

# Alumni NEWS

The Hong Kong University of Science and Technology

December 2010



## Online & on the move alumni entrepreneurs make the most of digital opportunities

- Bug busters! HKUST scientists develop smart anti-microbial coating
- Introducing Dr Eden Woon – our first Vice-President for Institutional Advancement
- Happy birthday! Let's celebrate the University's 20th anniversary



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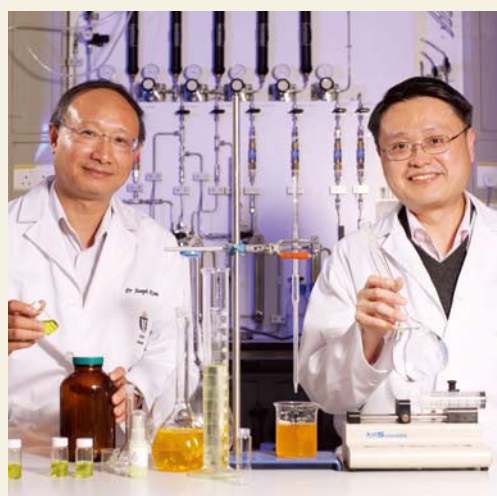
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Office of University Development & Public Affairs  
The Hong Kong University of Science and Technology  
Clear Water Bay, Kowloon, Hong Kong  
Tel: (852) 2358 6158  
Fax: (852) 3743 0939  
Email: alumni@ust.hk  
www.ust.hk/alumni

*Our 20th anniversary...is a chance to look to the future, and set in motion new initiatives to take ourselves forward.*



(From left) Dr Eden Woon, Prof Wei Shyy, Prof Tony F Chan, Prof Joseph Lee and Prof Yuk-Shan Wong



Dear Alumni,

This is a very exciting time for everyone connected with the University, as we prepare to enter our third decade. Our 20th anniversary in 2011 provides the perfect opportunity not just to pat ourselves on the back about the achievements of the past 19 years, but also a chance to look to the future, and set in motion new initiatives to take ourselves forward, especially in challenging times.

It is with great pleasure that I announce that our senior management team is now fully in place. Joining our new Provost, **Prof Wei Shyy**, are **Prof Joseph Lee**, the new Vice-President for Research and Graduate Studies, and **Dr Eden Woon**, the newly created post of Vice-President for Institutional Advancement, who both came on board in November. They join **Prof Yuk-Shan Wong**, Vice-President for Administration and Business, who maintains an overview of the administrative resources of the University.

Prof Shyy is a leading aerospace scientist and an able administrator. His outstanding academic and scientific leadership will help nudge HKUST to higher levels of academic excellence.

Prof Lee is a distinguished scholar and

researcher, with a wealth of experience in tertiary administration and knowledge of local, national and international education. His leadership in the inter-disciplinary approach to research will benefit the visionary development of our postgraduate education.

Dr Eden Woon has a particularly important role as far as readers of this publication are concerned, for he is responsible for advancing the long-term strategic relations with various stakeholders, including alumni.

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*To find out more about Dr Woon's extensive experience in academia, the military and business, please read the interview with him on pages 4 and 5.*

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You can also read about several companies run by alumni making the most of opportunities offered by social networking sites and smartphone technology. The company **6waves** has become a leading international social media game publisher in a short time span, and is also a perfect example of the University's 1-HKUST

concept. The company's founders came from different disciplines within the University: Arthur Chow is our Business School alumnus, while Chris Lee and Terry Cheng are both Engineering alumni. The combination of Arthur's business acumen and Chris and Terry's technical competences shows that interdisciplinary collaboration and collective wisdom works well, thereby leading to great success. Also covered in this fascinating story are **Pencake**, **ThinkBulbs** and **MotherApp**.

Finally, I would like to invite you all to join in the anniversary events, whenever and wherever you can, including overseas gatherings, the campus celebrations and more.

Best wishes for a fruitful 2011,

**Prof Tony F Chan**  
President



Text: Ann Williams Photo: Graham Uden

# VISION for the future

Dr Eden Woon, newly appointed Vice-President for Institutional Advancement, brings a wealth of experience to his role.

A favourite saying of Dr Eden Woon, the University's new – and first – Vice-President for Institutional Advancement, is that one should be able to say “gee, I didn't know that,” at least once a day. In other words, he says, you should always be receptive and open minded, and do not assume that you already know everything.

Dr Woon is certainly on a learning curve himself at the moment, as he eagerly immerses himself in Hong Kong and in campus life, gathering information and talking to as many people as possible in order to devise strategies to help take the university forward into its third decade and beyond.

An important part of this is, he says, reaching out to the alumni. Alumni relations is one of the five areas for which Dr Woon is responsible, along with global initiatives, mainland relations, fund raising and corporate communications. He brings to these tasks a background rich in experience in a number of fields, including academia, the military, China policy and a variety of commercial activities.

Dr Woon was born in Shanghai and came to Hong Kong when he was two. He moved to the US with his family when he was about to start high school. He is a mathematician by training, having gained a BA from the University of Iowa and PhD from the University of Washington in Seattle, and went on to do R&D for the US Air Force and to teach for six years as Associate Professor of Mathematics at the US Air Force Academy.

He got the opportunity to return to this part of the world in 1983 when the US Air Force assigned him to the US embassy in Beijing for two years. “I was very fortunate to be in China at that time; America's relationship with the PRC was just developing.” The move to Beijing changed Dr Woon's career path, and he never returned to teaching, or mathematics.

After working in China policy in Washington for a time, including being China Advisor to the Secretary of Defense, he left the US Government and moved back to Hong Kong in 1997 to serve as CEO of the Hong Kong General Chamber of Commerce. In 2006, he moved to Shanghai to serve as Vice President, Starbucks Coffee Company, in China. He joined Li & Fung, the Hong Kong global supply-chain management group, in Shanghai in 2007, and has held a couple of senior positions since then, including running Toys“R”Us China and Managing Director of the Group's China Corporate office.

