finally opening back up to the rest of the world, which seemed not yet ready to happen when this interview was done. He looks forward to actively serving the Dutch community and Dutch economic interests in his remaining time until summer 2024.

Can you tell us a bit about the relationship between the Netherlands and Hong Kong?

The Netherlands has a long and rich history in the region, dating back to the 17th century when Dutch interests were primarily focused on Guangzhou and the Pearl River Delta. It wasn't until the British established themselves in Hong Kong that the Dutch began to take an interest in the area. In 1857 the Netherlands appointed the first (honorary) Consul in Hong Kong, the first (professional) Consul General was appointed in 1885, and the Netherlands has maintained strong trade ties with the city ever since. As Hong Kong developed into a major trading hub, these trade ties have grown in size and importance.

So much so that in the early 1970s, the Dutch government invested in the purchase of an official residence for the Consul General. This residence serves as a tangible symbol of the extensive ties between the Netherlands and Hong

Kong, and we are proud to be one of the few consulate generals that still own their official residence.

The Consulate General serves several key functions in Hong Kong. Firstly, it caters to all consular needs of both Hongkongers and the Dutch community, such as issuing documents related to studying or working in the Netherlands, or renewing Dutch passports and driver's licenses, and legalising proofs of life for Dutch pensioners living here. For quite a number of Dutch people the consular section is the only, but very important, point of contact with the consulate general.

Secondly, the economic section works to connect Dutch and Hong Kong businesses and bring expertise from both sides together. In particular, the Netherlands is known for its strengths in sustainability, digitalisation, life science and health, climate adaptation and transformation, and the circular economy and creative industries. The consulate works closely with the Dutch Chamber of Commerce to serve Dutch businesses, particularly small and medium-sized enterprises, in establishing themselves in Hong Kong. Hong Kong offers a favourable business environment and serves as a strategic gateway for conducting regional business. Its legal system, based on the Anglo-Saxon tradition, is familiar to Dutch businesses and provides a level of comfort and understanding in conducting business both within the region and with mainland China.

The consulate also monitors developments in the business fields that might be of interest to Dutch businesses. The role of Hong Kong in the region has been evolving over the years. Before the handover in 1997, Hong Kong was primarily used as a jumping board for companies trading with China. In the early 2000s and up until a few years ago, the focus shifted to establishing your business in mainland China. With the increasing challenges of doing business in China, the jumping board function of Hong Kong seems likely to return.

Lastly, as Hong Kong has a special status, the consulate has always closely monitored its political developments, especially since the handover. This sets the consulate apart from other Dutch consulates in other countries, as political reporting is usually the responsibility of the embassy. This



function has become increasingly important since the unrest of 2019 and subsequent imposition of the National Security Law in 2020. There are many stakeholders in the Netherlands that follow these developments closely.

One key element that attracts Dutch business and people to Hong Kong is its excellent research and education system, particularly in tertiary education. Five of Hong Kong's universities are among the top 100 best universities in the world, a similar number to the Netherlands. We have always seen a keen interest from Dutch students coming to Hong Kong for at least a semester, as well as researchers. There is also a significant number of Dutch teachers, researchers, and professors working at various universities in Hong Kong.

Looking the other way around, how is the Dutch reputation in Hong Kong?

Historically, Hong Kong has obviously been very UK-focused. The European Union is not that well-known; most people focus on the individual countries that make up the EU, and they mostly have a favorable opinion of them. When it comes to doing business, Hongkongers tend to research where they believe they can be most successful and the Netherlands is often viewed favourably in this regard.

Additionally, those who have travelled to the Netherlands have high regard for the country's cultural status, including its art, dance and music scenes. They also can't help but

notice how many bikes there are on the streets and how easy it is to move around. Inevitably, it is also well-known for its traditional symbols, such as windmills, wooden shoes, and tulip fields.

In terms of business practices, Hongkongers appreciate the Dutch approach of getting down to business quickly, being down-to-earth and straightforward in their communication. Both cultures value transparency in business dealings, making it a mutually beneficial relationship.

Can you give a few examples of "Dutch Glory" in Hong Kong?

The Hong Kong Philharmonic, under the leadership of Dutch conductors Jaap van Zweden and his predecessor Edo de Waart, has been able to achieve a reputation as one of the world's top orchestras. That is definitely deserved for the orchestra, but it is also a testament to the conductors' exceptional talent and dedication, especially Jaap van Zweden.

The West Kowloon Cultural District and M+ Museum, two major cultural spots in Hong Kong, have also seen a significant amount of Dutch involvement. Dutch dredging and engineering firms played a vital role in the development of the area. M+'s corporate identity was designed by a Dutch firm. Additionally, the museum's permanent collection features an impressive number of Dutch artists and designs. Dutch design in general is well-known and very highly regarded, both by the experts and the general public. Miffy





is an excellent example of a Dutch design that is well-loved by everybody. And I am happy to announce that this high regard for Dutch design has resulted in the Netherlands teaming up with the Hong Kong Design Centre as their Partner Country for this year's edition of the Business of Design Week. And in the run-up we will also present an eye-catching show around design and circularity, which is increasingly a common thread in what the Netherlands has to offer, not only in Hong Kong, but all around the world.

Finally, Hong Kong has a lot of reclaimed land, much of it done by others. But an eye-catching project where the Dutch have left their mark on Hong Kong's landscape is the reclamation of Chek Lap Kok, which houses Hong Kong International Airport. It is the world's busiest cargo aviation hub and prior to Covid-19, it was the fourth busiest airport by international traffic.

What are some of the Dutch traditions you have kept up with in Hong Kong?

As a diplomat, people usually expect you to be very careful about how you choose your words. But through the years in my career, I have become more proud of our directness. Even among diplomats, they will tell you the Dutch are pretty direct communicators. Naturally, I adjust my approach as needed for nuances in different situations, but overall I believe in being honest and clear in my messaging, no matter where I am or who I'm talking to.

