



O! Love SEN Phone



JCI Island Scholarship
for the Disabled

Monthly Fellowship
Gathering



Island
Entertainment
City

MEMPOWER



JC Sports Play Day



Island Promotion Crew

JC Sports Begin @
Home Challenge

Islanders

Issue 2, 2020

Brotherhood

C

Table of Content

P2	Message From The President
P3	Message From The National President
P4	Message From The National Assigned Executive Officer
P5	Message From The Chief Editor
P6	JCI Island 2020 Organisational Chart
P7	Island Annual Goals 2020
P8	Island Monthly Themes 2020
P9 - P10	MA - 2020 Inaugural Ceremony cum January Fellowship Gathering
P11 - P12	MA - 2020 March MFG - How To Refresh Your Life Through Professional Skin Care?
P13 - P14	MA - 2020 April MFG - How Chow Tai Fook Has Been Honouring Their Heritage In The Digital Age?
P15 - P16	MA - May I Take A Rest?
P17 - P18	PR - Island Promotion Crew 2020
P19 - P20	PR - JC Sports Play Day 2020
P21 - P22	PR - JC Sports Begin @ Home Challenge 2020
P23 - P24	CD - O! Love SEN Phone 2020
P25 - P26	CD - The 39 th JCI Island Scholarship For The Disabled
P27 - P28	LD - Island Learning Power 2020
P29	IA - Sister Chapters
P30	MA - New Full Members
P31 - P32	MA - New Prospective Members
P33	Highlights – Members' Lives - Fantastic Life in China
P34	Highlights – Members' Lives - Rewarding Career in China
P35 - P36	Highlights – Members' Lives - Travel Adventure
P37	Island Annual Plan 2020
P38 - P47	Advertisement
P48	Island Sponsors 2020
P49 - P50	Acknowledgement
P51	Membership Form

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NOT FOR SALE!

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M

Message From The President

Dear Readers of the Brotherhood,

“MEMPower” has been selected to be our slogan for the year 2020. It symbolises our Islanders' power to **motivate**, **empower** and **mentor** our members for creating positive change for ourselves, the neighbourhood and the community. What types of MEMPower have we discovered so far?

In the first five months of 2020, we have been spending tremendous effort to lead our respective teams to unleash the highest potentials in achieving **Ambitious Goals**, redesigning our publication **Brotherhood**, introducing **I'M Care Initiatives** and setting out **Island Digital Plan**. In addition, our Islanders have recharged their MEMPower and played together through a series of recreational activities under **May I Take A Rest**.



In the upcoming months, we wish that Islanders could discover more MEMPower through accomplishing Island Annual Goals 2020 as outlined below:

1. To create a **positive impact** to the senior citizens and targeted students in our community through O! Love SEN Phone 2020 and the 39th JCI Island Scholarship for the Disabled.
2. To enhance our chapter's **brand awareness** through organising e-promotion training and enriching content of our digital platforms.
3. To engage more members and achieve **members growth** through introducing new sports related initiatives.
4. To expand **members exposure** through co-hosting learning and development events with other chapters.
5. To develop and refine **operating procedures** and related documentation templates.

Let's explore for more MEMPower in future!

Paul Lo

Paul Lo
2020 President
JCI Island

M

Message From The National President

Dear Readers of the Brotherhood,

One of the biggest challenges that we are facing in the year 2020 is the coronavirus disease (COVID-19), which has been affecting different races and different nations.

Millions of people have unfortunately contracted the disease, and thousands have lost their lives. In addition, many of us have been at the frontline to battle against the pandemic.

During these difficult times, the COVID-19 reminds us of the pandemic that happened in the year 2003, during which was the outbreak of severe acute respiratory syndrome (SARS).

History tends to repeat from time to time and we are now encountering the outbreak of another pandemic.

Compared with 2003, people are more prepared, people are more interconnected, and people are even more aware and more alert than they were, with the hope that the pandemic can be put under control soon.