“Looking back, every step helped to prepare me for the next



stage,” he says. “Things I learned in a previous job have turned out to be useful in the new job.” He now wants to apply this wealth of experience at HKUST and is looking forward to working with the new leadership of the University and the faculty and staff here.

“When this HKUST opportunity came along, the attraction to return to Hong Kong and work with education and young people again was very strong. The University has done exceedingly well, but now, after 20 years, it is transitioning to a new stage.”

As far as fund-raising is concerned, Dr Woon acknowledges that this can be difficult, especially in economically challenging times. “You have to impress people with the value of this University – there are a lot of competing organizations and causes.” Closely related to this is the corporate branding aspect of his job.

Dr Woon acknowledges that it may be difficult to find young people who wish to pursue careers in science and technology in Hong Kong as opposed to entering professions such as the law, accounting and finance. “Of course, with a science and technology degree graduates can go on to do research or join a company to do a specific job. But a science and technology education prepares you for a lot more – you don't need to become a biochemist or a computer scientist, but could join an airline as a pilot, for example. And it also gives you a great foundation of scientific thinking, logic and diligence. Besides, we have an excellent business program as well,” he adds.

He notes that the University's alumni have an important role to play here. “The alumni body is small at the moment compared with other universities, but it is a very dynamic group of people who are at the beginning or coming to the height of their careers. Working together with them on these matters will be exciting and rewarding.

“In any university, the alumni are your core supporters. They know the University. We have this store of people around the world with fond memories of their time at HKUST and we need to connect with them. It is not just about asking for donations, either. We must give them value that goes beyond their degree. And I'm sure that our alumni have lots of views about the University that we should listen to.”

# On the crest of 6waves



Text: Ann Williams Photo: Graham Uden

Played a game on Facebook in the past few days? There's a good chance that very game is the work of an enterprise founded by HKUST graduates!

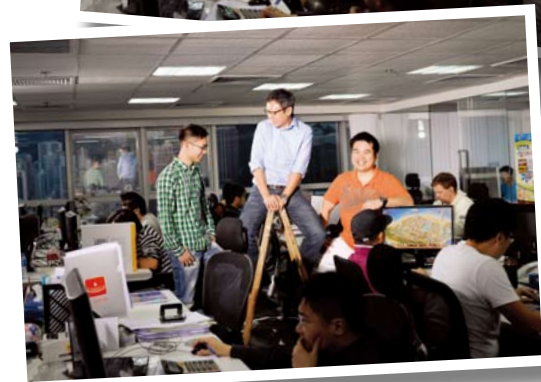


(From left) Chris, Arthur and Terry

They may be fun to play, but have you ever thought how much work goes into a successful online game? Not only does it take a very talented designer to create a game that's exciting to play and differentiates itself from others on the market, but it also needs good set up, marketing and user-friendly payment methods.

Three HKUST alumni know all about the hard work involved. In 2008, Arthur Chow, Terry Cheng and Chris Lee teamed up with friend Rex Ng to form 6waves – today it is the second largest social gaming company in the world with 80 million active monthly users; its portfolio of more than 30 published games includes some of the most popular on social networking sites, including Resort World, Kingdoms of Camelot, My Fishbowl, Mall World, Happy Harvest and the most recent hit Ravenwood Fair. One year ago, 6waves received US\$17.5 million from Insight Venture Partners, a leading private equity and venture capital fund in the US, enabling it to expand even further.

The name 6waves, incidentally, combines the concept of six degrees of separation with the idea of a game going viral and starting a wave that moves around the world.





For the founders, it is a dream come true, but it is also a story about being willing to take risks and to adapt to rapidly changing conditions. And, above all, it is the story of effective teamwork.

Arthur Chow, COO, explains how the company started.

“We had all been colleagues at Yahoo! Hong Kong, and after leaving and going in different directions we decided to set up together. We started with simple advertising applications for Facebook, but we knew that we had to differentiate ourselves from others in the market. Many companies were focusing on the US English-speaking market, and to compete was very hard for a small company like ours, so we therefore decided to localize our applications.”

As a Hong Kong-based company, it was logical for 6waves to start with Chinese, but as the founders saw the growing popularity of Facebook in countries around the world, and realised that users really liked seeing advertisements and games in their own language, they included Spanish, Italian, German, Turkish and Arabic; today 6 Waves’ products are in about 15 languages.

Rex (who is the CEO), Terry and Chris came on board full time, while Arthur was part time. “The office space we hired was so small there was only room for three people,” reminisces Arthur. “We had to

go out for meetings, and I used to join the others for dinner to discuss things.” Arthur is responsible for the business and financial aspects of the business while the other three focus on the gaming aspect.

As business started to pick up after a few months they moved to bigger premises and hired their first employee. “Then we started to change the business model to create more games that generated revenue from end-users,” says Arthur. “We found that people were willing to pay so we went more aggressively into games.”

6waves’ first hit game was the Chinese version of Gangsters’ War (義氣仔女online), which was then translated into various European languages. “That gave us more confidence, but it also put the pressure on us to maximise our potential. We wanted to become a global player rather than a local one.”

But rather than concentrating on producing their own games, the

## Icing on the cake

**T**erry Tsang and his brother Terence Tsang graduated from HKUST as Master of Civil Engineering and Bachelor of Computer Science and Engineering respectively, both in 2006. In search of the dream of entrepreneurship, they made a daring decision to quit their full-time jobs and founded their own company **Pencake Limited** in 2008 to develop apps for DIY greeting cards. The road of entrepreneurship, however, has proved to be a tough one, so much so that the founders suffered the ignominy of zero income for 18 months.

