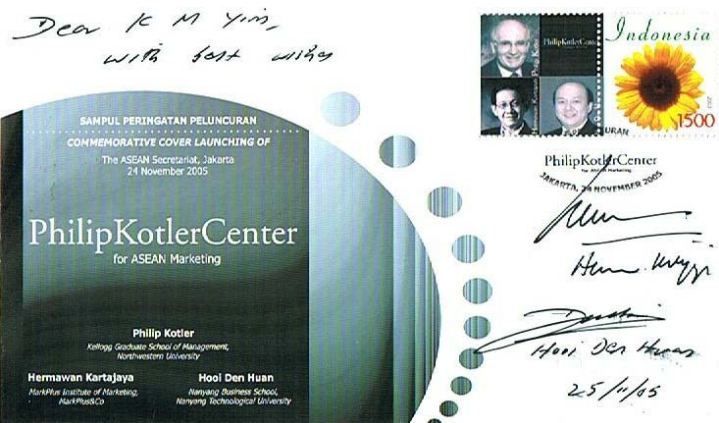


# IM Headline

Asia Pacific Marketing Federation (APMF) Board of Management Meeting was held in Jakarta on 25 November. As one of the member associations of APMF, Mr. KM Yim, our Chairman, represented HKIM to attend the meeting. The Board of Management Meeting is held 3 times a year to share with other marketing associations in the region the latest development of all issues on marketing. This includes APMF general development in the region, CPM, and continuous development for professional marketers. It aims at promoting and developing marketing excellence in the region.



Chairman Yim and Mr. BK Ng, delegate from Singapore, photo taken in front of the ASEAN building in Jakarta, where the opening of Philip Kotler Center for ASEAN Marketing and the first ASEAN Marketing Forum took place.



Alongside the Board of Management Meeting, Mr Yim was also invited, with other APMF representatives, to attend the launch of 'Philip Kotler Center for ASEAN Marketing' on 24 November. A video conference with Philip Kotler was arranged to discuss major marketing issues. The Philip Kotler Center for ASEAN Marketing is a non-profit organisation aiming at promoting regional marketing in the ASEAN area. In line with the ASEAN Community 2020 Vision, the Philip Kotler Center for ASEAN Marketing will be a major hub to promote to ASEAN marketers that regional marketing is more important means than local or global marketing.

Business of Design Week (BODW) 2005, organized by the Hong Kong Design Center, was held from 19<sup>th</sup> to 23<sup>rd</sup> of November 2005. In its third run, Hong Kong of Institute of Marketing participated in the event as a supporting organisation.

The Conference on Branding Strategies and Management, which was the highlight of BODW, was held on 19<sup>th</sup> November and HKIM is proud to be one of the major sponsors. This Conference was organised by the Hong Kong Polytechnic University and focused on branding perspectives in US, Europe and Asia. Prominent speakers from major industries delivered appealing speeches on various topics on branding and received favourable responses from all audiences.

As a sponsor to the event, HKIM received a very limited number of complementary tickets which were offered to our Corporate Members and Fellow Members. A special invitation email was sent and all complementary tickets were reserved within an hour.



Hon Victor Lo, Council Chairman, The Hong Kong Polytechnic University and the Chairman, Board of Governors of Hong Kong Design Center, delivering an opening speech during the Conference on Branding Strategies and Management

The "Next Brand Awards 2005 Presentation Ceremony" organised by the Next Magazine was held on 24 November. HKIM Vice-chairman, Mr. Philip Pau, was invited as the Guest of Honour to present awards to 4 categories: Televisions (Sony), Undergarment (Calvin Klein), Sports Apparel (Nike) and Jeans (Levi's).

Philip commented on the importance of branding to a business: 'A successful brand reputation is not only the important element in marketing mix, but also the survival to a business.'



## ANNOUNCEMENT

The Next Brand Award is held every year to honour corporations which excel in branding and the award winners are rated by the general public in Hong Kong. HKIM, as a marketing professional body, always supports good branding practices in Hong Kong.



Our Vice Chairman, Mr. Philip Pau, presented the awards to four categories. Along with other Guests of Honour, a total of 20 awards were presented.



'This year's mentees, are as active as those in last year. They not only eager to learn Marketing, but also show enthusiasms in other business areas. I am sure these students will become successful professionals in Marketing in the future!' Johnson commented. One of Johnson's mentees from last year's mentorship programme came visit the new mentees: 'I had greatly benefited from the mentorship programme organised by the HKUST Marketing Student Society and I really appreciate Johnson's insights to the practical business world. I was given a clear guideline on my future career path. He treats all his mentees as friends and I personally think this could help in guiding us in a much better way.'



Mr. Johnson Lo, Director of Corporate Communications Committee, conducted the first training for his mentees.