Furthermore, the pandemic this year can be an opportunity for us to sit back. What have we achieved in these 17 years? What have we done to enhance ourselves? **In JCI, we always think about being an active citizen.** It is a good time for us to think deeply. **We should not only review our experience and historical achievements, but also reset our priorities and plan the future ahead.**

JCI Hong Kong has launched a campaign, "Be Better Hong Kong • JCI Arm-In-Arm", to unite our members to fight against the COVID-19. Let's join hand in hand together for embracing the coming economic recovery for the betterment of Hong Kong.

Stay happy! Stay healthy! Continue learning and be better every day!

Maric Cheng

**Senator Maric Cheng
2020 National President
JCI Hong Kong**



M

Message From The National Assigned Executive Officer

Dear Readers of the Brotherhood,

Why the Marvel Cinematic Universe is a marvel? Not because of how many heroes it has, but how many heroes it creates. The same theory applies to JCI!

Whether or not to be successful is not the number of leaders we have, but the number of outstanding leaders that can be created.

In these months, it has been encouraging that all Islanders have demonstrated their leadership potentials and devoted their best effort to deal with the unexpected challenges brought by the pandemic. Islanders are ambitious to be future leaders.

With MEMPower, every Island Man can become a hero. I look forward to JCI Island in creating more learning and development opportunities for creating more great leaders in the future.

Jonathan Wong

**Jonathan Wong
2020 National Assigned Executive Officer
JCI Hong Kong**



Message From The Chief Editor

Dear Readers of the Brotherhood,

In the past, cyber office was far from reaching by most of us. But now, working from home and online meetings are not uncommon. Although the pace of life has nearly stopped due to the COVID-19 outbreak, **creating positive change by Islanders has never paused.**

Here are two strategic ways for Islanders to continue creating positive change:

1. Be adaptive

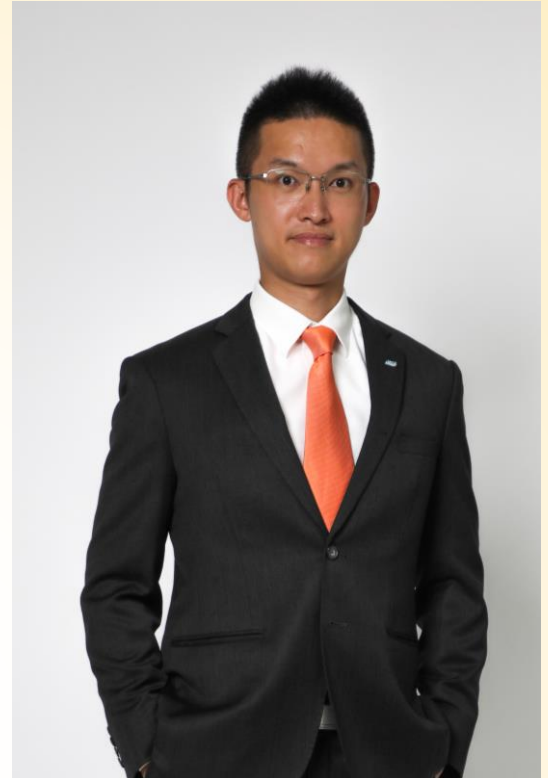
We should make good use of the information and communication technologies in maintaining effective communication. Some examples may include Microsoft Team, Office 365, Skype, Zoom, cloud services, live streaming and whatsapp video call etc. They are the key communication tools to move our chapter forward.

2. Be transformative

We have quickly transformed two Island flagship projects, namely the JC Sports Day as well as O! Love Tour, amid the COVID-19 outbreak. Some online events have been newly created for our members' benefit. If you wish to know more details, please refer to pages 19 to 24 for JC Sports Play Day 2020, JC Sports Begin @ Home Challenge 2020 and O! Love SEN Phone 2020.