On a personal level I appreciate the Dutch culture; I too love Dutch design, but am also very fond of the many museums we have (the Netherlands has the highest number

of museums per capita in the world!), and the many dance troupes, modern and classical, and orchestras and other music ensembles. And though I don't brag about Dutch food culture, there are a number of delicacies that I am fond of, particularly the traditional treats such as hagelslag, and an underrated delicacy: smoked eel. And I love how many restaurants in the Netherlands use more and more local and traditional Dutch ingredients in their culinary creations.

One thing I do miss is the ability to cycle everywhere. In the Netherlands I would take my bicycle to the office, to friends or just for a bike ride in the weekends, as the Dutch infrastructure is designed to accommodate cyclists. While I understand that Hong Kong's physical landscape and weather may not be favourable to cycling, it is still something that I miss, if only for those extra few calories I am able to lose.

Anything else you'd like to say to our readers?

As a representative of the Netherlands in Hong Kong, I am proud and happy to serve my country and to explore the many ways in which our two cultures intersect and diverge. I am particularly motivated by the opportunity to foster and deepen business and cultural exchanges between our two nations. I am excited for the upcoming year, in which we will actively participate in the Business of Design Week and work to strengthen key business relationships with the shared goal of shaping a better future. Hong Kong is a great place to help shape that future for us.

EAST MEETS WEST IN BUSINESS AND PERSONA

The Ung brothers, born and raised in the Netherlands, founded BrandCharger in 2011 in Hong Kong and the Netherlands.

We, James and Ethan Ung, were based in the Netherlands and Hong Kong respectively. We hail from a small Dutch town called Maassluis and later moved to Rotterdam. Currently, we both have lived in Hong Kong for over a decade. After years of working with Chinese sourcing and product development, we decided to introduce smartphone accessories and gadgets following the launch of the first iPhone, catering to the promotional premium industry.

In our first year of business we won the "Promotional Product of The Year" award in The Netherlands at the PromZ product show. We quickly gained momentum by participating in international product shows in Wan Chai, hosted by the Hong Kong Trade Development Council. Right now, we operate in seven product categories, have sales in over 70 countries, and have won 33 product design awards since our inception. We have offices in Shenzhen, Hong Kong, Rotterdam, Paris, and North America. Over 30% of our products are sustainably made and we strive to make this 100% of our portfolio by 2024.



We always call ourselves "East meets West in persona" due to our upbringing in both Dutch culture as well as in a Chinese household. The Dutch are inherently explorers and international traders which has given us a global business mindset. The Eastern culture, on the other hand, has taught us how business is conducted beyond the scope of the office and contracts. In Asia, building strong relationships is key to conducting successful business. Many of our business partners are valued friends today and that part of the relationship is highly appreciated.



Moving to Hong Kong was an easy choice. Our parents are from Hong Kong and we frequently visited for holidays when we were young. We have family living here and speak the local language, so the city has always felt like a home away from home. We love the city's vibrancy, diversity, and can-do attitude. Hard work runs through our blood and long working days are the norm rather than the exception. Recently, Ethan, the younger brother, was named on the 40u40 Hong Kong list by Prestige, a society lifestyle magazine of choice for corporate leaders, eminent personalities and Asia's social elite. You will often find us at art, fashion or other society events in the city such as Asia's MET Gala called K11 Night.

Apart from our business, we co-invest in other promising venues and businesses. We were early investors in an innovative electric vehicle brand that counts prominent names like Leonardo DiCaprio as an investor.

As product enthusiasts by trade, we have a passion for all things mechanical. We have a penchant for Italian motorbikes and are avid collectors of Swiss watches from grand marques. On weekends, we can often be found sailing on Hong Kong's waters.



■ By Ethan Ung
Co-founder at BrandCharger
www.brandcharger.com

THE DUTCH HOCKEY CLUB HONG KONG

The Dutch Hockey Club (DHC) is the oldest and still active hockey club founded in Hong Kong 1949.



In early years, all the players had to be of Dutch nationality, but times have changed, and the club has transformed. Today, the DHC is a truly international club with players from countries all around the world, including the Netherlands, Hong Kong, the UK, South Africa, the US, China, France, and Germany.

Our members are not only from different nationalities but a unique aspect of the DHC is mixing generations in our teams. For example, this year the Ladies A team welcomed three players from the DHC youth section. As there is no dedicated, gender-split, full field youth league for field hockey in Hong Kong for players 14 and older, it is a great opportunity for these young players to gain more match exposure, learn about game tactics, and play more often. Considering that our Ladies A team plays in the first division this year, we are very proud of how well our youngest players have been able to adapt and perform in these matches.

In addition to local players, the club also regularly welcomes exchange students, particularly from the Netherlands. These students often bring a high level of hockey skills and a different dynamic to our games, which is a great benefit for us. Likewise, they also benefit from the opportunity to meet expats and locals outside of the student environment

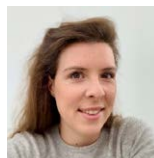
and learn more about living and working in Hong Kong. It also helps them to make first connections to companies for potential internships through the members' network and the club's sponsors.

To round off our multi-generational aspirations as a club, we also have many families, where either one or both parents play for the adult teams and their children are part of our Mini-, Junior-, or Youth Hockey offer on Saturday mornings. We have children from expat and local families alike and match them in groups depending on their skill levels and ambition. We welcome children as young as four years old – who, to be fair, often are more interested in the pitch sprinklers than the actual game. As they get older, they may be able to join the adult training schedule on Tuesdays and potentially play on adult teams.

Besides playing hockey at a competitive level, the DHC values the social connections between members by organizing different events throughout the year, such as post-game drinks, junk boat parties, dinners, and holiday events like 'SinterKerst' or Halloween.



For all members and families, the last couple of years have been difficult. As a club we struggled with reduced numbers of players as many expats and local students left, constantly disrupted seasons, due to social distancing and other pandemic-related rules, and providing high-quality training with experienced trainers for all ages. Luckily, the situation in Hong Kong is improving and life is almost back to normal. We formed a new committee with very dedicated members and have full adult teams and many kids playing for us again.