We believe members have heard from our past issues of WhasssUP! that mentorship programmes organized by various universities and organizations. Mr. Johnson Lo, our Director of Corporate Communications Committee, conducted on December the first training session which lasted 3 hours, for his mentees from HKUST MKSS, HKUST BSU, HKUST MSA and PolyU at HKIM. This training enriched mentees knowledge about practical business world and the relationship build closer between Johnson and the 12 mentees.



This year, 6 Council Members of HKIM participate in HKUST MKSS, HKUST BUS, PolyU, HKU, TID mentorship programmes, to nurture a total of 24 mentees.



## ANNOUNCEMENT

### Only 4 weeks left till the end of the Member-Get-Member Programme!

Since the launch of the MGM Programme, we have received more than 2000 business cards and successful referral of 70+ has joined HKIM as members. Thank you for your sincere support! It is a long road ahead to push marketing professionalism forward and without your continuous support, this would not be as successful.

For any enquiries on the MGM programme please do not hesitate to contact Alice Choi, our Membership Manager on 2838 6090.

Member Get Member Program 2005 List of Referrer's Result Date : 12 December, 2005			
Ranking	Referrer's Name	No of People Recommended	Successful New Members
1	Wong Yuen Wai, Ken	876	12
2	Fung Wing Yee, Winnie	160	11
3	Lam Siu Ming, Sherman	140	8
4	Ngai Bing Yuen, Ernest	38	8
5	Yim Kai Ming	88	7
6	Pau Kin Fai, Philip	18	7
7	Chan Yin Fan, Kathy	211	4
8	Cheung Yuk Chor, Vincent	46	3
9	Wing Kowk Kei, Vincent	35	3
10	Yeung Sai Yan, Danny	2	2
11	Lee Chau Ping, Philip	46	1
12	Tam Kam Yee, Kammy	13	1
13	Wu Man Chun	12	1
14	Yam Woon Huen, Vanessa	12	1
15	Chong Chi Wai, Alex	7	1
16	Lo Hon Ho, Johnson	2	1
17	Yu Chi Keung, Danny	1	1
18	Mok Yuet Wa, Timothy	35	0
19	Lau Lee Fong	16	0
20	Lo Ka Long	15	0
21	Li Fui Yan, Louis	12	0
22	Li Chun Kam, Philip	8	0
23	Ho Kam Tim	7	0
24	So Tsit Lon, Alan	6	0
25	Cheung Sai Way, David	5	0
26	Kan Che Ming, Paul	5	0
27	Wong Chi Kong, Kelvin	5	0
28	Chow Yiu Kwong, Chris	3	0
29	Kwan Pui Yue	2	0
	Total	1826	72



## THE CHAIRMAN'S SPEAKING

The summit of the design world – Business of Design Week (BODW) was held on 19<sup>th</sup> to 23<sup>rd</sup> November 2005.

The BODW was launched by the Conference on Branding Strategies and Management. The conference was hosted by the Hong Kong Polytechnic University. HKIM as a co-sponsor of the BODW was addressed by world known international and local speakers who made use of the Conference to review recent developments in Asia Branding, Industry focus, brand building case studies and more.

### The whole BODW included:

19 Nov	Design Education Day: Nurturing Future Design Talents for Asia Conference on International Branding Strategies and Management
20 – 21 Nov	International Conference and Forum: Morning: Famous Speakers Presentation Afternoon: Retail and Lifestyle/ Automotive/ Hospitality/ Branding Evening: Asian Cultural Forum
21 Nov	Hong Kong Design Gala Dinner 2005 cum Award Presentation
22 Nov	International Conference and Forum: Morning: Communication/ Museum Afternoon: Famous Speakers Presentation
23 Nov	Innovation Day: Powering Design with Technology
21 – 23 Nov	Innovation and Design Expo
Mid Nov – Mid Dec	DETour 2005

HKIM Fellows and Corporate Members participated in various sessions of the BODW with welcoming and enthusiastic response.

The BODW was a well organized event of the Hong Kong Design Centre. Supported by the Hong Kong Government, this was a successful event which will be envied by HKIM.

## ANNOUNCEMENT

## Event Highlight



HONG KONG INSTITUTE OF MARKETING  
香港市場學會

2006  
Professional Marketing Symposium 專業市場營銷研討會系列

**NEW TECHNOLOGY IN MARKETING**  
**營銷科技新紀元**

2006年1月14日(星期六)下午2時至6時  
尖沙咀香港基督教青年會大禮堂

主辦及合辦機構：

 THE CHINESE UNIVERSITY OF HONG KONG <b>MSc Marketing</b>	 THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學 Department of Management and Marketing 管理及市場學系	 IVE Hong Kong Institute of Vocational Education 香港職業教育學院 MD in Sales & Marketing	 HKU SPACE 香港大學專業進修學院 HKU School of Professional and Continuing Education
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**Professional Marketing Symposium 2006**  
**New Technology in Marketing**

