

Alumni

The Hong Kong University of Science and Technology



Jun 09

news



THE HKUST
ENTREPRENEURIAL SPIRIT
CONTINUES TO INSPIRE





THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

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Foreword

This year's graduating class knows it faces huge challenges the moment it leaves HKUST and enters the working world: the global recession and widespread unemployment are the graduates' chief concerns.

HKUST is therefore rolling out a series of programs to better equip graduates for the job market. The programs are designed to help them prospect for jobs and even start their own businesses.

In this issue, we share with you the inspiring stories of HKUST alumni who carved successful careers for themselves, often against great odds.

You will read about Professor Jack Lau, 1994 PhD(ELEC) who, along with two other HKUST professors, created the service company **Perception Digital Limited**, under the university's Entrepreneurship Program. Irene Cheung, 1998 BBA(MARK), and Francis Kwok, 1998 BSc(PHYS), launched a software solutions company, **Radica Systems Limited**, also under the same HKUST entrepreneurship program. Within 10 years, the two companies have grown exponentially: Perception Digital operates with a staff of more than 300, while Radica Systems has expanded into China and Australia.

Three years ago, Laura Cozijnsen, 1999 BBA(MARK), set up her own consulting firm, **Lighthouse Consulting Limited**, which specialises in brand management. Today the company is one of the territory's most sought after brand consulting businesses.

The SARS epidemic of 2003 was the driver behind the creation of a highly successful tutorial education network set up by Bonnie Mok, 2002 BEng(ELEC), Simpson Ng, 2002 BSc(PHYS) / 2003 MSc(MATL), and Tango Ng, 2002 BSc(PHYS). In under six years, their **Bachelor Education Center** has expanded to 14 centers around the territory, offering tutorial services to thousands of students.

These are just four graduates' success stories. There are hundreds more. The HKUST alumni community is filled with talented, energetic and highly motivated people who are making a difference.

We hope the young entrepreneurs' stories in this issue will be a source of inspiration to all HKUSTers.

Keep up the excellent work.

We are so proud of you!

PIONEER IN TECHNOLOGY SOLUTIONS



Professor Jack Lau

Founder of Perception Digital Limited
 1st HKUST PhD Alumnus
 Ten Most Outstanding Young Persons Awardee
 Young Industrialist Awardee

Jack Lau is a “household” name to HKUST students, staff and alumni.

Perception Digital Limited, the company Professor Jack Lau founded in 1999, has in just 10 years grown to be the university’s biggest spin-off company, with a staff of more than 300.

Perception Digital is a pioneer in providing technology solutions in portable flash, portable hard disk, desktop hard disk, car audio and 2.4 GHz digital wireless MP3 systems.

The company offers state-of-the-art solutions and designs to top brand names around the world. Products range from Sports MP4 to Waterproof TV and WiFi-connected photo frames.

From academic to industrialist

Before obtaining his PhD degree from HKUST, Jack gained his bachelor and master’s degrees in Electrical Engineering at the University of California, Berkeley.

He launched his career as an academic when he joined the faculty of HKUST’s Department of Electrical and Electronic Engineering (presently called Department of Electronic & Computer Engineering). He was also

a visiting scholar at Stanford University, in California. Prof Lau’s excellence as a teacher was recognised when he received the School of Engineering Faculty Teaching Appreciation Award in 1995.

Jack helped set up the university’s Consumer Media Laboratory and, with funding from the government’s Industrial Support Fund, has conducted research in home and consumer electronics, while assisting local industries in developing new technologies.

In 1999, Prof Lau demonstrated another side of his talents when he decided to tap the huge market potential of MP3 products and commercialise his product ideas. With the help of two other HKUST professors, he set up a small business in a rented village house in Tai Po Tsai, in Sai Kung. Using their own money, the three academics got down to business with a couple of circuit boards, personal computers and processors.

“It was not a short, straight road,” says Jack, describing Perception Digital’s early days. “We faced many problems. We had to find ways to resolve a raft of issues, such as capital shortfall and research and prototyping bottlenecks. Perseverance is part of being an entrepreneur. Trouble lurks around every corner. The

- 1991 and previously • Bachelor and Master's degrees in Electrical Engineering and Computer Sciences at the University of California, Berkeley
- 1994 • PhD in Electrical and Electronic Engineering, HKUST
- 1995 • HKUST School of Engineering Faculty Teaching Appreciation Award
- Visiting Scholar at Stanford University
- Founding Director of the Consumer Media Laboratory at HKUST
- 1999 • Founded Perception Digital Limited
- 2000 • Ten Outstanding Young Persons Awardee
- 2005 • Young Industrialists of Hong Kong Awardee
- Founded Professor Philip Chan Scholarship Fund
- 2009 • Founded the Dr. Jack Lau School of Engineering Scholarship
- Present • Adjunct Associate Professor, Department of Electrical and Electronic Engineering
- Enrolled for the HKUST EMBA program



biggest lesson every entrepreneur must understand is to always expect the unexpected. Be ready for whatever surprises come your way. Don't be discouraged by mistakes. Learn from them and grow.”

Two years later, the company made its first big splash when it put 2,000 MP3 players on the market. That signalled the next big step for Perception Digital.

“HKUST invited us to run our business from the university, saying it would give us the facilities we needed, and so we moved to the HKUST campus,” Jack says.

Do what you like doing

“I know I will not be the biggest, richest and best-known businessman. My goal is just to be as good as I can be. My rewards come when I do just that. If you do what you like to do, you will do it well. Fan the flames of your interest. That's where the satisfaction comes from. I love music and sports, and I try to integrate technology into lifestyle. The ideas for Fitness MP3 and wireless waterproof TV were conceived this way.”