■ By Linda Schleinig
Marketing and Communications Manager
www.dutchhockeyclub.hk

THE HISTORY OF THE DUTCH ASSOCIATION

The Dutch Association in Hong Kong was founded in 1950 to bring people with an interest in Dutch culture and language together: from young to old.

The problem with writing a piece on the history of the Nederlandse Vereniging (Dutch Association) in Hong Kong is that there is none. The transient nature of most members means that the knowledge leaves Hong Kong, usually never to return. The Association was likely founded in 1950 by a group of enthusiastic Dutch nationals who wanted to celebrate and promote Dutch culture. They decided not to have a physical location, unlike the Portuguese, Indians, and Pakistanis who still have clubs dotted around Hong Kong, which also contributes to the lack of historical records.

Hong Kong was a very different place in the 1950s, as were expat postings. Normally a posting would mean that you would leave the Netherlands for Hong Kong for an indefinite time, your first leave set only after three years. Those who were here were 'stuck', so organising events that reminded one of home helped with homesickness and loneliness.

Since the start of the Association the biggest event has been Sinterklaas. By the early 70s, Sinterklaas arrived by the Nedloyd Junk at the Nedloyd pier in North Point (demolished when the Island Eastern Corridor was built). He was then, as now, welcomed by a huge group of Dutch families and the Consulate General. The party itself was held upstairs in the godown, where they had their canteen. Bitterballen and kroketten were made fresh by the kitchen staff and Sinterklaas had a big brown leatherbound book in which all the children's names and comments had been meticulously written by hand since the first event had been held.



The early 1970s was also the first time the Easter Egg hunt was organised in the garden of the Consulate General's Residence, a tradition that is still ongoing today, creating a bond between Dutch children and the Residence that is fondly remembered years later.

The heyday of the Association was the late 1970s to late 1990s, when there were events aplenty, with Carnival, Queen's Ball, and Leidsch Ontzet, being some of the big annual events being organised. The monthly drinks were being held weekly, and big names in Dutch stand-up comedy made the journey over to perform. The Association even realised three home-grown cabaret shows of their own, a singing and comedic evening written and performed by members, the last one of which was dedicated to the closure of the old Repulse Bay Hotel.

With the rise of the internet and individualisation of society, the Association has also had to change in the past 20 years. The last three years almost brought it to its knees, but through the dedication of a few people, children's events were still organised with Sinterklaas' Pieten making house calls and Easter eggs hunted on the Peak. Online events were organised for the grown-ups.

As we return to what people term 'new normal', the Dutch Association is also coming back to active life, with monthly drinks and regular events for adults and children being organised.



■ By Elise Phillipson
Secretary of the Nederlandse Vereniging
www.nvhongkong.com

DUTCH EDUCATION IN HONG KONG

There are several ways to learn the Dutch language in Hong Kong.

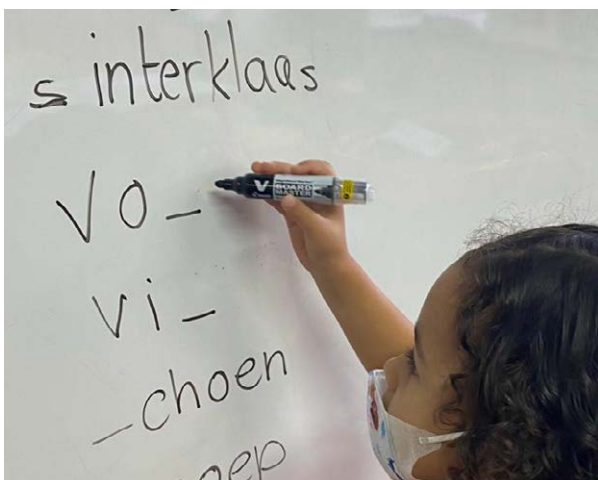
LanguageOne and De Oranje Leeuw are the largest providers of Dutch education in Hong Kong. Both schools are enhancing students' connection with the language through high-quality education in-class, online or blended. This academic year both schools provide face-to-face teaching programmes for Dutch-speaking pupils in primary school. Our experienced teachers encourage children to improve their Dutch language skills through a range of learning materials and fun, interactive classes.

Why follow Dutch lessons if you live abroad?

It is important to choose the right education for your child, even if you live abroad. English is often the primary language at international schools, so it's easy for students to fall behind in their mother tongue. That's why we offer weekly group classes taught by enthusiastic and qualified teachers in two convenient locations: ESF Bradbury on Hong Kong Island and ESF Renaissance in Ma On Shan. Working in groups with Dutch peers helps build a sense of community and gives children a strong connection to their Dutch cultural identity.

The curriculums are future-oriented, with pleasure and flexibility in the way of learning. Connecting education with daily experiences and the environment is very important in order to ensure that your child knows why it is important to learn the Dutch language and cultural values.

For families planning to return to the Netherlands or Flanders after living in Hong Kong, our theme-based lessons will help your child make a smooth transition to Dutch education. Our programs meet the Dutch core objectives and Flemish educational attainment targets, and we offer a range of themes throughout the year to keep things interesting.



What is the right level for my child?

Improving the Dutch language is important, particularly when a child returns to the Netherlands. We aim for all our students to meet the language requirements which are necessary for entry in Dutch education. Not sure what level is right for your child? During a free trial lesson, the teacher will observe the spoken, written and understanding of Dutch. Afterwards a follow-up will take place with parents to share experiences and advice from both sides.

If your family does not live close to a teaching location

We also offer distance learning for students aged 4 to 18 who want to learn Dutch as a first, second, or foreign language. Our online 60-minute group lessons allow students to learn interactively with 2-6 other pupils in a digital environment, and we even teach exams like IB Dutch and CNaVT online. Additionally, private lessons of 45 minutes are available.

My child has no experience yet

Are you looking for a language programme that is meant for children who have no or little command of the Dutch language? Dutch for beginners (NT2) can be a good option. LanguageOne provides Dutch lessons suited for all levels. Each programme is tailored to the needs of the individual learner. These curriculums can be followed either in class or online through distance learning.