Change. This is the single word that holds the key to Pencake’s successful rebound from the trough. Another key is the upsurge of mini games within the Facebook community. By spotting the trend that Hong Kong people were going to love killing time on the Facebook platform, the brothers decided to ride the tide by launching their Facebook app ‘Hong Kong Polling Station’ that allows Facebook users to design their own on-line poll center. The result was indeed inspiring, attracting some 200,000 participants in only two months. Since then, the company has developed other highly popular apps such as 創造我的測驗 (Designing My Own Test) and 五人分析器 (Element Analyst Creator). Facebook users can also make use of these simple apps to develop their own customized versions and invite their friends to participate. Pencake, on the other hand, receives income from advertisers. Pencake has an average daily total browsing rate of between 60 million and 80 million pages.





team began to publish games developed by third parties. "There are many talented developers out there – but our real strength is marketing and monetization of games. That way we have positioned ourselves differently to others in the industry." It makes economic sense – while a developer may only have the resources to push out one game every four or five months, 6waves can introduce three to four games every month.

Venture capital firms began to sniff around, but the 6waves founders exercised caution. "We had to ask ourselves did we need it – we were already cashflow positive, and we didn't want to find ourselves spending too much time in board meetings. However, we felt that Insight Venture Partners understood the gaming industry and

that they would help us to grow faster, to hire more people and take up more opportunities, especially in new areas such as Eastern Europe, Japan and Korea, as well as the US," says Arthur.

**6waves HKUST Alumni**

**Arthur Chow, Chief Operating Officer**

2003 Master of Business Administration  
(Concentration: Electronic Commerce)

**Chris Lee, Director, Products**

2006 Master of Science in Information Technology

**Terry Cheng, Head of Virallness and Policy**

2003 Bachelor of Engineering (Computer Science)  
2007 Master of Science in Information Technology



Pencake has continued to pursue its philosophy of change. The new target is to explore a wider market and absorb corporate clients by providing a tailored Facebook page design service and dedicated apps for brands and corporates to establish an interactive relationship between customers and manufacturers.

Besides the development business on applications, Pencake also provides a marketing service on the Facebook platform for clients to promote their apps, and with clients paying Pencake according to the number of times the app is played. Since the end of last year, Pencake has been commissioned by various clients including shopping malls, credit card issuers, karaoke boxes, cosmetic labels, healthcare product outlets, franchised wine cellars, record labels, smartphone brands, mobile phone service providers, software companies and electronic consumer goods companies, to design Facebook apps or providing marketing solutions.



The company now has an office in San Francisco – the home of Facebook. “That helps us to maintain a good relationship with them, plus there are a lot of talents there,” says Arthur. But it is not all about Facebook anymore. “Facebook is not the number one social networking site everywhere. In places like Japan, Korea and Russia, the top sites are local and we want to develop games for these sites, too.”



## HKUST connection

6waves' three HKUST alumni did not meet on campus, but Arthur believes the experience they all gained while studying at the university taught them invaluable lessons that they have been able to put to good use in the business.

“Academically the faculty is very strong, of course, but what I valued most was the interaction with fellow students, faculty members and, since graduating, other alumni, too. In the tech field, especially, things change quickly and you need to keep abreast of developments not only in Hong Kong but in China, the US and elsewhere.



## Lightbulb Moment



The fast growing number of apps and the resulting opportunity for business are the main factors behind the global boom of the iPhone, which is why many young people are striving to make use of this golden opportunity. Developed by HKUST computer engineering graduate (2007) Martin Kou and his buddy Tong, Puri ! Lite, is a photo-sticker iPhone app. It's a great example of an idea that really works – and earlier this year was ranked as the most popular app in North America and Asia.

Martin founded the software development company **ThinkBulbs** in 2007, and the company is now on the road to fame thanks to Puri ! Lite. To put it simple, Puri ! Lite is an application that turns your iPhone into a photo sticker booth by allowing you to choose your favorite icons and typeface to create your very own photo stickers. Thanks to this great big hit, the company has attracted the notice of a Silicon Valley-based enterprise that promptly offered several hundred thousand dollars as payment to jointly develop another iPhone app. Since then, ThinkBulbs has also received a number of proposals from advertising agencies to explore the advertising potential of the Puri ! Lite free version.

Although there is enormous market potential for handset apps, one should also note that there are over 65,000 apps already listed in the App Store, which means anyone who wants to make a name for themselves faces a formidable challenge. According to Martin, there are four winning factors to achieving success. The first is livelihood creativity: Martin strongly recommends that apps' developers fuse creativity with daily living. Photo stickers, for instance, allow users to enjoy the fun of taking photos with family and friends.

The second prerequisite is cost control. With Puri ! Lite, salary expenditure is limited to the work of a part-time preparatory student and a part-time designer. Yes, the project did require the purchase of two additional Macbooks, but there is no need to rent an office.

The third key is simplicity and attractiveness. Many iPhone users welcome simple apps, but simplicity is a double-edged sword. If it is too simple, its popularity will also die out sooner. So, the developer should pay more attention to interface design and make sure to post an attractive photo on App Store to arouse users' interest.

Expanding the income source is the last factor. Apps can generate income by providing a free version tied to advertisements.



Interaction with fellow students from different industries expands your horizons.”

Arthur has found the networking aspect of the alumni body to be very useful. “I still keep in touch with alumni who were on my program, and I can reach out if I need advice in a particular area. For example, when I needed an accountant, or when we began to do business with China I could seek out former classmates with this experience.”

“The three of us came from different disciplines at HKUST, but we work as a team, and our experience at HKUST has helped here - HKUST is very strong in the tech and business disciplines. I deal



#### What localization means

It's not just about language, but culture too. For example, for Italians, a restaurant game should include pizza and pasta, while Japanese gamers would expect to see sushi. Payment also needs to be taken into account: in Europe and the US players pay with credit cards or Pay Pal, while in Asia the preference is for prepaid cards or bank transfers.

with corporate and financial issues, while Terry and Chris handle the coding, setting up the server and the infrastructure. We see each others' value. Trust is very important.”