The spirit of sharing

What put Perception Digital in the spotlight, apart

from its novel gadgets, was the launch of an online educational platform, www.pdjiaoyu.com, the first-ever e-learning community tailored for primary and secondary school students in the mainland.

“I never let go of my education dreams,” says Jack. “Our country's future rests with the next generation. Over the years, I have visited some of the less-developed parts of the mainland and seen how students are struggling with inadequate resources. Also, they are under huge pressure to pass exams and they hardly ever experience the joy of learning. We want to leverage on technological advancements and address these issues through innovation.”

One of the things the Perception Digital education platform does is to encourage original thinking, to practice “thinking out of the box”.

To give talented young mainland people the opportunity to study at HKUST, Jack has set up a scholarship, the **Dr. Jack Lau School of Engineering Scholarship for Mainland High School Students**.

Jack wants to see regular academic exchanges between Shenzhen and Hong Kong, and is in the process of setting up a series of educational exchange programs.

MISSION POSSIBLE PARTNERS



Francis Kwok, Irene Cheung
 Founders of Radica Systems Limited
 The 1st HKUST Spin-off company to be
 established in the Hong Kong Science Park
 eMarketing Gurus

Francis and Irene's business partnership and corporate outlook are inspirational.

The IT industry meltdown at the start of the new millennium meant that life would be bumpy for any IT start-up being launched in 2000. This was the case for the company that Francis and Irene founded. There was fierce market competition and production was slow, and it was a full year before the two started earning any money from their venture. It was their vision and strong sense of mission that gave them the courage to go on.

"It was a tough road at the time," Francis recalls. "And it will always be tough road. I take all this as part of the job, as part of achieving my mission. I would have been full of regrets if I had given up halfway."

"If you want a huge pot of gold in a short span of time, then IT entrepreneurship is not for you. It takes time to develop and refine high-end software. My mission is to produce world-class high-quality e-marketing software that helps marketers succeed."

Market wisdom and artificial intelligence

About a decade ago, when the Internet and e-mail were

emerging as communication tools, two young HKUST graduates were already exploring the huge potential of personalized e-marketing solutions.

Like many science undergraduates, Francis indulged in scientific innovation during his university years. He came up with software solutions to predict stock price movements.

Francis combined his technical skills and talents with Irene's marketing initiative to found Radica in 2000. Irene Cheung and Francis Kwok made a perfect business team.

From start-up to market leader

The story of Francis and Irene's business partnership should inspire any young entrepreneur.

Radica is now a leading regional e-marketing solutions provider, with offices in Shanghai and Guangzhou, as well as reseller network covering Beijing, Singapore, Melbourne and United Kingdom. The firm's clients range from small and medium size firms to Hong Kong listed companies and the Fortune 500 global conglomerate.

- 1998 • Francis earned a Bachelor's degree in Physics at HKUST, and Irene obtained her Bachelor's degree in Marketing at HKUST
- 2000 • They joined the HKUST Entrepreneurship Program and founded Radica Systems Limited
- 2002 • HP/Intel/MCVF Innovative Mobile e-Services Award
- 2005 • Best New Oracle Partner Network Technology Award (Great China)
• HK Outstanding Software Application Competition 2005 Special Award
- 2006 • Acquired their first China client, eBay China
• The first China office was set up in Guangzhou at Nansha Science Park
- 2008 • Ctrip.com, China's biggest travel portal, is one of their clients
• Shanghai sales office was established
- Present • Francis is President of Policies and Industrial Standards, Hong Kong Association of Interactive Marketing, and Business Advisory, SUCCESS, Hong Kong Trade and Industry Department



The company has earned plaudits from the Bank of East Asia, Canon, JobsDB, Chanel, Mercedes-Benz, PCCW, BenQ and others, as well as winning a number of regional and industry awards. Radica was the first HKUST spin-off company to set up headquarters at the Hong Kong Science and Technology Park.

Radica was originally established under HKUST's entrepreneurial program. In 2001, with support from the Innovation and Technology Commission's Small Enterprise Research Assistance Program, the company received seed money for enhanced development. Encouraged by the Science Park's Incubation Program in 2002, Radica elevated its business to a new level.

"With help from our alma mater and the government, we were able to focus on technology research and development. It is a great satisfaction for us to have created the award-winning software, Radica Intimate, which came out in 2005," Francis says.

Stay close to the customer

Sharing her marketing experience, Irene says it is vital to stay close to the customer and think out-of-the-box in your marketing initiatives.

"To be a local start-up with very limited budget in early stage, it was always very important for us to think something creative but not "me-too" marketing approach to impress our target audience. We were the

first local IT company to hold User Conference in Hong Kong in 2006."

"The essence of customer relations management lies in interaction," she says. "In this information age success is determined not by how much you know about your clients but by how responsive you are to customer needs, and how creative you are in your business solutions."

"You must have regular contact with your customers to understand their needs and exchange ideas. Our company strongly believes in reaching out. We have regular catch-up and sharing sessions, usually over a coffee. It is gratifying to see our clients so warmly embracing our user-friendly services," Irene says.

Crisis as opportunity

Francis sees the financial downturn as an opportunity for Radica.

"Many companies are facing budget cuts under present conditions," he says. "E-mail marketing is the most cost-effective and measurable way to manage a better relationship with customers and track responses for more targeted campaigns. With the enforcement of proper legislation, businesses should be vigilant about spamming. Our solutions help business to project a positive image by just delivering the relevant content to the right segments at the right timing."