■ By Eefke Broer
Coordinator Dutch education Hong Kong
www.languageone.org
www.oranjeleeuw.com

RETAIL RECHARGED IN THE GBA

Accelerated demand for online shopping in the Greater Bay Area shows no sign of slowing, but consumers are increasingly seeking trustworthy advice and more information on sustainability.

While Covid-19 restrictions have eased across the Greater Bay Area (GBA), pandemic-era shopping habits are here for the longer term, according to a new report from KPMG. Consumers across the region are buying more online than ever before, and are also expecting brands to offer a broader range of digital services and payment options as well as enhanced convenience.

The Retail Recharged report also found that purpose and trust are becoming more important. Consumers are keen to understand the sustainability practices of the companies they buy from, and at the same time, they are growing wary of product endorsements by online celebrities, and are seeking more authentic recommendations.

The report surveyed 2,065 consumers and 342 senior retail industry executives in Hong Kong and the nine mainland GBA cities, and was sponsored by GS1 Hong Kong and HSBC.



It found that consumers across all age groups, including those aged 55+, have embraced online shopping and see themselves as being mobile-savvy. Meanwhile, younger consumers – particularly Gen Z – are moving ahead of brands in their willingness to explore emerging technology. They not only expect retailers to make use of artificial intelligence (AI) and augmented reality (AR) to create a more immersive customer experience, but are also ready to move into the metaverse.

The study found that younger consumers on the Chinese mainland in particular were interested in the metaverse, with 45% saying they would use it to view and virtually try on items before making the decision to buy. However, many brands and retailers are waiting for the technology to develop further before setting up a presence in the metaverse.

But while the popularity of online shopping continues to grow, this doesn't mean the end for brick-and-mortar retail. Only 18% of respondents said they could live without physical stores, a drop from around 23% in the previous

year's survey. A well-designed omnichannel strategy can provide the best of both worlds for retailers and their customers, helping to build their brand with a physical store while offering more choices to shoppers.

In addition, many Gen Z consumers report that they want to be able to go into a store to find out information and opinions from salespeople who are familiar with the products.

This is part of a trend of consumers seeking more trustworthy sources of information and moving away from endorsements by Key Opinion Leaders (KOLs), bloggers and live-streaming celebrities. They are more likely to turn to friends and family for advice, and are also going directly to brands' websites or speaking to store staff for guidance. Brands and retailers can tap into this opportunity for direct referrals by creating loyalty programmes that encourage customers to share their purchases on social media.

Sustainability and social responsibility are increasingly important elements for consumers when shopping. Over 80% of consumers in Chinese mainland GBA cities and 65% in Hong Kong said they like to use brands that share their values on issues such as reducing their climate impact. However, they are not necessarily willing to pay more for sustainable products or to offset the carbon impact. In fact, survey respondents said that discounts and other rewards would incentivise them to make more sustainable purchasing decisions.

While many brands and retailers have been making efforts to improve their ESG practices, they are generally not communicating these initiatives with their customers or sharing their carbon-reduction data. So there is a clear opportunity for them to seize the opportunity to tell their sustainability story in the year ahead.

To download the full report including case studies from leading retail industry players, please visit <https://home.kpmg/cn/en/home/insights/2022/11/retail-recharged.html>



■ By Daniel Hui
Head of Consumer & Retail,
Hong Kong at KPMG China
www.home.kpmg/cn/en

FROM PEANUT BUTTER TO ONLINE SHOP

It all started when I noticed my last Dutch peanut butter had finished. I searched for it everywhere, but there was no peanut butter or other Dutch breakfast treat (hagelslag, vruchtenhagel, smeerkaas) in Hong Kong.

I panicked as my daughter asked for peanut butter every morning, and I already imagined the crying fits we would have to endure. I couldn't take it any longer and called Kevin Cremer, whom I share an office with and told him: we have to start importing Dutch products to Hong Kong.

The response I got from him was not the one I expected. I thought he would say: 'You are crazy', 'Too much work', 'Let's sleep on it'. But instead, he answered with one little word: OK. I was quiet for a second as the news kicked in: a new online store was born "Dutch Shop HK".



The team of Dutch Shop HK: Kevin Cremer, Iris Barzilay, Ronald Cheung

About the founders

Kevin sees opportunities as always. As he already has a distribution company, Teleqare, we could set up a solid, new online Dutch shop within weeks and get groceries to the other side of the world for a reasonable price, intact and with care.

With my marketing knowledge (I run my marketing company I.M. Communicating) we investigated what Dutch expats were craving. We created a website that is easy, user-friendly, and fun.

And that supports our mission altogether. We want to make people in Hong Kong happy. We want to allow them to enjoy a little bit of home as we are so far away from our little, flat country and to enjoy all the perks of Holland while being in Hong Kong.



Managing an online shop

Opening an online shop is a beautiful but bumpy ride. I wouldn't say it is easy, but it is manageable. We learn every single day. Some lessons we have learned and love to share with you:

- You need a food license to import food.
- Hamka's crisps are the most likely bags to pop due to changes in air pressure
- Don't expect delivery guys not to throw with boxes (wishful thinking)
- Chocolate pepernoten is the most popular product in the Dutch community so far

We have three dreams for Dutch Shop HK we want to explore:

1. We are looking at how we can import temperature-controlled products. We miss bitterballen, kroketten, frikandellen and cheese! It is another level of importing food, but our goal is to find the best (and cheapest) way to ensure we can offer them for a reasonable price.
2. As a mom, I miss baby and child clothes in Hong Kong that are organic, washable at 60 degrees and affordable. As I know you have this in the Netherlands, I would love to investigate how to get it to Hong Kong.
3. As Dutch Shop HK, we would love to offer more organic groceries for a reasonable price, as everything offered in Hong Kong is costly. Let's make organic affordable!



■ By Iris Barzilay
Co-founder at Dutch Shop HK
www.dutchshop.hk

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FROM A CITY AIRPORT TO AN AIRPORT CITY



Three-runway System reclamation works / Source: [AAHK Third Runway Website](#)

Hong Kong International Airport (HKIA) is an important transportation hub in Hong Kong, which bridges parts of Asia with the rest of the world. It is the world's busiest cargo airport and one of the busiest passenger airports.