What advice does Arthur have for new graduates who would like to set up their own company? “You have to be realistic – we never thought that we'd be number two in the world when we started out. We are very proud of our achievements, but we can't afford to be complacent. When you see a good opportunity, give it a try. Setting high goals for yourself can be hard, especially in an industry where things change quickly, so you must be adaptable. Maximise your potential and ability, and don't give up easily – 6waves has been through some tough times but by being bold and confident we have succeeded.”

## Mother of Apps

With the big bang of the internet entering the iPhone era, business enterprises have been striving to find their place in the new community. As a company mainly involved in the development of handset programming technologies, **MotherApp** has already developed over 300 applications that support the most ubiquitous platforms, including iPhone, Android, Blackberry and Symbian. Besides winning government funding, the company also garnered a number of local and foreign awards - quite an achievement for a company that was founded only three years ago. The personal insight of CEO Ken Law and General Manager Leo Chan is definitely one of the key factors behind this impressive success. Betting on the widespread use of smartphones, they knew that the trend would spark off a blaze of handset app developments and decided to take a share of the market by utilizing their programming experience.

Ken and Leo both graduated from the engineering department (computer science) of HKUST in 1998 and joined the computer programming sector before working together to set up MotherApp in 2007 and developing the MotherApp Engine by early 2008. MotherApp made a major breakthrough by allowing apps developers to use its engine and hypertext language to develop apps for various OS. With the proper encoding procedures in place, the engine can easily derive several versions of the same application to work on different OS. This revolutionary creation won the heart of the customers in no time, not only because it significantly reduces the cost and time of development, but also because the development engine allows ordinary people with web-page designing knowledge to create handset apps on their own.

Besides the creativity of the two founders, the success of MotherApp also lies in the business strategy of the company. While developing apps for clients on a direct commission basis, the company also strives to expand the clientele base and promote the popularity of its creation by authorizing the use of MotherApp Engine by other software developers to develop apps for other customers.

In order to increase the reputation of their products still further, MotherApp has been extending its scope beyond Hong Kong in recent years by establishing branch offices in the US and Japan to market its products and service.

**MOTHERAPP®**



# Microbe buster

HKUST research achieves a major breakthrough in public health thanks to the creation of a smart anti-microbial coating

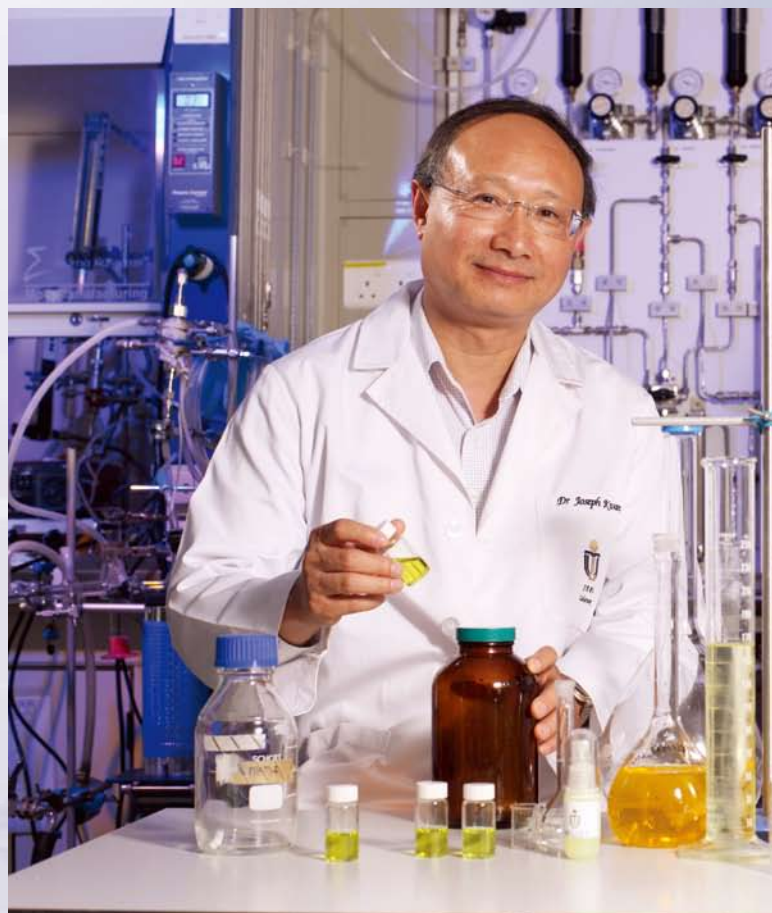
Scientists at HKUST have developed the world's first smart anti-microbial coating to combat the spread of infectious diseases. The revolutionary coating, which can be applied to a wide variety of surfaces including glass, metal, ceramic, wood, paper, concrete and cloth, ticks many boxes. It is easy to apply, safe to use, fast and effective in killing a wide spectrum of microbes, and is long-lasting and environmentally friendly.

The coating is the work of Prof King Lun Yeung, Professor, Department of Chemical and Biomolecular Engineering, and Prof Joseph K Kwan, Director, Health, Safety and Environment, and Adjunct Professor in the Division of Environment.

Prof Yeung describes how the project came about: "The process began in early 2004. In the wake of the SARS outbreak the previous year, a company connected with the Olympic Games in Beijing approached HKUST to develop a product that could protect surfaces so as to prevent people from picking up germs in Games' venues and other public areas. They set very strict parameters – the coating should last at least 30 days, be inexpensive, environmentally friendly and safe through the use of FDA and EPA approved ingredients, and be colorless, odorless and transparent."

He notes that this appeared to be "a tall order", but the team decided to take the challenge. In the event, as fears of a health crisis similar to SARS receded, the Games organizers did not pursue the initiative, but HKUST decided to proceed anyway.

"We looked at it from an engineering point of view, and decided to combine different methodology to achieve synergy in different methods. This was the best way to kill a variety of micro-organisms,



(From left) Prof Joseph K Kwan and Prof King Lun Yeung.