THE BRANDING LADY



Laura Cozijnsen
 Founder and Chief Branding Consultant,
 Lighthouse Consultant Limited
 Award-winning Emcee
 Motivational Speaker and Trainer



Laura Cozijnsen, graduated from HKUST with a BBA (MARK) in 1999, has an unerring sense of market pulse and an expert's knowledge of product and corporate branding.

Appearing as a guest speaker in a recent RTHK radio program, Laura discussed the essence of branding and shared her views on effective brand management with reference to some of the most established brands in the market.

As a matter of fact, Laura Cozijnsen represents a successful brand herself. She is the founder of Lighthouse Consultant Limited, a full service marketing agency that she started from scratch and developed into a flourishing, highly respected business in just five years. Laura is also the company's chief branding consultant.

TV Debut

Before her entrepreneurship endeavor of her own personal brand business, Laura led a marketing and publicity team at STAR Group Limited, and was responsible for promoting STAR channels across Southeast Asia. She played a lead role in milestone projects for the group, including the launch of Taiwan's TOTAL TV, Asia's first interactive digital cable system.

Entrepreneur on a Branding Mission

2004 marks the year when Laura forged her way into the branding and marketing venture, Lighthouse Consultant Limited. The firm's clientele ranges from multinationals to China-based companies, including JP Morgan, Hong Kong Science and Technology Parks Corporation, CRC Vanguard and Housing Authority but to name a few. Lighthouse Consultant Limited was awarded the 2006 Innobrand Award for its creative and outstanding branding works.

Seeing the power of brand extension back in her media days, Laura's vision for the firm is to facilitate brand owners in effective and proper execution of brand elements in all facets of external communication. Recent cases of building product brands for China-based OEM companies symbolize the next phase of branding works for her team.

Versatile Talents

The year 2006 was a glittering year for the young entrepreneur. In addition to the firm's award, Laura was crowned champion at the 2006 Hong Kong Masters of Ceremony Competition, in both the individual and group categories. This was the start of Laura's career as



- 1996 - 1999 • BBA (Marketing, Minor Degree in Social Relations), HKUST
- 2003 • Director (Marketing), Regional Distribution of STAR Group Limited
- 2004 • Founded Lighthouse Consultant Limited
- 2006 • Individual and Partnership Overall Champion of Hong Kong Master of Ceremonies Competition
- 2008 • Judge, The Best Brand Enterprise Award 2008 (Greater China) of Hong Kong Productivity Council

a professional emcee. She has played the role of master of ceremonies for over 500 corporate events and awards ceremonies, including shows for HKTDC, Standard Chartered Bank (HK) etc.

Identify Strengths. Optimise Potential

As a Dutch-Shanghaiese, Laura spent her formative years in Southeast Asia. She speaks fluent Putonghua, Cantonese and English. She believes her cross cultural upbringing and language skills have made a big difference in her two careers, as entrepreneur and professional master of ceremonies.

“In marketing, we talk about 4Ps. It is utterly important for everyone to understand ones’ Unique Selling Point (USP),” says Laura. “In the emceeing arena, my USP certainly is being able to communicate comfortably in different languages.”

“We would help organise events for our clients, but good emcees were really hard to find,” she says. “I saw online that Junior Chamber International was holding an emcee competition and offering contestants training by professionals. I signed up. The learning experience was very valuable. The winning part was certainly a bonus!”

Action and Reaction

Laura attributes her success largely to hard work, and

believes opportunities only present themselves to those who are ready. Work hard, then your chance to excel will present itself when you least expect it.

Each opportunity she seizes brings her more opportunities. More than 80 per cent of her work comes from business referrals. Her consulting business and her emcee work complement each other, one bringing in opportunities for the other.

Laura is regularly invited as trainer and guest speaker, including the Education Bureau, Hong Kong Institute of Marketing and National Geographic Channel etc. By sharing her international insight and public speaking experience she gains satisfaction from exerting a positive influence to those around her.

How to thrive in a downturn

Laura says preparedness is one of the secrets of working in the market.

“You have to be ready to handle evolving situations,” she says. “I experienced the bursting of the dot-com bubble just after my graduation. I steeled myself to face the challenges.”

“Always plan for the worst and hope for the best,” she says.



BRAVING THE STORM

Tango Ng, Bonnie Mok and Simpson Ng
(from left)

Founders of Bachelor Education Center, a franchised education chain



The Bachelor Education Center, founded by four young graduates, three of them HKUST alumni, has grown from strength to strength since the private tutorial chain was established in 2003. The fast-expanding tutorial franchise boasts 14 teaching centers at present, 210 teachers and more than 1,000 students.

“The Bachelor Education Center was founded in the gloom-and-doom days of the SARS outbreak,” Bonnie says. “We too went through a difficult time after graduation. Despite the dark reality, we went ahead with our enterprise, which was a response to a very real education market need.”

Making the most of what we have

Bonnie, Tango and Simpson shared the same hall of residence at university and became close friends. Upon graduation in 2002, Bonnie and Tango began their careers in marketing and finance respectively, while Simpson chose to stay on at HKUST to pursue a master’s degree.

“The starting salary for fresh graduates was not very high at the time,” Tango recalls. “But we made an all-out effort to learn on the job and sharpen our skills. We both had a business plan, and we would work on it in our free time. We used our savings from our first job to raise the necessary capital to start our business.”

Identifying market needs while doing part-time jobs

“It’s common practice for students to take up part-time jobs to make some pocket money, and many students

work as private tutors. That’s what we did,” says Simpson.

“We worked as personal tutors when we were in secondary school. We understood that good learning habits must be formed at an early stage. We knew that any future career success must be based on a solid educational foundation.”

“Unfortunately, today’s students are not disciplined and motivated, and they lack learning skills. We realised a lot was lacking in the available private tutorial services for primary and secondary school students. Using our experience as private tutors, we formulated a student training strategy that has proved very effective,” Simpson says.