The Three-runway System (3RS) was officially commissioned on November 25, 2022 and is expected to be completed in 2024. This addition is essential for HKIA to meet the long-term air traffic demand and enhance Hong Kong's status as a leading aviation hub. It is also an indispensable part of HKIA's long-term vision of transforming itself from a city airport to an Airport City.

Arcadis is a leading global Design & Consultancy organisation for natural and built assets, with Dutch roots. Arcadis has been supporting Airport Authority Hong Kong for over 15 years, covering more than 20 projects. We participated in developing and constructing the third runway at Hong Kong Airport from the feasibility stage onwards and provided cost management for it.



Third Runway Concourse Overview / Source: [AAHK website](#)

The scale of the 3RS project is almost equal to building a new airport next to the existing one. It involves the following seven core projects:

- Reclaiming approximately 650 hectares of land north of the existing airport island (equivalent to 34 Victoria Parks or 100 artificial islands for the New Wing of the Hong Kong

Convention and Exhibition Centre), using non-dredge methods, including deep cement mixing

- Building the T2 Concourse and an associated apron
- Building a new, 3,800-metre-long runway and its supporting taxiway systems. The existing North Runway will also be reconfigured.
- Expanding Terminal 2 to provide full-fledged passenger services, including arrivals and departures facilities
- Building a new, 2,600-metre-long Automated People Mover (APM) system that will connect Terminal 2 with the T2 Concourse. The new APM system will operate at a top speed of 80km/h and transport up to 10,800 passengers per hour.
- Building a new Baggage Handling System (BHS) linking Terminal 2 with the T2 Concourse. The new BHS will be capable of handling 9,600 bags per hour.
- Building other associated airport support infrastructure, road network and transportation facilities.

Source: [AAHK ThreeRunwaySystem](#)



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Arcadis' services cover the entire construction scope, from infrastructure, passenger concourse, baggage handling system, people movers to tunnels and taxiways. We provide project estimates, cost control, pricing schedule preparation and post-contract remeasurement services.

With a wealth of experience working in the aviation and infrastructure sectors, our extensive global experience helps to benchmark similar airport projects and guide AAHK in setting up a robust budget. By implementing effective cost control procedures, we help AAHK ensure that the project gets completed within budget in 2024.

Reclamation of 650 hectares

The newly built 3RS is north of the Centre Runway, where an area of about 650 hectares needs to be reclaimed. AAHK conducted a comprehensive environmental impact assessment (EIA) on the three-runway system. The EIA covers more than 250 mitigation measures, including implementation of environmental monitoring and audit programs before and during the construction, and the designation of a marine park covering an area of about 2,400 hectares in the waters of North Lantau Island. To minimise the impact on marine environment, non-dredge reclamation methods are used, including deep cement mixing in the contaminated sludge discharge pit. This method is adopted for the first time on such a large scale in Hong Kong.



Source: AAHK Third Runway Website

High-tech and environmentally-friendly passenger terminal

To improve the public experience of commuting, the centrepiece of the third runway is a new passenger concourse, designed around the needs of passengers, equipped with high-tech environmental protection facilities. It is conveniently connected to the expanded Terminal 2 by the Automated People Mover and can be further expanded according to future demand.

With seven floors and a construction area of about 283,000 square meters, the three-runway passenger terminal building will have 27 boarding gates and 34 liaison parking spaces. Additionally, the project includes a new integrated airport control centre and a renovation of the existing one.

The passenger terminal building takes both environmental protection and operational efficiency into consideration. Its unique courtyard space, lush green lawns and woods provide a comfortable and peaceful environment for passengers to rest and relax. At the same time, the passenger terminal building also provides exquisite and rich shopping and dining options.



Photo: Third Runway Concourse – Landscaped Courtyard / Source: AAHK website

Technological innovation and sustainable development

The Third Runway and related works of the 3RS project is the first large-scale non-building infrastructure project in Hong Kong which received an "Excellent" rating in the Interim Client and Design Award of the Civil Engineering Environmental Quality Assessment and Award Scheme.



Airport City in the Greater Bay Area (GBA)

The 3RS project started in August 2016. With the completion of land reclamation and runway paving, the new runway was put into operation in 2022 as scheduled. Other projects, including the expansion of Terminal 2, the construction of a new passenger concourse, the people mover system and the baggage handling system and more will be completed in 2024.

To enhance multi-modal connectivity by road, rail and ferry between HKIA and GBA, AAHK has rolled out various measures, including provision of sea-air intermodal passenger transfer service, to facilitate passenger connectivity with GBA ports using Sky pier.

After the completion of 3RS, HKIA will be able to handle 120 million passengers and 10 million metric tons of cargo. Together with other development plans, HKIA will grow from a city airport to an Airport City, becoming a unique landmark in the GBA.

The construction of the 3RS has provided many jobs and will continue to bring a steady stream of employment opportunities in the future, helping the economic development of the GBA.



■ By Winnie Wong
Executive Director, Cost and Commercial
Management, Hong Kong & Macau
at Arcadis Hong Kong Limited
www.dutchshop.hk

PASSING THE PEN

Name: Mariska Krijnen

Organisation: Agri Kits

Who am I?

My name is Mariska Krijnen. I was born and raised in the Netherlands. My mother is from Guangzhou, China, and my father is Dutch. Although I grew up in Huizen, a small village near Amsterdam, I was raised with many Chinese influences. I attended Chinese language school each weekend, my mom regularly hosted mahjong gatherings with my "aunties", and every summer we would visit my Chinese family in the Guangdong countryside. The countryside might have affected my interests, as I started studying Food and Agriculture business in 2018 in the Netherlands.

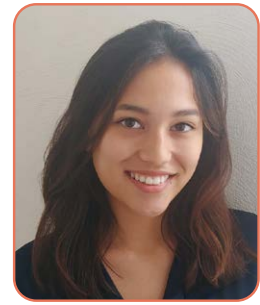
In my spare time, I enjoy crafting, gardening and socializing. I like to go out each weekend with my friends and hang out with my sister. I am also passionate about entrepreneurship and enjoy brainstorming and developing new ideas.