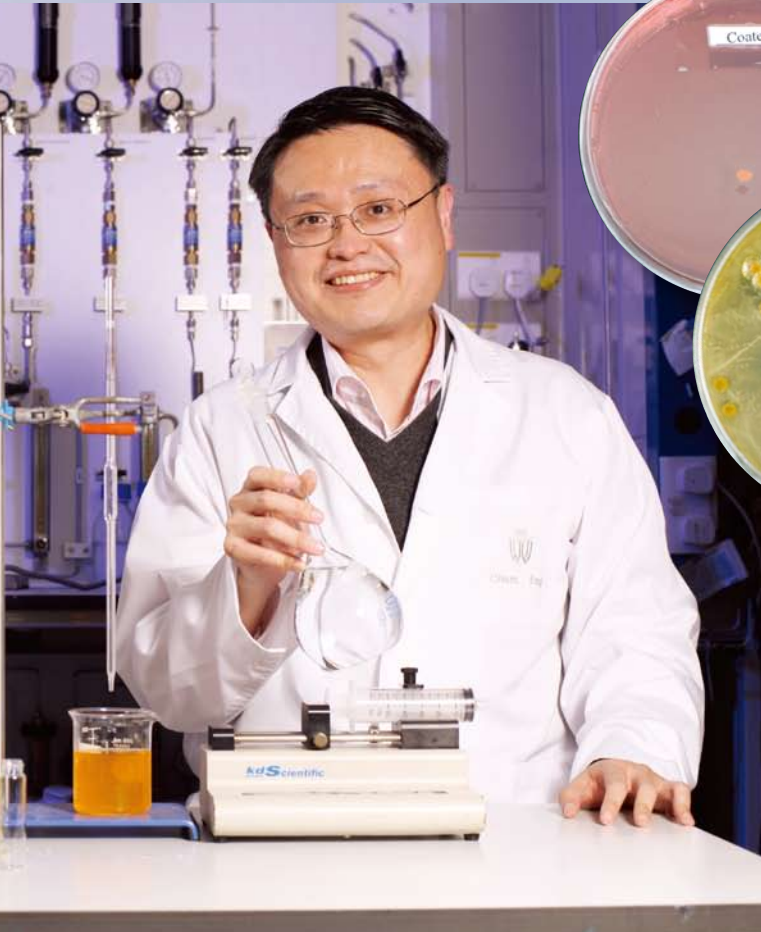
including bacteria, viruses, spores and fungus."

The smart polymer of the coating responds rapidly to contamination through touch or droplets by sensing increases in temperature or presence of moisture. It then automatically releases disinfectant to inactivate the disease-causing microbes, so the next person who touches the surface will not pick up any germs. A simple sprayer can be used to apply the coating to the desired surface; it can be washed off easily with diluted detergent.

Prof Yeung says that people often ask what the secret ingredient is – but with a laugh he says there is none. "It is a bit like baking a cake – a top chef will produce a wonderful cake, but someone else can produce an awful cake, all from the same ingredients. It's all about skill and know-how."

Prof Kwan notes that the smart coating can kill 99.9% of

# takes on superbugs!



Text: Ann Williams

bacteria within one minute, 99% of H1N1 human swine flu virus within three minutes, 99% of bacillus spores within 30 minutes and also inhibit mold and fungal growth. It is effective for at least 30 days – considerably longer than conventional disinfectants.

Some of the testing was carried out in the university's computer barns. "We chose the very busy time just before exams," says Prof Kwan. "There was a very significant difference in microbial load between those computer mouse devices that were treated with the coating and those that were not – it was very encouraging."

One of the most exciting aspects for him, however, is the potential it offers for combating superbugs. "The medical world is facing a major issue regarding a range of antibiotic-resistant microorganisms in hospitals. We are now working with clinicians



Lab test showing the absence of bacterial growth after spraying with the anti-microbial coating.

in Queen Elizabeth Hospital in a variety of settings including the ICU. The goal is to prevent the spread of antibiotic-resistant microorganisms so as to prevent infection of patients, as well as traveling into the community to infect ordinary citizens."

The project has received funding support from the William Mong Institute of Nano Science and Technology, and the Innovation Technology Fund. Testing has also been done at the State Key Laboratory of Respiratory Diseases in Guangzhou.

## Supportive environment

The professors are united in their appreciation of the supportive environment at HKUST that enabled them to develop the product. Prof Yeung says: "There is educational freedom here, which allows us to look outside our own specialist areas of work. The University encourages multi-disciplinary collaboration."

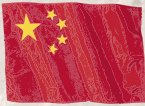
Prof Kwan adds: "This is a very important problem for general public health, and HKUST has encouraged people to work together from different angles to come up with solutions. It's worth noting, also, that the laboratory in Guangzhou is managed by one of our PhD graduates."

Testing in the hospital environment is continuing, and the engineering aspect of mass production is also being examined. Patent applications have been made in the US, mainland China and Taiwan.

The development of this smart anti-microbial coating is something of which HKUST can be very proud. It presented a major challenge, and the ground-breaking approach taken by the research team is of great academic interest. And the result is a product that can have a dramatic effect on public health around the world.



A sample of the new anti-microbial coating spray.



## Flourishing Chapter

**Beijing:** Attended by over 80 alumni, the Alumni Banquet took place at the Beijing Hong Kong Jockey Club Clubhouse in late October. In unveiling the latest exciting developments at HKUST, President Tony F Chan expressed himself very gratified by the accomplishments of our alumni. With the concerted support of alumni from diverse professions, the Alumni Beijing Chapter will continue to flourish.



Mr Su Qingxin (right) will follow in the footsteps of Prof Kang Feiyu (left) in promoting a stronger bond among alumni in Beijing.



Alumni Dinner in Shanghai, October 21.



## Thank you, Sarah

**London:** A farewell party was held for Ms Sarah Wu, Director of the Hong Kong Economic and Trade Office (London Office) on September 11. Among the guests were a couple of HKUST alumni, together with alumni from other Hong Kong universities. Ms Wu has helped many Hong Kong people to settle down in the UK, being very ready to offer advice on business development, careers and studying.