Adversity as opportunity

“When SARS broke out, schools closed for several months. Meanwhile, because so many hours of schooling were lost to SARS, parents wanted to enroll their children in tutorial classes during the summer vacation,” Bonnie says.

“Competition is fierce in the tutorial business. Having said that, we see competition as a challenge, rather than a threat. We are happy as long as we can make a difference.”

According to Simpson, word of mouth got the business going.

“When we opened our first center, in Tseung Kwan O, word got around and students in the neighborhood



Bonnie Mok
2002 BEng in Electronic Engineering
Simpson Ng
2002 BSc in Physics
2003 MSc in Materials Science and Engineering
Tango Ng
2002 BSc in Physics

started to flock to the center. We ended up getting the district’s biggest slice of the tutorial pie,” Simpson says.

Savvy management

“The traditional tutorial centers are perceived as a kind of nursery, where the tutors act like babysitters. Our centers stress the calibre of the teachers,” Simpson says.

“All our teachers have at least a bachelor’s degree, and they are carefully screened and given regular training. We maintain a very high standard for our teachers.”

“We also reflect government education policy by offering a variety of courses to satisfy the different needs of students. Class streaming is done according to student aptitude. We strive to nurture the study habit in our students.”

“The idea behind franchising our education center was to attract like-minded people who could use our tutorial model, and on a bigger scale.”

Three grateful alumni

“We are grateful to HKUST,” chorus Bonnie, Tango and Simpson. “It was at university that we met and became friends. Trustworthy partners are a gift from heaven.”

“It is interesting that a high percentage of our teachers are HKUST graduates.”

“When we look back, we realise that all that hard work in our university years equipped us for coping with real-life business,” the three alumni said.

CALL FOR ALUMNI SUPPORT ON CAREER ORIENTEERING

In an effort to provide every possible support to our fellow alumni / graduates-to-be in career orienteering, HKUST strives to provide a range of services including job postings, career talks, company visits plus various mentorship and internship programs. Visit https://career.ust.hk/employer_services.html to know more about the career services offered by our Student Affairs Office.

If you think you may offer assistance to the UST community in one way or another, you are welcome to let us know by filling out the form below.

Contact

Surname _____ Given Name _____

Tel No _____ (Mobile) _____ (Daytime)

Address _____

Email _____

Year of Graduation _____ Degree _____

Career

Title _____ Organization _____

I would like to:

- Hire HKUST alumni
- Be the mentor of current students
- Provide internship opportunities to current students
- Share about my job experience
- Others (Pls specify: _____)

Enquiries: Tel: 2358 6158; Fax: 2705 9119

Email: mcmendy@ust.hk

Please return the completed form to the Office of University Development & Public Affairs, HKUST, Clear Water Bay, Kowloon or by faxing to 2705 9119.





PRESIDENT'S FAREWELL MESSAGE TO HKUST ALUMNI

Come 31 August 2009, my last day at HKUST, I will have served as president of this university for over eight years. And now, as my term nears its end, my farewell message to our alumni has been anachronistically brought forward by three months by the exigencies of deadlines for your alumni publication.

We are a young university. We are also a very versatile university. We may not, for example, have a school for communications, and yet we have produced high-



powered TV anchors and personalities, not to say our own star politician in the Legislature. This shows that our graduates are a highly adaptable lot, capable of pursuing cross-over careers---a very healthy sign in today's fast-changing world.

But a young university does have its disadvantages. For one thing, our alumni ranks are relatively thin, but they are cohesive and loyal. Already, we have successful former graduates in influential positions in the community who keep making sizeable donations to their alma mater year after year. As our ranks grow, other giving and caring former graduates will grow in number and come forward in greater strength.

A university's identity, paradoxically, partially comes from its healthy competition or even rivalry with other sister institutions. This is especially true in the sports arena. The intense rivalry between Oxford and Cambridge in their annual rowing competitions on the Thames is world famous. Perhaps, we should cultivate



a sporting rivalry with either Hong Kong U or the Chinese U. Sports competition, and other forms of student contest, play a big part in shaping the identity of a young university.

We are blessed with a campus that is big in scenic beauty and small as a community. I encourage all former graduates to renew their ties with their alma mater periodically. Come back to renew your ties often, preferably as mentors to those who follow you. Your achievements or even stories of your struggle will be an inspiration to others who follow your footsteps here. What matters to a university's identity is not its age or

its size, but the depth of commitment and the loyalty of its graduates, for you are in a very real sense both its past and its future.

Now as I bid you all a premature farewell, may I wish you fulfillment in life and happiness in your nostalgia for the university that once nurtured you. Remember, we are all tied to her umbilically, regardless of when we studied or served here.

Sincerely,
Paul Chu
President
HKUST

Invitation

Class of 1999 Reunion

Mark your calendar on 22 August (Saturday) and plan to attend this special reunion for you! In celebration of the 10th graduation anniversary of Class 1999, President Paul Chu will also join us sharing all the fond memories with you before saying farewell to the university in late August. It's a once-in-a-lifetime chance you can't afford to miss. Prior to the Luncheon held at China Garden, you are also invited to join an Open Roof Bus Tour.