Kevin Cheung

Kevin Cheung
Chief Editor of Brotherhood
2020 Director
JCI Island



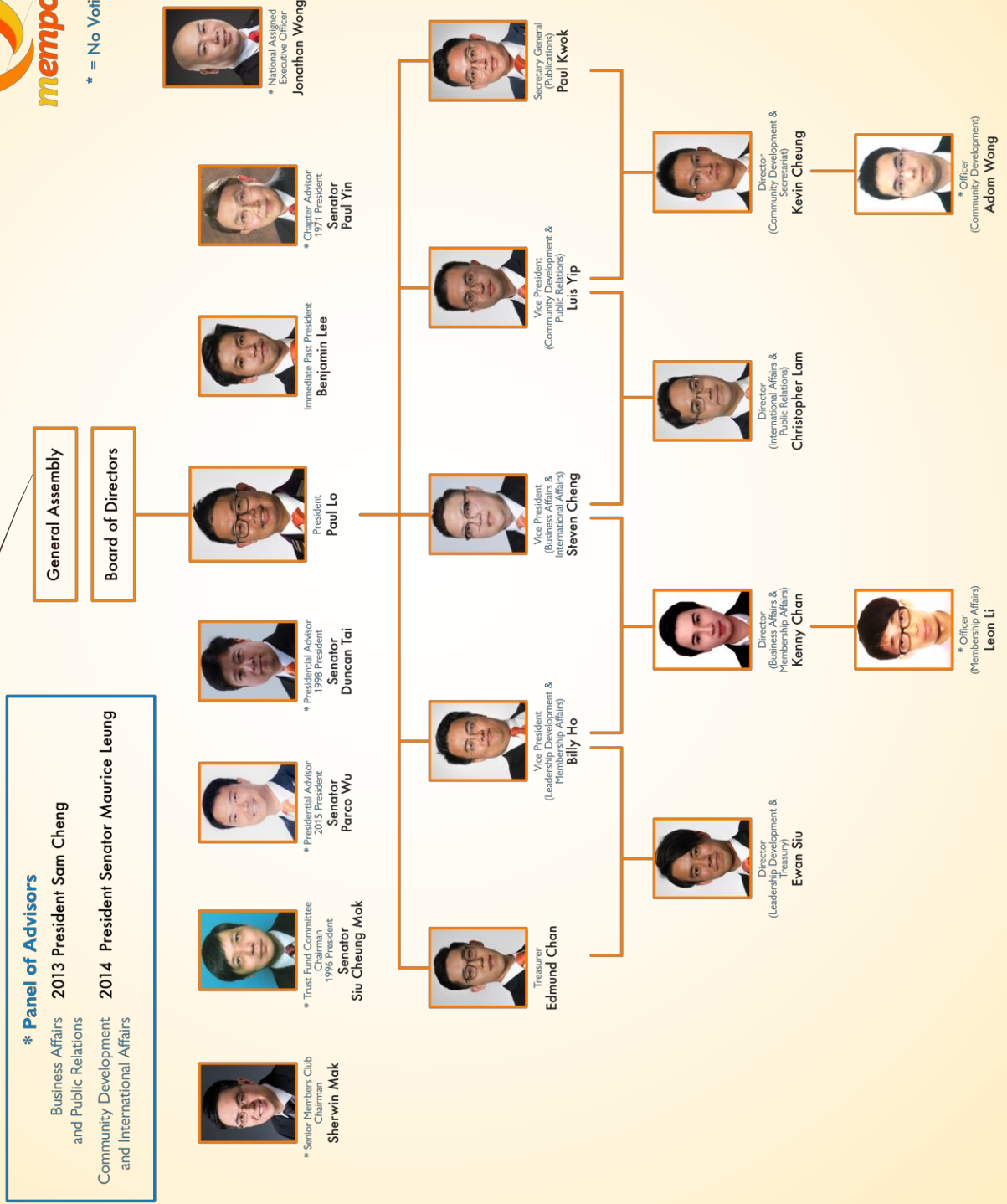
Our Islanders always want to do something wonderful and meaningful. In this issue, our new member Alex Chow will share his travel experience in North Korea. Meanwhile, our Vice Presidents Steven Cheng and Billy Ho will share with us their work experience in Mainland China. Surely, it would satisfy your appetite.