Alumni gathering in Los Angeles, November 5.



Alumni gathering in San Francisco, October 31.



Alumni gathering in New York, September 17.

## LA Times

**Los Angeles:** President Tony F Chan flew to Los Angeles in the fall and took the opportunity to meet alumni there. This was the second gathering with President Chan to take place in LA this year.

## Bay Watch

**San Francisco:** Alumni working and studying in the Bay area were happy to share a “family gathering” in late October with President Tony F Chan. The group included Stanford PhDs, Silicon Valley entrepreneurs and engineering professionals – there was a lot of laughter and important networking, too.

## Night at the museum

**New York:** The alumni gathering in New York was successfully held at the Museum of Chinese in America, on September 17, courtesy of our EMBA alumna Ms Alice Mong. An unforgettable evening at the museum was had by all.



# Benefit of experience

Alumni took part in a program recently helping to prepare current HKUST students for life in the world of work. The one-unit, semester-long elective course, organized by Student Affairs Office, is designed to cover the basics of career building. Students are expected to have a better understanding of their own career interests and employers' expectations, be able to write effective resumes and cover letters, understand what it takes to do well in a job interview and make effective presentations, and, last but not least, be able to construct a long-term career plan.

Most of the learning takes place through interactive exercises in class, personal stories' sharing from working professionals and personalized feedback from the instructor. Results from previous semesters have shown that students find the alumni/guest-sharing sessions to be

among the most useful part of the course. They find that hearing from someone who has "been there, done that" adds deeper insight to their understanding of the workplace and the journey of transitioning from school to work. The mock interviews, which alumni also helped with, were another popular aspect.

Other areas seeking alumni support include the Career Development Programs, whereby alumni share their expertise on specific industries, functions and companies in candid and open discussion outside of typical recruitment talks; and the Internship Learning Scheme that involves mentoring junior students and providing guidance on how they can best spend their time at UST in order to improve their employability upon graduation.

If you would like to put your valuable experience to good use and help current students, please email [alumni@ust.hk](mailto:alumni@ust.hk).



## What the students said:

## What the alumni said:

*"Alumni sharing sessions are the most interesting part of the course since the alumni who came were all very candid – unlike some typical recruitment talks where people just give out model or official answers."*  
– SENG, Year 2 UG

*"I have learnt a lot in the mock interview practice, especially about getting advice from professionals in the HR field."*  
– SBM, Year 3 UG

*"The alumni sharing is great – it allows us to learn from the experiences of others and provides us with networking opportunities."*  
– SSCI, PG

*"The alumni sharing was impressive – they gave us a lot of valuable advice."*  
– SENG, Year 3 UG

*"The alumni shared a lot of valuable experiences with us – not only about careers but on life, too."*  
– SENG, Year 3 UG

*"It's fun to come back and meet with the students and give back to UST."*

*"I enjoy coming back on campus to share my experiences with the new generation."*

*"Having my own business, I find coming back to share my experience benefits me greatly as well! I get to learn about what the post-80s/90s generation is thinking so I know how to attract new talent!"*

*"I love coming back – I love being a student again!"*





# Contribute to Continuing Success of HKUST

As you have witnessed the astonishing growth of your Alma Mater over the past two decades, you are also playing a role in realizing the HKUST miracle. Stepping into a new era, the University is faced with unprecedented challenges. Campus development projects, the implementation of a four-year curricula and strategic research and development initiatives are all placing strong demand for extra resources. Your support is crucial to the continuing success of HKUST!



## Donation Form

### CONTACT

Surname \_\_\_\_\_ Given Name \_\_\_\_\_  
(Please provide name as shown on ID/Passport for issuance of official receipt)

Tel No \_\_\_\_\_ (Mobile) \_\_\_\_\_ (Daytime)

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Year of Graduation \_\_\_\_\_ Degree \_\_\_\_\_

### MY PLEDGE

I will donate the following MONTHLY sum:

HK\$100     HK\$50     HK\$20     Other Amount \_\_\_\_\_

for

12 months     24 months     \_\_\_\_\_ months

at least 12 months and until further notice from me.

Remarks, if any \_\_\_\_\_

### PAYMENT METHOD

Check (No. \_\_\_\_\_) Payable to  
"The Hong Kong University of Science and Technology" or "HKUST".

Please attach the check to the donation form.

Credit Card ( Visa     MasterCard)

Cardholder's Name \_\_\_\_\_

Card No \_\_\_\_\_ Card Security No   
(Last 3 digits to the right of the signature strip)

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I wish to remain anonymous in donor listings, if any.

Please return the completed form to the Office of University Development & Public Affairs, HKUST, Clear Water Bay, Kowloon or by faxing to 3743 0939. Alternatively, sign up online at <http://www.ust.hk/alumni/giving>.

Enquiries: Tel: 2358 6158; Fax: 3743 0939; Email: [alumni@ust.hk](mailto:alumni@ust.hk)

## Social media platforms



Did you know that you can stay tuned to the interesting happenings of your ALMA MATER through an array of social media? You can get the daily pulse of campus and people by joining the interactive platforms listed below.



facebook





### Engineering A GREAT TIME

To demonstrate the tradition and culture of the Master of Science in Engineering Enterprise Management Alumni Association to the latest intake, the 1st

EEM residential program was held in Shenzhen in late August. Jointly organized with the Department of Industrial Engineering and Logistics Management, more than 70 students and alumni participated in the program, which included a course introduction, lectures, debate sessions and strategic games. Both alumni and students shared a fruitful and wonderful time.



### Adding UP TO FUN

Members of the Accounting Alumni Association have found time in their busy schedules for some great activities recently! In May, a group of them hiked Stage 1 of the demanding MacLehose Trail, followed by a delicious BBQ dinner in Sai Kung. More than 20 members visited the Hong Ning Home of the Aged in July, where they helped the elderly with stretching exercises and led a sing-song. Trendy Lan Kwai Fong was the venue for the annual Drink Together 2010 function – a great opportunity for graduates of different years to mingle in a fun atmosphere and reminisce about the “old days” at the University.