Date : 22 August 2009 (Saturday)
 Time : Bus Tour 11:15 am
 Group Photo 12:00 noon
 Reception 12:00 noon
 Luncheon 12:30 pm
 Lunch Venue : China Garden, G/F, HKUST
 Deadline : 14 August 2009 (Saturday)
 Enquiries : (T) 2358 6158 (E): alumni@ust.hk

HKUST
CLASS OF 1999
REUNION/09

Details and Online Registration

http://www.ust.hk/alumni/events/reunion_99

The event is jointly organized by
 Office of University Development & Public Affairs
 School of Engineering
 School of Science
 School of Business and Management
 School of Humanities and Social Science

HKUST BUDDIES @ WORK



Ask around your workplace and you will be amazed with the number of HKUST alumni working with you in the same organization. Launched in April 2009, “HKUST Buddies @ Work” has attracted support from alumni both in Hong Kong and China. Spirited photos have been received from enthusiastic alumni spanning across different industries. Many alumni members had to afford a trip back to their main office in order to take a group photo with their dearest alumni colleagues.

Congratulations to the winners!

The Biggest Team Award goes to the Perception Digital! Founded by our first PhD alumnus Prof Jack Lau, Perception Digital is a family of many UST alumni. They work hand in hand to create big success. They will be awarded with a \$2,000 Royal Plaza Chinese Restaurant dining voucher to enjoy a delicious meal.



Biggest Team Award: Perception Digital Ltd.

Thanks to those who submitted their entries! Let's extend HKUST spirit in the workplace!



Radica Systems Ltd.

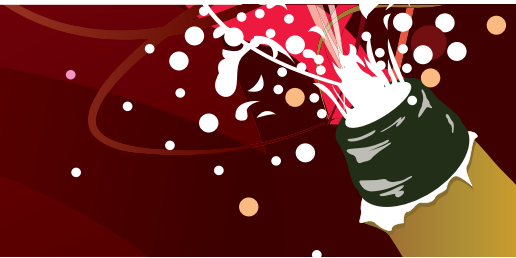


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Let's applaud to the Cathay Pacific Airways Ltd. and Yahoo! Inc which have received overwhelming support from online voters. We are pleased to announce that "the Best Theme Award" goes to Cathay Pacific Airways Ltd. with 69 votes. Yahoo! Inc also did very well with 63 votes. With such a close result, we think Yahoo! Inc does deserve an award. With the support of HKUST Uni-Bar, both companies will each be awarded with a \$500 drinking coupon.



Best Theme Award: Cathay Pacific Airways Ltd.



Yahoo! Inc.



Microsoft (Shanghai)



Ove Arup & Partners Hong Kong Ltd.



Zuellig Pharma Ltd.



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PROF TIM WOO STEERS STUDENTS TOWARDS SUCCESS

Taking up the theme “Old Thing, New Inspiration”, the finale of **SAMSUNG Joint-U Creative Technology Awards** held at Cyberport on February 16 became the show of the nascent talents of our students. Among the four grand awards, HKUST teams triumphed by winning three prizes – “The Most Creative Award”, “The Technical Competency Award” and “The Most Caring Award”.



The ECE students also received eight awards in the **2008-2009 Hong Kong Youth Design Competition** on March 18. The awards aim at raising the awareness of elderly care and social responsibility among young people.



The winning teams expressed their sincerest gratitude to the superb coaching of Prof Tim Woo, who is the Visiting Assistant Professor of the Department of Electronic and Computer Engineering. Prof Woo is a loyal alumnus of HKUST. He obtained his Bachelor, Master and PhD degrees all in HKUST.

THE INAUGURATION OF IAS MARKS NEW CHAPTER FOR HKUST



Ever since Prof Stephen Hawking unveiled the myths of “The Origin of Universe” in the summer of 2006 at HKUST, the opening of the Institute for Advanced Study’s (IAS) Inaugural Symposium marks another major milestone for the advancement of science at the regional and global levels.

The knoll adjacent to the former Phase II is where the up-and-coming IAS building will be located. Set to create a center modelled along the lines of the Institute of Advanced Study in Princeton, it is envisaged that the HK-based IAS will become a mecca for great scholars. It will be the intellectual powerhouse not only for fundamental and theoretical work, but also in the areas of applied science and experimental work. It will also be a nexus of young rising stars who will become leaders of their own fields all over the world.



ALUMNI RESEARCHERS CLINCH WORLD ACCLAIMED INTERNATIONAL FELLOWSHIPS

Ling Tsz Yan who last year graduated from MPhil (CENG) has been awarded **Abplanalp Sanders Memorial Fellowship** from the US. She is the first recipient of the fund, which aims at supporting students involved in research related to the use of aerosols in pharmaceutical applications. “It is exceptional that a graduate student has published five papers before starting her PhD degree,” according to the remark of National Aerosol Association Newsletter.

Yu Lap Fai, our current PG student and alumnus of BEng in Computer Science from the class of 2007, has won the **Sir**

Edward Youde Memorial Fellowships for Overseas Studies Sir Edward Youde Memorial Fund’s Overseas Fellowship. Only six contestants out of 158 applicants won this award. Yu will further his studies in Computer Science at UCLA in the US. He applies artificial intelligence on computer animations, thereby enhancing the visual effect in movie-making.

Distinguished by his outstanding research achievements, **Lam Koon Fung**, ’06 PhD (EVNG) has won the **Alexandre Yersin Excellence Fellowship** during 2007-08. In addition, he has recently won the UK’s **Newton International Fellowship**. The competition for the fellowships is extremely keen. Only 50 fellows will be appointed from multiple fields of humanities, engineering, natural and social sciences all over the world. Dr Lam will continue his research with the eminent scholars brought together by the fellowship in the University College London for the next two years.



COSMETIC GOODIES GAIN FURTHER RECOGNITION AT THE INDUSTRIES’ AWARDS

If your overseas counterparts were to ask you about Hong Kong’s local goodies, what would you recommend? Fishball noodles or wife cakes? So when someone you know comes to visit HKUST, why don’t you consider buying Gene-Vinate whose award-winning cosmetic goodies unlock the secrets of staying young.