We wish that all of you would have a good time when reading the Brotherhood and spread out Islanders' good work to your friends.

JCI ISLAND 2020 Organisational Chart



* = No Voting Rights



Island Annual Goals 2020



To create a **positive impact** to the senior citizens and targeted students in our community.



To enhance our chapter's **brand awareness** through organising e-promotion training and enriching content of our digital platforms.



To engage more members and achieve **members growth** through introducing new sports related initiatives.



To expand **members exposure** through co-hosting learning and development events with other chapters.



To develop and refine **operating procedures** and documentation templates.

Island Monthly Themes 2020

Written by Membership Affairs Team

In 2020, our **Membership Affairs Team** has organised a series of events and activities for our members. One **MEMPower** would be selected as the theme of month. Different theme colors would also be assigned accordingly.

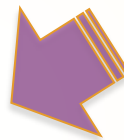
Here are the monthly themes selected for the first half of year 2020.



Ambitious Goals
(Membership Affairs)



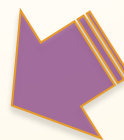
Brotherhood Spirit
(Celebration and Greetings)



I'M Care Initiative
(Leadership Development)



Island Digital Plan
(Business Affairs)



MAY I Take A Rest?
(Membership Affairs)



Future Goals, Future Projects, Future People
(Leadership Development)



MA

2020 Inaugural Ceremony cum January Fellowship Gathering

Written by Ewan Siu



We are delighted that JCI Island 2020 Inaugural Ceremony cum January Fellowship Gathering was successfully held on 16 January 2020.

We are privileged that **Mr. Chan Ho Lim, Joseph, JP, Under Secretary for Financial Services and the Treasury** attended the ceremony as the Guest of Honour. Other guests 廣州市海珠區統戰部副部長曾邱萍, 中聯辦青年部調研員黃承祖 and 廣州市海珠區青年聯合會書記巫曉暢 also graced the occasion with their presence.



Date: 16 January 2020

Theme: Ambition

Guest of Honour:

Mr. Chan Ho Lim, Joseph, JP
[Under Secretary for Financial
Services and the Treasury]

Organising Committee:

Ewan Siu (Chairman),
Christopher Lam & Leon Li

Supervising Officer:

Paul Kwok

Master of Ceremony:

Felix Siu

Artwork Designer:

Terry Lee



MA

2020 Inaugural Ceremony cum January Fellowship Gathering (Continued)

Written by Ewan Siu

At the opening ceremony, our handprints were used to unlock the secret power of Islanders - the power to **motivate**, **empower** and **mentor** our members to develop their strength and explore new opportunities so that they can create positive change for themselves, the neighbourhood and the community. Therefore, **"MEMPower"** has been selected as the theme of JCI Island for the year 2020 to reflect our strategic vision, roadmap and priorities.

January 2020 is the perfect time to create new year's resolutions. Islanders would devote our strength, our resources and our ambition to create a cohesive and harmonious environment for unleashing the power of Islanders.

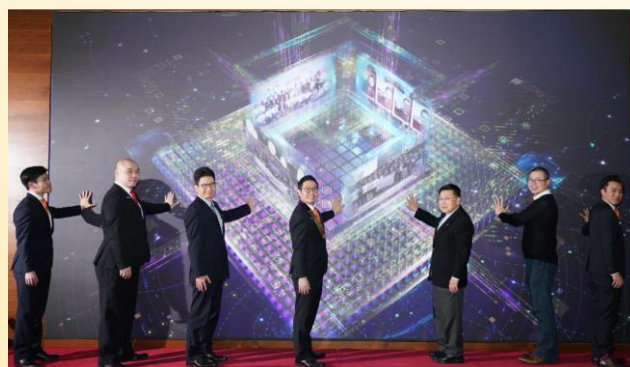
"Ambition" is the path to success while persistence is the vehicle you arrive in. Following the 2020 Inaugural Ceremony, our 2020 Board of Directors are ready to show our ambition:

- To become a powerful leader to create positive impact to the community;
- To enhance the chapter's branding to the next level; and
- To engage more young active citizens in growing our chapter.