14 January 2006, Saturday 2:00pm – 6:00pm

Assembly Hall, 4/F, North Tower, YMCA of Hong Kong 41 Salisbury Road, Tsimshatsui, Kowloon

**Mr John Tsang Chun Wah, JP**, Secretary for Commerce, Industry and Technology  
**Mr Paul Kan**, Chairman, Champion Technology Holdings Limited

**Mrs Pamela Chan**, Chief Secretary, Consumer Council  
**Mr Henry Doo**, Head of New Media Unit, RTHK  
**Ms Clara Kan**, Head of Consumer Market, 3hk, Hutchison Global Communications  
**Dr William Lo**, JP Executive Director Vice President, China Unicom Limited  
**Mr Alfred Tsoi**, General Manager, Yahoo! Hong Kong Ltd.  
**Mr Addy Wong**, Managing Director, Centaline Property Agency Ltd.

Please contact Ms Cathy Fung at [cathyfung@hkim.org.hk](mailto:cathyfung@hkim.org.hk) or Tel: 2152-3018  
 for further information



## UPCOMING ACTIVITIES

# December/ January 2005-06

Date	Topic & Speaker	Type of Activities
20/12/2005	<b>6 Challenges and 35 Essential Points of Brand Building</b>  Mr K M Yim FHKIM, CPM (AP), CPM (HK) Chairman of Hong Kong Institute of Marketing	Seminar
14/01/2006	<b>Professional Marketing Symposium 2006</b> <b>New Technology in Marketing</b>  <b>Mr John Tsang Chun Wah, JP</b> Secretary for Commerce, Industry and Technology  <b>Mr Paul Kan, Chairman</b> Champion Technology Holdings Limited  <b>Mrs Pamela Chan, Chief Secretary</b> Consumer Council  <b>Mr Henry Doo, Head of New Media Unit</b> RTHK  <b>Ms Clara Kan, Head of Consumer Market</b> 3HK, Hutchison Global Communications  <b>Dr William Lo, JP Executive Director Vice President</b> China Unicom Limited  <b>Mr Alfred Tsoi, General Manager</b> Yahoo! Hong Kong Limited  <b>Mr Addy Wong, Managing Director</b> Centaline Property Agency Limited	Symposium

Please contact our Activities Officer, Ms. Cathy Fung on 2152-3018  
should you need more information!

## INTERVIEW

In a cold winter night, we were in the warm company of a new HKIM member.

**J:** Jenny Ko

**I:** Reporter - Philip Pau, Irene Lam

**I:** Jenny, let us first welcome you to the HKIM family. Can you share with us the reason why you decided to join us?

**J:** I have heard of, and wanted to join HKIM long before this MGM programme. I have been really busy and did not have the time to complete the membership application. I participated in one of the HKIM activities - Chinese New Year Gathering early in 2005 and heard speakers from 'Prime Magazine', 'Watami', and 'Print 100'. The speeches were extremely interesting and the MGM programme made it very convenient for me to join the Institute.

**I:** What would you expect HKIM could do for you?

**J:** I have been working in the Marketing field and through HKIM, I hope to broaden my knowledge in different aspects of marketing as well as keeping myself up to date with new approaches to marketing.

**I:** A keen learner! We understand that your work is in the Education sector. Can you tell us about your job?

**J:** I'm now working for a private educational institution allied with 13 overseas universities. We provide online distance learning and academic certification to adults for their efforts in self enhancement. My responsibilities cover promotions and strategic planning of student recruitment in Hong Kong, Macau and Taiwan.

**I:** With intense competition in the Education field, is there any room for private education to grow?

**J:** We realized that the traditional educational pathway may not be preferred by all students, we are just hoping to provide them with more choices.

**I:** There are accusations that Education has been commercialised. Do you think this is the direction for Education to develop?

**J:** Well, if advertising means commercialization, then the universities, as advertisers, are contributing to this. It does not matter whether education should be private or public, the key to success is quality.

**I:** Of course, the quality of education is everyone's concern but traditional universities have the benefit of public funding for their quality. Private institutions would have to charge a lot to do the same.

**J:** Exactly! With 16 famous overseas universities as an alliance, the quality of our programmes should not be a concern. After the SARS and the H5N1 influenza, obviously the private Education industry needs a new approach to meet the challenges of tradition universities. Online learning will be the next big trend, I believe. On top of that, globalization and use of the Internet will also bring together students from different nationalities and share their horizons.

**I:** Certainly. The Internet enables high speed exchange of knowledge between students and tutors for anywhere in the world.



Jenny Ko

Director, Recruitment Hong Kong, Macau and Taiwan  
Universitas 21 Global (Graduate School for Global Leaders)  
New HKIM Member