My professional background is:

I graduated in the field of Food and Agriculture Business. The study has only been established for six years, so it is quite new. It can be compared to traditional International Business programmes, but with a specific focus on the food and agriculture sector. As such, I visited many animal farms, factories, greenhouses and other steps of the food supply chain. Additionally, I explored different sides of my study by doing internships at a software company in Amsterdam, a fruit orchard in Japan and Lidl Asia in Hong Kong.

I moved to Hong Kong because:

Growing up with Asian influences, I always imagined myself living in Asia. The weather, food, and people seemed to suit me better than the Netherlands. Initially, I had my sights set on Japan, but my sister (Anoeshka Krijnen) convinced me to come to Hong Kong instead. She has been living here for seven years and I wanted to be closer to family, so I made the move to Hong Kong in 2021.



I work for:

Myself! As my graduation project, I took an entrepreneurship course and put my agribusiness knowledge to use by developing a concept to educate children about food: Agri Kits. I created indoor gardening kits that allow children to grow their own plants at home, along with a book that includes journal pages and informational pages about how food is grown worldwide.

Currently, I am looking for a full-time job in Hong Kong. My classmates have gone on to work in various roles within the food industry, such as marketing, trading, quality assurance, and farming. Personally, I have a particular interest in marketing and business, but I am open to exploring different career paths.

My most remarkable work story is:

When I started Agri Kits, I had to source many components. I had some experience sourcing products in Asia, as I had done this as an intern at Lidl Asia. On one occasion, I was sourcing metal gardening pots. I found a supplier based in India and requested pictures of their workplace. The photos showed staff sitting on the ground painting the metal pots, and one image even included a child. I asked if the child was working there, to which they responded "No... he is just sitting there". I did not believe him and that is when I realised how different the world of suppliers could be from the world of buyers. I hope that in the future, large companies will take more responsibility when working with small suppliers by providing a fair price.

One day I will be:

Living in Japan



DUTCH GLORY = HOLLANDSE GLORIE?

“Rugby is a sport for barbarians played by gentlemen. Football is a sport for gentlemen played by barbarians,” – Oscar Wilde. “This is not soccer.” – Nigel Owens

Few Dutchmen will dispute the claim that football is the no. 1 Dutch sport. Attracting the largest crowds, best orange clad streets at World Cup time and that most reliable of yardsticks: names like Crujff, Gullit and Van Basten quoted effortlessly by taxi drivers in the farthest reaches of the planet, their eyes lighting up as soon as they hear a passenger is from the Orange Country.

Tempting as it may be to conclude football is Dutch (sports) glory personified, I beg to differ - and not just because as a lawyer I am duty-bound to question even the seemingly obvious. My Frisian heritage helps, objecting to any terms translating “Dutch” by “*Hollands(e)*”. A historic misnomer, more so in sports like speed skating where Frisians have outperformed Hollanders since forever.

So here's an idea: why not rate Dutch glory by what really matters, good old sportsmanship?!

Speaking of which, a comparison with football on Olympic medal count may be unfair because of Olympic restrictions on professional sports, but surely the consistent numbers of Dutch world champions of both genders gives speed skating a shout at the Dutch glory top spot?

And how about tennis? Being from a tennis family with my mother at Wimbledon thrice in the 1960s (once to the last sixteen) may affect my impartiality, but the heroics of her contemporary and family friend Betty Stove in the Centenary Year 1977 (three finals!) and Richard Krajicek's Wimbledon crown in 1996 surely belong all the way up there in the Dutch Sports Hall of Fame!

In fact, if Olympic and world titles are the measure, football would be roundly beaten by the likes of track and field, swimming and field hockey and others like boxing, judo and kick-boxing are well ahead, too. As is cycling, although Joop Zoetemelk's Tour de France status as “*eeuwige tweede*” (=eternal runner-up) sort of puts Dutch cycling at par with... well, football of course!

The Qatar World Cup saw our lads strand in the quarterfinals, but the collective traumas of 1974, 1978 and

2010 with Gerd Mueller's pirouette goal, Rob Rensenbrink finding the post and Arjen Robben finding Iker Casillas' toenail puts Dutch football squarely in the “second-best” category.

Yet that trauma is not the worst part. Nor is it the boring football required (so says our national coach) to win a modern game. I have long ago lost the ability to sit through 90 minutes of that, but the shameful on-field behaviour some footballers get away with takes the cake. I put it to you that the swan dives, screams of simulated agony and overt disrespect of referees and opponents are a stain on any sport and football players are among the worst offenders in the business.

So here's an idea: why not rate Dutch glory by what really matters, good old sportsmanship?! You know, espousing the values we'd like to see in our kids, so to them watching the game is a source of learning, not embarrassment. Team spirit, equality of colour and creed and respect for others are found in many a sport, yet none as prominently as rugby. See above timeless quotes.

If you wonder who Nigel Owens is, see <https://www.youtube.com/watch?v=RXoBNFOxIQM> for a sample of his famously witty reprimands of players diving or giving unsolicited comments. Nigel is not just a top referee of one of the toughest sports around - he is Welsh, a farmer and openly gay.

I am not, but equally partial to rugby with two children Asia rugby champions, my eldest daughter in U20s Sevens and my son with the U19s XV's team in Malaysia last month. They go into battle, then share a hug, a beer and a meal after. Women and men, coaches and referees alike. Our men's XV's rugby team were promoted to Europe Division 1 in 2021, beating Belgium without any of the slugging seen in football. Sport fostering brotherhood, that is my definition of Dutch glory!



■ By Ralph Ybema
Managing Director at China Law & Tax
www.chinaltd.nl

DUTCH APPROACHES TO SUSTAINABILITY

At the Tokyo Olympics of 1964, Anton Geesink made history by becoming the first non-Japanese individual to win the Olympic Champion title in Judo on their home turf. His victory was a testament to his unique approach and attitude towards the sport. Years later, when asked about his success, Geesink famously stated, "If you want to be a champion, you have to look like a champion."