We look forward to creating a successful 2020 for our Islanders!



Installation of 2020 Board of Directors of JCI Island.



Opening ceremony to unlock the secret power of Islanders - MEMPower.



Speech by JCI Island President Paul Lo.



MA

2020 March MFG - How To Refresh Your Life Through Professional Skin Care?

Written by Kenny Chan



“How to refresh your life through professional skin care?” is part of the **I'M Care Initiatives** in March 2020. It is well known that wearing masks can help prevent infections transmitted by respiratory droplets. Yet, it may make your skin red and irritated if you put a mask on your face for long period of time. **Men's skin care is also a must-do habit for keeping refresh outlook**, which is essential to our career and social life.

In this fellowship gathering, we have sincerely invited **Mr. Richard Lau** to be the distinguished speaker. In Mr. Lau's presentation, he has clearly explained the fundamental principles of men's skin care, provided professional advice on the best skin care routines for men, and made practical recommendations on skin care habits.



Mr. Lau has served many clients including Ocean Park Hong Kong, Max Mara, Fashion Walk and Mega Box.

Date: 26 March 2020

Theme: Care

Guest Speaker:
Mr. Richard Lau
[A professional skin care consultant with 12 years of make-up experience]

Organising Committee:
Ewan Siu (Chairman),
Leon Li & Alex Chow

Supervising Officer:
Kenny Chan

Master of Ceremony:
Kevin Cheung

Artwork Designer:
Terry Lee

2020 March MFG - How To Refresh Your Life Through Professional Skin Care? (Continued)

Written by Kenny Chan

Mr. Lau delivered an engaging, interactive and humorous presentation to our audience. He had not only recommended 6 useful tips but also used 4 creative characters to illustrate men's best skin care routines.

6 Useful Tips after Wearing Masks

1. Refresh and clean (護膚以清爽為主)
2. Deep cleansing (深層清潔)
3. Speak less; Avoid vigorous activities (要少說話、避免進行激烈運動)
4. Wash your face when returning to home (回家後立刻清潔臉部)
5. Get rid of oil regularly (定期印走油脂)
6. Replace masks every 4 hours (4小時更換口罩)





Our members should be aware of 6 useful tips to nourish their skin regularly.

Which class do you belong to?

	Refugees 難民	Commoner 平民	Middle Class 中產	Local Tyrant 土豪
Wash face	✓	✓	✓	✓
Lotion	✓	✓	✓	✓
Toner		✓	✓	✓
Facial treatment essence		✓	✓	✓
Facial masks			✓	✓
Eye cream			✓	✓
Day and night skin care				✓

Full version to be uploaded!



Have you worked out your best men's skin care?



JCI Island organised its first webinar in March 2020.

Conducting a high-quality webinar requires for comprehensive preparation and detailed planning work. It is really a valuable learning opportunity for **our Organising Committee members** since they are required to **learn how to turn challenges into opportunities and deal with unprecedented challenges.**

We are excited that our Organising Committee members have transformed this fellowship gathering into a webinar within 1-week time. We hope that more online events could be organised for our members in the future.



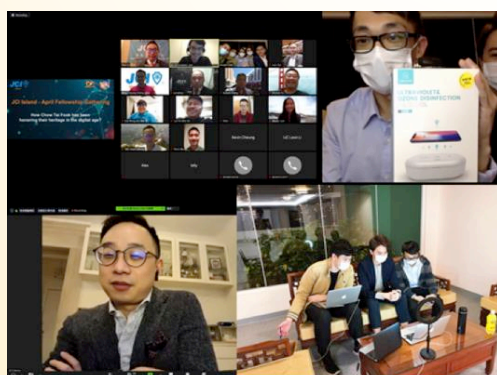
2020 April MFG - How Chow Tai Fook Has Been Honouring Their Heritage In The Digital Age?