A bio-tech start-up company using HKUST’s cutting edge scientific discoveries to produce skin care products has won the **Technological Achievement Award – Certificate of Merit Award at the Hong Kong Awards for Industries**. Gene-Vinate is co-founded by Associate Professor in Biochemistry Prof Raymond Wong and Prof Emeritus Nelson Cue. Since its

inception, our Biochem alumni Mr Alan Ng and Mr Charles Lee, have also been involved in the product development and commercialisation endeavours.

If you are keen to know more about Gene-Vinate, please contact Mr Charles Lee, Manager of GVN at btelsc@ust.hk.



HKUST Professors Raymond W.K. Wong (center), Nelson Cue (second from left) with Alan Ng (left) and Charles Lee (second from right)



IEEM/IELM 15th Anniversary Alumni Home-coming Dinner

A worthy occasion deserves a special mention. The Department of Industrial Engineering & Logistics Management (IELM), formerly known as the Department of Industrial Engineering & Engineering Management, held a glittering dinner on February 28 in celebration of the 15th anniversary of its establishment. Over 200 alumni joined in the spectacular event.

Prof Fugee Tsung, acting Head of IELM Department expressed his gratitude to Prof Mitchell Tseng for his relentless dedication to the department since its founding in 1994. The department was brought to a new height under the leadership of Prof Chung-Yee Lee. It attracted the best quality student intake among the engineering school.

“The 15th anniversary is a significant milestone. The industry as well as the general public’s impression of our department derives very much from the achievements of its graduates. It is the success of our graduates that extends the legacy of our department from the past to the present,” said Prof Tsung.

He also expressed his gratitude to many enthusiastic alumni who have shown staunch support to the development of the department by contributing their time and talent on many departmental initiatives – such as mentoring and internship.

Dr Anthony Pang was amongst the first batch of IEEM graduates. He had obtained his Bachelor, Master and PhD degrees in IEEM in UST. “I am very proud of the success of the department. Besides, many classmates of mine in fact did well in a wide range of industries,” Dr Pang told. He is currently serving as Assistant Professor of the Department of Logistics and Maritime Studies for the Hong Kong Polytechnic University.

To recap the fun and joy of the event, please visit <http://www1.ielm.ust.hk/aboutus/homecoming.html>.

HKUST SOARS IN WORLD RANKING



The HKUST was ranked no. 4 in a recent ranking of the top 100 universities in Asia produced by the Quacquarelli Symonds, a global career and education network that regularly rates the world’s tertiary institutions.

The HKUST full-time MBA program has gone up a notch to 16th on the Financial Times’ annual ranking of the world’s top 100 MBA programs. It is also the only Hong Kong program on the list this year.

NEW HALL BRINGS A VIBRANT U-LIFE



In addition to the beautiful seafront of HKUST, a new undergraduate hostel named Chan Sui Kau and Chan Lam Mun Chun Hall (Hall 7) is newly sited at the door step of the outdoor swimming pool to provide accommodation for students starting from the Fall semester this year.

The new hall will provide accommodation for 363 students and will introduce a new concept – Living Learning Communities – in furtherance of the objective of holistic education. It is hoped that the Living Learning Communities will create and extend student learning opportunities outside classroom to heighten students’ intellectual and personal growth. The building is also characterized by its greening features such as the installment of a green roof system and a solar panel system for preheating hot water. It is envisaged that the establishment of the new hall will bring about a more vibrant residential life and different learning experience to the student community.



香港科技大學舊生龍舟會



當年龍騰浪起槳翻飛，多年稱霸學界比賽，廣受兩岸三地龍友認同，曾經叱吒風雲。畢業後，我們各自為事業追趕，昔日的氣勢日漸消失…但我們能忍受多少次的敗仗呢？

2008年「香港科技大學舊生龍舟會」正式註冊，我們高興地再次背起「科大龍」這一個金漆招牌，並激起了我們改革的決心。改革是漫長，但卻是值得的。

- 於2008年5月，親手為「科大龍」進行維修。



- 為籌備新賽季的安排，我們於2008年7月起，連續半年舉行每月會議。

- 於2008年11月22日，舉行了首屆「香港科技大學舊生龍舟會 - 會員大會」。

- 為加強隊員之間的團隊精神，於2008年12月舉行了「電車派對」的聯誼活動。



- 本會正式加入香港龍舟協會，成為投票會員。

埋下的種子，就在2009年2月15日萌芽，我們開始了本季第一課訓練。每次出席訓練人數定必超過40人，由於龍舟的供應緊張，我們將訓練時間提早至逢星期日早上八時三十分，時間雖早，亦無阻我們訓練的決心呢!! (按時出席人數達99%!!)

與我們一起努力的還有「學生隊」，他們面對沉重的學業壓力，仍對龍舟的訓練充滿熱誠，確實令一眾師兄師姐們敬佩! 請繼續支持我們同學生隊吧!



自去年12月我隊在本報首次分享了「香港科技大學舊生龍舟會」的概況，不少校友透過電郵詢問加入我隊的事宜，實在令我隊上下感到無限鼓舞及欣慰。所以我們希望能藉此機會，向大家陳述我們最新的近況，及分享我們的喜悅。

如有興趣了解本會更多，歡迎登入以下網址，或電郵與我們聯絡。

<http://hk.myblog.yahoo.com/gbdragonboat>

http://hk.youtube.com/watch?v=NxG8_hZDGRM

電郵: HKUST.Alumni.DBC@gmail.com



MTM ALUMNI ASSOCIATION

The 2nd seminar of the MTMAA speakers' series, "Brand Development and Global Sourcing Strategy of Sport Fashion", showcased Adidas' versatility as a strong sporting brand with an exceptional marketing strategy and an efficient supply chain operations amid the current global financial crisis.