With an innovative approach and by demonstrating the attitude, he had all opponents puzzled, disturbed the mindset, and won. Today, many Dutch companies are following in Geesink's footsteps by adopting innovative approaches and attitudes in their respective industries. They are looking for a win-win and exploring new approaches to solve a problem.

One such example is the development of a platform that allows organisations to measure and manage their performance in CO₂ emissions, against their targets, in real estate. Real estate is responsible for 40% of global CO₂ emissions. Imagine the significant impact on the fight against climate change it could have if we could reduce this figure to 20 or even 10 per cent.



The Geesink win is just an example of Dutch Glory, there are many more, and not only in sports. Feel free to have a look at www.dutchglory.com to see some striking examples of Dutch companies today. One – amongst others - is interesting as they strive to reduce food waste in the chain at a global scale.

The platform measures CO₂ emissions in three areas: embodied, operational, and circularity in foundation, structure, and insulation. Then, it measures your operational costs, including electricity and gas consumption. By determining the circularity of materials (new, recycled and re-used), the platform provides a complete picture of an organisation's CO₂ footprint.

The bottom line of doing this is that it will show your actual CO₂ emission per m² against your targets. From there, you can define your follow-up actions if needed.

The group behind the platform is in the final stages of development. But it is pretty likely to say the complete picture of your CO₂ footprint, which this tool provides, is of interest to a wide range of stakeholders, including property developers, banks (lending the money to build),



owners, investment firms, private equity, rental companies, governments, international organisations etc.

The website of Dutch Glory offers a wealth of information on various market segments. The information provided is concise, clear, and offers new energy to look for solutions already in place or in progress. As we see predictions that it is doubtful whether we can meet the targets of the Paris Climate Agreement or the results of the Egypt Conference recently, climate change slowly but surely shows us by extreme weather conditions that we can't go on polluting our world. As such, it is more important than ever to explore the opportunities for technology, products, and services that can help reduce CO₂ emissions.

It would deserve a little of your time to explore the opportunities, in this case, pardon me, with several Dutch companies. Hopefully, some might be the right partner for you!



■ By Bernard Scheffens
CEO at WSS Asia Ltd
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TAKING ADVANTAGE OF THE DUTCH TAX SYSTEM WHILST LIVING IN HONG KONG

In general, it can be said that the grass is not greener on the other side. When comparing the taxes between the Netherlands and Hong Kong, this might however be a different ball game.

The tax rates and the tax system in Hong Kong can be considered as more attractive than in the Netherlands, although for those living outside of the Netherlands and looking to spread their portfolio investment, the Netherlands can still be rather attractive.

Taxes compared per 1 January 2023

Starting off with the corporate income tax rates in the Netherlands, the rate is 19% for the first EUR 200,000 profit, thereafter 28.8%. In Hong Kong, the rates are 8.25% for the first HKD 2 million profit, thereafter 16.5%, or even '0%' when the profits can be considered as generated offshore. Hong Kong is therefore an interesting place to do business from.

When looking at the income tax rates for employment/pension income (box 1 income), again the rates in Hong Kong are much more attractive. The current rate in the Netherlands is 36.93% up to EUR 73,031 and thereafter 49.5%, whereas in Hong Kong the rate would be maximised at either 15% or 17%, depending on one's personal circumstances.

Hong Kong generally does not tax income from shares such as dividends and capital gains (unless the so-called Foreign Source Income Exemption ("FSIE") regime is applicable to certain entities), whereas the Netherlands levies taxes on these types of income at a flat rate of 26.9% (as from 2024, 24.5% for the first EUR 67,000, thereafter 31%, also called box 2-income).

In addition, Hong Kong generally does not levy any taxes on passive long-term investment income (assuming the FSIE regime is not applicable), unless it is a trading business. The Netherlands thereafter taxes the return on investment, and although the return is currently still calculated on the basis of a 'fictitious' return, as of 2026 the return will be based on a proper realised return (box 3-income).

Further, in 2006 Hong Kong abolished its succession tax laws and therefore your Hong Kong estate upon passing

away is not subject to any duties when passing this on to the next in kin. As we all know, this is different in the Netherlands and depending on who is inheriting and how much, rates per 2023 would be 10%/18%/30% respectively 20%/36%/40% (after applying some thresholds).

However, the only exemption where the Netherlands is better off in terms of taxes compared to Hong Kong would be the Transfer Tax (in Dutch: 'Overdrachtsbelasting'). In the Netherlands the rates vary between '0%', 2% and 10.4%, whereas in Hong Kong the Stamp Duty can go up to 15% Dutch portfolio investment.

Despite being better off in Hong Kong than in the Netherlands tax-wise, living in Hong Kong and having a house investment in the Netherlands (compared to the UK for example) may not be a bad idea. As currently rental income from the Netherlands is not taxed within box 3 as one looks at the total value of the asset (minus debt), resulting in a rather low effective tax rate, compared to the UK. In addition, when one passes away, and assuming one has not been living in the Netherlands for the last 10 years, the Dutch home asset would not be subject to Dutch Succession Tax, whereas when this would have been a UK property, asset inheritance tax duties of 40% may be applied.

In conclusion, from a tax view, leaving Hong Kong back to the Netherlands may not be the best decision. Investing in the Netherlands whilst living in Hong Kong might however be rather attractive, especially compared with other jurisdictions such as UK and France. Obviously, every country including the Netherlands, does offer certain tax benefits in specific circumstances. For example, the so-called Dutch 30% ruling and the low inheritance tax rates in Italy and Portugal in particular circumstances.



■ By Willem Jan Hoogland

HKWJ Tax Law & Partners Limited
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David Lo ■

THE HIDDEN GEM OF HONG KONG'S EASTERN DISTRICT

Even after decades of living in Hong Kong, it is always a pleasure to discover new areas, buildings and districts.

Tai Hang, a neighbourhood located in the Eastern District of Hong Kong, is a hidden gem that is often overlooked by visitors and even locals. Despite its small size, Tai Hang has a rich history and culture that is worth exploring. One of the most iconic landmarks in Tai Hang is the Tai Hang Fire Dragon Heritage Centre, a building that showcases the neighbourhood's unique heritage and traditions.