### TECH TALK

Over 30 alumni working at AECOM had a very enjoyable lunch on September 14 with Prof YK Tung and their senior Dr Morgan Yang, '96 PhD (CIVL), who is the Regional Director in charge of transportation business in China.

# HOT DATE

Alumni from different disciplines and some working at Towngas got together at the appropriately named Flame, Towngas's own restaurant, at China Hong Kong Ferry Terminal in Kowloon in October.



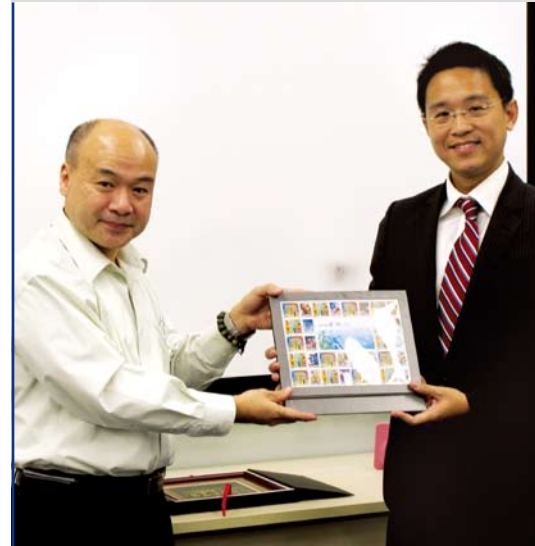
# GAME, set & match!

Calling all you tennis players out there! Hone your skills, make new friends and keep fit at the same time, by joining the Alumni Tennis Club's regular practices.



# PADDLE power

The Alumni Dragon Boat Club got the opportunity to fly the flag for Hong Kong and extend its friendships, when it took part in its first major international event at the 32nd Okinawa Nago Dragon Boat Mayor's Cup on August 15. Thirty paddlers joined more than 2,000 from Japan and the region. This was a great leap forward for the club, and a fantastic experience for everyone concerned! Read more about this milestone trip, including the post-race activities, on their blog at <http://hk.myblog.yahoo.com/gbdragonboat>.



# Into the future

Members of the MSc (Telecom) Alumni Association got a great opportunity to update themselves on the cutting-edge 4G mobile communications technology on a visit to the Hong Kong Applied Science and Technology Research Institute in early November.



# Share Your Good News!

Update us on your latest activities and let your former classmates hear about the big developments in your life, from engagement, marriage or new baby, to a new business or career move! Just fill out the online form at <http://www.ust.hk/alumni/classnotes> or email [alumni@ust.hk](mailto:alumni@ust.hk).



**Rebecca Chen**

2007 MBA

Bin and I were married on July 17 2010 in Shanghai. We cherish all the best wishes from our dear family and friends. May happiness be with us all forever!



**Lui Wing Yee Winnie**  
2005 BBA(ACCT)

**Te Chi Wang**

2004 MSc(FA)

We're happy to announce our marriage on December 17 2010, with our wedding ceremony and banquet held at the Grand Ballroom, Four Seasons Hong Kong.



**Toby Tong**

2001 BEng(COMP)

I am happy to announce the grand opening of my new wedding shop, called Favour Wedding ([www.facebook.com/go2favour](http://www.facebook.com/go2favour)). HKUST alumni are most welcome to visit my shop - don't forget to tell any member of staff that you have been referred by Toby, so you can enjoy the special alumni offer.



**Jennifer Wong**

2006 BBA(GBUS)

Cathay Pacific received its 18th B777-300ER aircraft on June 26, and to celebrate the event we invited guests to join us in Seattle and take the new aircraft back to Hong Kong. It was also something of a HKUST gathering, with Prof Yuk-Shan Wong, Vice President for Administration & Business, HKUST, and his wife Mrs Anna Wong, GBUS alumna, and Mr Donald Chia, JP, Court Member of HKUST among the guests. Also present were Mr CK Yeung, General Manager Corporate Communications at Cathay Pacific, former Director of Office of University Development & Public Affairs, and of course myself in my capacity as Corporate Communication Manager, Cathay Pacific.



**Sonia Ng**

2002 BBA(ACCT)

Sonia Ng and David Yu got married on December 5 2009.



**Benny Hui**

2006 BEng(CSIE)-MC

Distinguished for his outstanding leadership in the community, Benny was elected as the Youth Leader in the "4th Young Leader Selection" Award, hosted by the Harbour Junior Chamber of Junior Chamber International Hong Kong, in July.



**Owen Luk**

2005 BEng(CENG) / 2007 MPhil(BIEN)

Owen received the first prize in the Trainee of the Year Award, an open competition for all Scheme 'A' trainees, presented by the Hong Kong Institution of Engineers.

(Right) Owen Luk



**Teresa Zhang**

2000 BSc(MATH)-PM

I am so glad that I made so many good friends at HKUST, and having them at my wedding to share my happiness of the beginning of my new life with Kevin was wonderful. Sorry I couldn't include everyone in the photo but you are all in my life!



**Chan Wai Yee**

1998 BSc(APHYS)-LO / 1999 MPhil(PHYS)

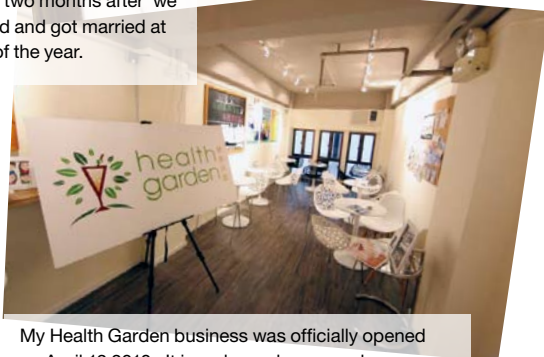
I have just sent my horse, Saint Dragon Hill, to Australia for retirement. An ex-race horse, he had been at the HKJC riding school for the past 10 years. Last spring, he swapped his small stable for a new life in grass at my livery.