It was our honor to have two distinguished speakers, Mr Bob Shorrock – President of Ching Luh Group and Mr Dennis P. Allen – former Vice President & Managing Director of TaylorMade-Adidas Golf, Asia Pacific Region, in sharing their expertise and the best practices in the highly competitive sports fashion industry.



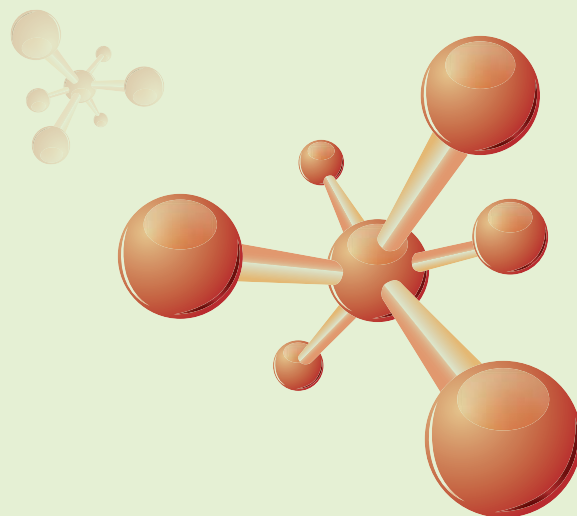
We would like to thank our energetic speakers for their professional and informative presentations, our co-organiser, the Institute of Purchasing & Supply of Hong Kong, for the excellent arrangements, and also to the overwhelming response from our 100 plus participants in making it a successful event. Stay tuned for the upcoming MTMAA speakers' series.



REUNION OF THE 1ST CHEMISTRY UG CLASS

Ever wondered what would be the chemical reaction when 30 chemists sit together? Without toxic substances, there were only laughter, greetings and cheers in the reunion of the 1st Chemistry UG Class held on April 26. It was a big event, with almost all the founding members of the chemistry department, including lecturers, TAs and alumni, and their families, congregating to share news and recapture our fond memories. It was a wonderful night filled with joy and fun among both adults and children. UST is not just a place to offer excellent education but also a place for to build lifelong friendship. The friendship is forged when we worked together, whether it be in the laboratories for the physics or chemistry assignments, or the times we spent together during those nights in student halls.

A big thank you to the Alumni Relation Unit for facilitating the dining venue. And for those who missed this event, do join us next time.





HKUST ALUMNI GOLF CLUB

2009 Invitation Match for China Universities

Has the global financial storm stopped us from playing golf and participating in golf charity events?

Definitely NO! Let's take a look at our eventful first half year:

- Jan 10 MBAAA Cup Golf tournament at Feng Huang Shan GC (鳳凰山球會) – Co-hosted with MBAAA, this is an annual golf event by the MBAAA, which was first started in 2006.

- Feb 21 Chinese New Year tournament at Wind Valley, Shenzhen. To kick off the Year of the Ox, 24 players participated in the event held at beautiful Wind Valley.

- Mar 26 U-Hearts Golf tournament at Annika Course, Mission Hill. Six of our members joined the U-Hearts Golf Day, supporting the fund raising event for kids in rural areas of China.

- Apr 17 Eight of our members represented HKUST in the 中国高校深港校友高爾夫邀請賽 (2009 Invitation Match for China Universities). Over 18 university teams from the mainland and local universities competed in this inaugural event at the Olazabal Course in Mission Hills.

- May 22 Tournament at the Clearwater Bay Golf and Country Club.

On the charity front, our members have so far raised more than HK\$40,000 to fulfill our pledge for student

sponsorship for high school students in Guizhou, China, for 2008-2009. We will carry on the spirit of giving in the 2009-2010 term. Please visit our website www.ustgolf.hk for more details.

Happy golfing

Exco of HKUST Alumni Golf Club



Players of the Chinese New Year Tournament




HKUST Alumni Golf Club team members: John Lau, Francis Law, Percy Lam, Anna Lau, Benjamin Wong, C. K. Tong, Jason Tsang and Wong Wai Leung



**Empower alumni
Give back to HKUST
Contribute to our society**

Almon Kwan, President of HKUSTAA



GRADUATE MENTORING PROGRAM
As the first of its kind in Hong Kong, the Graduate Mentoring Program aims at providing graduates with valuable enrichment opportunities to fulfill their career aspirations and promote lifelong learning. The program invites veteran executives from leading firms to serve as mentors of novice graduates. Alumni mentees can widen their social network and learn from the senior executives. To date, eight international firms including HP, IBM, KPMG and Morgan Stanley have shown support by appointing their senior executives as mentors at corporate or individual level. Whether you want to join as mentor or mentee, feel free to contact ricky@ustaa.hk.

PROJECT SUNDIAL
Project Sundial is an innovative project aimed at promoting inspiring entrepreneurial stories of HKUST alumni and builds a quality network among HKUST entrepreneurial alumni through a sustainable platform.

A number of entrepreneurial alumni will be invited to share their stories to jointly publish a book featuring themselves, their companies and how HKUST education has impacted their entrepreneurial careers. To be edited by professionals, the publication will be circulated to 185 organizations and distributed by major retail channels in Hong Kong. All proceeds will be donated to the scholarship program of Amla Mater to promote the spirit of entrepreneurship among HKUST students. Currently, 4 entrepreneurs have shown their support to Project Sundial. They are Mr. Ken Wong from Asia Vision Technology Ltd, Mr. Alvin Lam from Pacificlink Group, Mr. Francies Kwok from Radica System Ltd and Mr. Winky Wong from Artenano Company Ltd.