Written by Kenny Chan



Most of us are moving towards the digital world. But what does digital really mean? While there is no consensus as to the real meaning of digital, **for most, it is the use of technologies; for others, it is a new way of engaging customers.** In fact, digitalisation has become one of the essential elements of innovation and innovation is crucial to the success of modern organisations. JCI Island is proud to have invited **Mr. Quentin Wong** to cover the following:

- How does digitalisation offer customised shopping experience?
- How does digital marketing shape the luxury world?
- How could we deploy new initiatives to deal with the pandemic?



Most importantly, Mr. Wong enlightened us that **digital transformation is** not just **about** the adoption of the most advanced technologies, but also **the tripartite relationship between people, business and technology.** Mr. Wong advised that young people should deploy more digital technology in their work and business.

Mr. Wong and his team led the digital transformation of Chow Tai Fook Jewellery Group Limited.

Date: 23 April 2020

Theme: Digital

Guest Speaker:

Mr. Quentin Wong,
[General Manager, E-Commerce Centre,
General Manager, Sustainability and
Innovation Centre (Investment) of
Chow Tai Fook Jewellery Group Limited]

Organising Committee:

Leon Li (Chairman),
Alex Chow & Billy Chu

Supervising Officer:

Kenny Chan

Master of Ceremony:

Kevin Cheung

Artwork Designer:

Terry Lee

2020 April MFG - How Chow Tai Fook Has Been Honouring Their Heritage in the Digital Age? (Continued)

Written by Kenny Chan

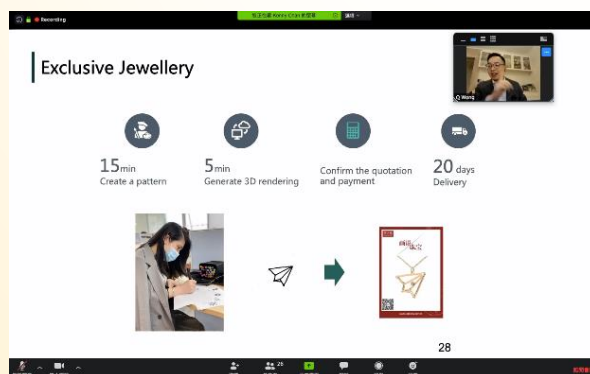
Mr. Wong encouraged us to establish our own digital presence as this would be vital for our personal and business success in the digital age. Mr. Wong gave real-life examples to illustrate how Chow Tai Fook has strategically deployed technologies to:

- Excel service quality (e.g. introduction of tailor-made jewellery design services available on Chow Tai Fook's e-commerce platforms);
- Enhance customer engagement (e.g. promotion of charitable sale by key opinion leaders through CloudSales365); and
- Evolve corporate brand image (e.g. launch of a MONOLOGUE • Coca Cola promotion campaign at Tik Tok).

Through Mr. Wong's sharing, our members have realised how **digital technologies** could help Chow Tai Fook **upgrade the quality of services to their customers and develop innovative communication channels for appealing to the iGenerations.**

In closing remarks, Mr. Wong suggested that we could consider:

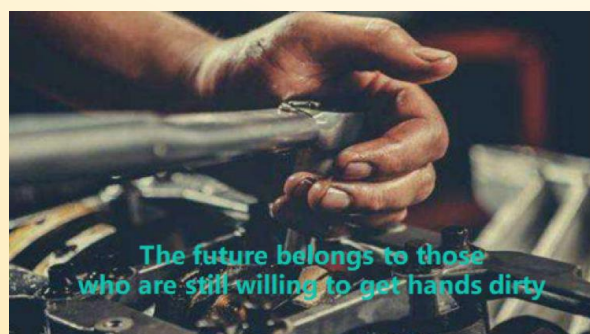
- Building up positive attitude to failure; and
- Developing a "slashie" mindset in the ever-changing world.