Built in 1909 the style of the Heritage Centre is reminiscent of buildings found in Brussels or Amsterdam of the same period, albeit the exterior wall stone colour is different. The building situated at 12 School Street, was originally used by "Hung Shing Yi Hok" (literally, "Confucius free school for the poor") which was founded in the late Qing Dynasty (1636-1912). This school was founded by the Hong Kong Confucian Society, with funding from donations by the local inhabitants.

The bombings of the Second World War destroyed much of the building. After the war, the school was reconstructed on the same site through local donations initiated by Tai Hang Residents' Welfare Association to resume its education services to Tai Hang residents and children in need. The building was re-opened in 1950 by the most famous local resident, Li Wai Tong (1905 – 1979), who was known as the best footballer of China.

Li had won several Far Eastern Games titles with the national team of the Republic of China as well as captaining the national football squad to their first ever Olympic tournament in 1936, which was held in Berlin. The team almost did not make it to Berlin, as the Chinese government did not have sufficient funds to pay for the trip. The government only had 170,000 yuan available, out of the total cost of 220,000 yuan. The team played a number of exhibition matches to raise the missing 50,000 yuan against Vietnam, Singapore, India, Burma, Malaya and the Netherlands East Indies. The team thereby succeeded in reaching their target, and Lee would captain the side against Great Britain in the last 16 of the Olympic tournament.

The building was once again used by Hung Shing Yi Hok until 1978, when the school closed due to insufficient enrolment. Another primary school used the building from 1982 to 1999, and after that the Eastern District Arts Council was headquartered in the building for a few years. In 2010 it was abandoned, and fell into a bad state.

However, in December 2010, luckily the building was assessed as a Grade 3 historic building by the Antiquities Advisory Board. As a result, in December 2013, No. 12 School Street was included in the Batch IV of the "Revitalizing Historic Buildings through Partnership Scheme". Major



Hong Kong Heritage



Revitalizing Historic Buildings through Partnership Scheme

reconstruction work was done to bring the building back to its original state, while at the same time complying with modern regulations such as the Fire Safety Ordinance. For example, new fire exit staircases had to be built, while the original staircase was preserved.

The building was reopened last year, and now houses the Tai Hang Fire Dragon Heritage Centre. It is open to visitors from Tuesdays to Sundays and can certainly be recommended. The Heritage Centre preserves the history and the utensils associated with the famous Tai Hang Fire Dragon Dance.



Tai Hang Mid-Autumn Festival

During Mid-Autumn Festival – which usually takes place in late September to early October – locals from around the city gather in Tai Hang for the annual Fire Dragon Dance, one of the most spectacular traditions during the Mid-Autumn Festival. This ancient ritual sees a 67-metre-long dragon (the head alone weighs 48kg) with 72,000 incense sticks burning on its body, being carried through the streets of Tai Hang by hundreds of performers. The event happens over the course of three days and is by far one of the most important and famous things that Tai Hang is known for. Pre-Covid it attracted a lot of tourists as it was promoted by the Hong Kong Tourism Board. The dates for this year are 28-30 September 2023.

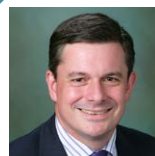


Dance of the fire dragon

The history of the Tai Hang Fire Dragon Dance started in 1880. Back then, Tai Hang was only a small Hakka village mostly inhabited by farmers and fishermen. According to legend a large serpent had attacked the cattle, and the villagers succeeded in killing the serpent during a stormy night. However, the next morning, the dead body of the serpent had mysteriously disappeared. A few days later, a plague spread out in Tai Hang and many people died of the infection. Soon thereafter, a village elder saw Buddha in his dream who told him to perform a Fire Dragon Dance and to burn firecrackers during Mid-Autumn Festival. The sulphur in the fire crackers drove away the disease and the villagers were saved. Ever since, this tradition has existed, but unfortunately proved ineffective against Covid-19!



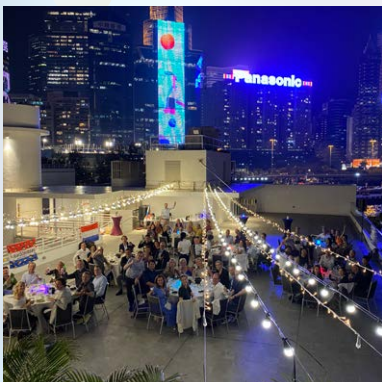
Hakka Village Tai Hang



■ By Daniël de Blocq van Scheltinga
Managing Director at Polarwide Ltd
www.polarwide.com

EVENT PHOTOS

10 November
Mussel Party



17 November
Young Professionals Mingle



24 November
Tax Breakfast



29 November
Business of Design Week



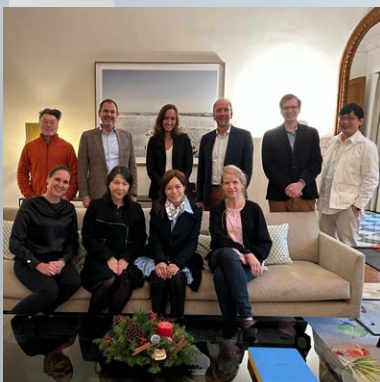
2 December
Palace Museum Tour



6 December
Shanghai Tang



7 December
Art and Design Tour at the Residence



8 December
Finance Dinner 2022



8 December
Breakfast Roundtable InvestHK



14 December
Holly Jolly Christmas Cocktail



NEW MEMBERS

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Overseas membership

Ms. Marielle Lagers from The Creative Connection

Start-up membership

Mr. Peter Hoogendoorn

Associate Membership

Mr. Vincent Woo

Associate Membership

Mr. Jaap van Vreden from NL Platform & Goal Consulting

Gold Membership

Mr. Calvin Kha

Young Professional

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 2023

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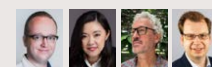
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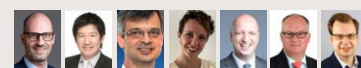
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