We believe the inspiring stories from you will enlighten the entrepreneurial spirit in HKUST. Be part of this meaningful project, kindly contact rita@ustaa.hk for details.

OUR EXECUTIVE COMMITTEE

- Mr Almon Kwan
President
- Mr Ronny Hui
Deputy President
- Miss Lysanda Lam
Treasurer
- Mr Kevin So
VP (Membership)
- Mr Ken Cheung
VP (Operation)
- Mr George Chan
VP (University
Development)

THE PRESTIGE CIRCLE DO YOU WANT TO LAUNCH THE NEXT PROJECT?

IT'S ALL YOURS!

BE A PROGRAM DIRECTOR

HKUST Alumni Association wants to recognise your ideas and experiences

You are invited to be our Program Director if you are:

- ▶ A motivated individual searching for self-development, career empowerment and networking opportunities
- ▶ Aspired to launch a valuable and meaningful project contributing to HKUST, the Alumni Association and society
- ▶ In search of a platform for professional collaboration for your career
- ▶ Craving for opportunities to organise an enjoyable and memorable event of your interest

HKUSTAA' Program Director - Rita Lo

Rita has been appointed as the Program Director of Project Sundial since March 2009. Rita has worked in the electronic discipline for more than 10 years. She now works for Jumbo China Steel Group Company Ltd as a VP. Rita's rich experiences in sales and marketing have been valuable to Project Sundial's advancement and success. Rita has also shown her great effort and enthusiasm for this project.

BE PART OF US TODAY

For enquiries, please contact sherlyn@ustaa.hk

REUNION IN LONDON

To kick-start the Year of the Ox, a group of alumni got together in London's Chinatown on February 7. For some, it was the first time taking part in a gathering of this sort, having first read about it here in previous issues. They had an enjoyable

afternoon learning about each others' endeavours and new plans. The New Year celebration was also marked by some good news. Michael Zhou and his wife Lu announced the arrival of their baby son on February 3.



Miss Helen Cheng, chairperson of HKUST Alumni (UK Chapter) cordially invites you to their next reunion if you are in the UK.

Date: Saturday, August 29, 2009

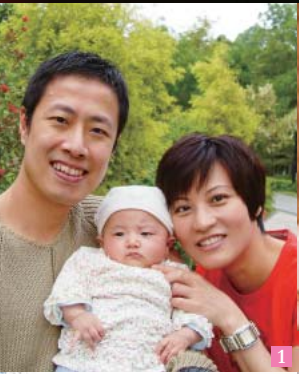
Time: 11 am

Place: Helen's Place at Cambridge
(15 minutes' walk from the train station)

Please email alumni@ust.hk if you would like to join.

SO, WHAT'S NEW WITH YOU?

Just married? Just moved? New job? New baby? Started a new business? Your fellow alumni want to know. Send us a Class Note to share your news. Simply fill out the online form at <http://www.ust.hk/alumni/classnotes> or send an email to alumni@ust.hk.



1 1995
Cherly Lau, BBA (MARK)
Stephen Li, BBA (MARK)

Stephan and I would like to share with our UST friends the blessed addition to our family. Our baby girl (李晴) was born on December 29, 2008.

2 1995
Terence Pang, BEng (COMP)

After graduating from HKUST, I worked in several local and international IT firms. Then last year, I decided to call it quits so that I could start my own photography business – wedding photojournalism..

I started taking photos when I was in high school. In 2006, I took a course in portrait photography, conducted by renowned photographer Alain Yip (葉青霖). The course was very inspiring, and this gave me vigor in my pursuit to develop my passion for photography and use it to change my career path.

In February 2008, I teamed up with a few classmates from the photography class to publish our first photography book, entitled "Oh! Shoot! 玩攝影" in Hong Kong and Taiwan. This was done with the help of Alain and Ceci Yip (葉童). The project further enhanced my confidence

in professional photography.

Today, I have on my CV, Mr Yang Wei, the Olympic gold medalist gymnast from mainland China. I was the designated photographer at his wedding to Ms Yang Yun in Sanya on Hainan Island. It was indeed a privilege to have been chosen by the couple and be a witness on their special day.

I look forward to helping my family and friends as well as all my valuable clients to capture their very special moments. I think this is the happiest job in the world. I recalled what Forrest Gump's mom said: "Life is like a box of chocolates. You never know what you're gonna get."

3 1995
Brenda Chan, BSc (MATH)-SC
1994 / 1996
Yip Chung Ping, BSc (CHEM) /
MPhil (CHEM)
Brenda and Ping got married.

4 1996
Christine Kan, BBA (ECON)
Chung and I were married on November 2, 2008, and we would like to thank our families and friends for sharing in our joy on that beautiful and memorable day.

5 1998
Jonas Cheng, BSc (MATH-SC)
My lovely son, Sing, was born on March 4, 2007.

6 1999
Michael Tsoi, BEng (ELEC)
Michael Tsoi and Cherrie Ma were married on January 25, 2009. We have started a new chapter in our lives.

7 2000
William Kwok, BEng (MECH)
William Kwok and Winnie Wong started their lives together as husband and wife on October 10, 2008.

8 2002
Albert So, BEng (CSIE-MC)
Love is really a miracle. Annie and I met in 2006 and last year, we exchanged wedding rings and our life-long promises. Neither of us expected to have a partner that we would consider a perfect match. We consider ourselves the happiest couple in the world.

9 2004
Vivien Mak, BSc (PHYS)-PP
Vivien Mak and Kenneth Chan were married on Saturday, June 20, 2009, at the Rosary Church, Kowloon.