**May Hsu**

2008 MBA

I married Kevin Chow in December 2009. We had met the year before and knew right from the start that we were made for each other! We got engaged two months after we first dated and got married at the end of the year.



My Health Garden business was officially opened on April 12 2010. It is a place where people can relax and learn how to regain their health through good nutrition and good eating habits. We offer consultations to guide customers through a weight-management program and teach them how to maintain their weight and health through lifestyle changes. If you think we can help you - come for a free consultation at Health Garden.



**Olivia Fung**

2003 BSc(MATH)-CS

**Ho Cheuk Ming**

2002 BEng(CPEG)

We tied the knot on 10/10/10 - October 10 2010!



**Sarah Ng**  
2000 BBA(MGTO)  
Chong Hiu Yeung and I became engaged in Prague, Czech Republic, on May 9 2010. He proposed at the finish of the Prague marathon!



**Ada Wong**  
2000 BBA(FINA)  
Married in 2006, we are now a family of four already. Our elder son is Chik Pak Yiu who is two and his little brother Chik Ho Yiu was born on February 18 2010.



**Yip Man Hang**  
1996 BEng(IEEM) / 2003 MBA  
**Au Mun Shan**  
1996 BEng(IEEM)  
Just like back in the days as Hall II room-mates, whenever the two of us get together, we do crazy things. On June 19, we participated in the annual Midnight Sun Marathon in Tromsø, Norway, which is located at a latitude of 70°N in the Arctic Circle. Neither of us did the full marathon, but it was still a once-in-a-lifetime experience for us.



**Victor Wong**  
2006 MSc(IM)  
Victor is proud to announce that he got married to Yolanda on October 23 2010.



**Winnie Kwong**  
2006 BBA(MARK)  
**Jason Ho**  
2004 BEng(MECH)  
Winnie and Jason are happy to announce their marriage on December 26 2010.



**Yuen Wai Ho**  
1998 BEng(MECH) / 2002 MSc(MECH)  
Yuen Wai Ho and Leung Yau Fan Tiffany, who were married in January 2008, are happy to announce the arrival of their daughter, Yuen Ka Kiu Gabriela, born on October 29 2008.



**On Top of the World!** In just 19 years, HKUST has made a major impact in the academic world. We consistently rank highly in a number of prestigious studies. This is a great tribute to the hard work of our faculty and students, past and present. All of us connected with the University can feel justifiably proud of these achievements. Here's a round-up of the latest developments.

### Kellogg-HKUST EMBA Ranks

Our Kellogg-HKUST Executive MBA

(EMBA) program tops the Financial Times 2010 EMBA global rankings for the second year in a row; it is also ranked No. 1 on the latest three-year average.

# WORLD'S NO. 1

### TOP 20 - AGAIN HKUST Engineering Among Global

The 2010 Times Higher Education World University Rankings has listed HKUST within the top 20 among the world's top universities in engineering and technology. We rose six places, from 26th last year. This means that Engineering has been ranked in the top 20 three times over the past seven years.

### Top 3 in the World HKUST Management Research

HKUST placed third among 100 world-ranked management schools based on publication in the five top management journals in 2009-10. This year's ranking represents a move up from fifth place in 2009 and nudges HKUST ahead of Harvard University, among other highly regarded institutions.

# NO. 3 IN WORLD

### HKUST Marketing Research

Research rankings recently released by the University of Texas at Dallas show our Marketing Department at No. 3 in the list of the top 100 business schools across the world, ahead of renowned institutions such as Wharton and Stanford.



**International Flavor** 32 doctoral students from 11 nationalities across four continents have been admitted to pursue PhD programs under the Hong Kong PhD Fellowship Scheme offered by the Research Grants Council – the largest number among local tertiary institutions.



HKUST will celebrate its 20th birthday in 2011. Join in the fun and thrill of a series of celebratory programs especially for HKUST alumni. And why not return for the grand Campus Celebrations, Distinguished Lecture Series and more!



### Goodies Especially for You

In ushering in the 20th anniversary of HKUST, the Alumni Relations Team has prepared a special gift exclusively for HKUST graduates. Check out the HKUST Alumni Facebook page to receive the goodies!

### Meet the Many Alumni Faces Around You

HKUST is proud to have a global alumni network of over 39,000 in more than 45 countries and locations. Meet the many faces of HKUST alumni at <http://alumfaces.ust.hk>, you will be surprised to know that many are so close to you in your everyday life. You will also discover the HKUST spirit kindled among HKUST grads.



### Share YOUR HKUST Moments

Share your precious moments - your joyous memories or enduring friendships cultivated at HKUST by entering "Your HKUST Moments" Photo Bazaar before March 31, 2011. You will take home with special edition gift series.

### Happy Birthday HKUST

Join hands to create a magnificent birthday gift for your Alma Mater - a COLLAGE made up of all your business cards. The collage, which will be a reflection of everyone's cohesive and concerted efforts, will be displayed on campus to showcase our excellent and versatile alumni force.



### Class of 2001 Reunion

Class of 2001! Clear your calendars and make your plans to come back for your 10th graduation anniversary celebration on February 12, 2011 (tentatively). It's time to count your blessings and renew your ties with your HKUST buddies and professors. What's more, you will be thrilled to see a new campus in the making!

### Overseas Celebrations

A series of overseas events are underway! Alumni residing in Singapore, Australia, Switzerland, Germany, United Kingdom, China and the United States, please stay tuned! Don't forget to join the Relocation Program at <http://www.ust.hk/alumni/connect/relocation.html> to connect with friendly alumni in your neighborhood.

Please update me all the great news about HKUST. Fax: 3743 0939 Email: [alumni@ust.hk](mailto:alumni@ust.hk)

English Full Name: \_\_\_\_\_ Degree of Study: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_