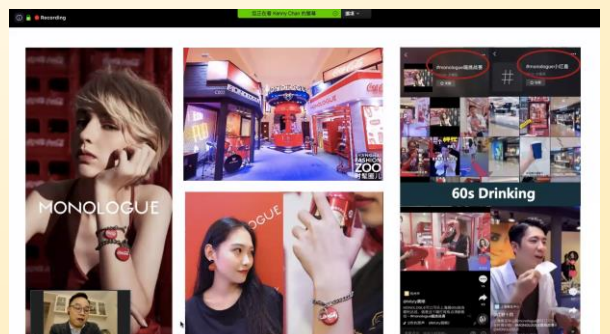
Online orders could be delivered to customers within 20 business days.



Digital technology could be used for staff management.



Mr. Wong encouraged us to spend tremendous effort to establish our digital presence.

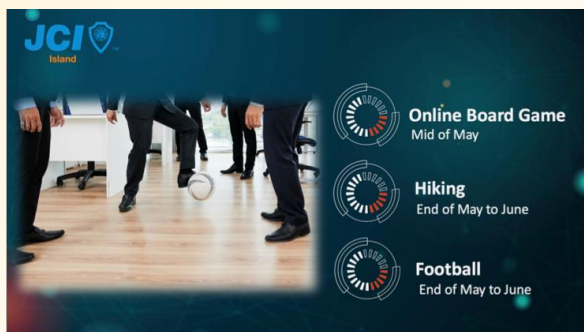


Creative marketing campaigns were held for appealing to the iGenerations.

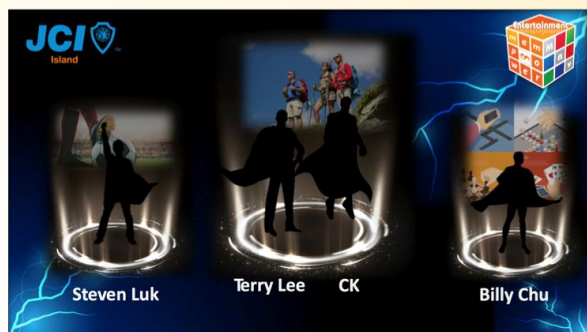
MAY I Take A Rest?

Written by Ewan Siu

Coming to May 2020, JCI Island would like to host various types of recreational activities to enhance members' bonding. In this connection, JCI Island has assigned me to lead a special taskforce – **"Island Entertainment City"** for planning and organising activities for our members. Up to now, we are so happy that 3 potential prospective members **Billy Chu**, **Charles Chong** and **Steven Luk** have become members of Island Entertainment City.



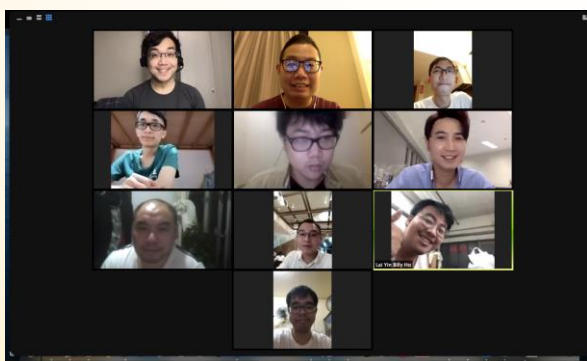
Island Entertainment City has set out its plan of actions in May 2020.



Potential prospective members have been invited to become members of Island Entertainment City.

Board Game Series 1 - Gold or Not Gold 矮人金礦大比拼

Our Prospective Member **Billy Chu** coordinated online card games competition **"Gold or Not Gold 矮人金礦大比拼"** independently. The game players have deployed their best strategies to dig out as many gold nuggets as they can. Here are some photos highlights:



Gold or Not Gold 矮人金礦大比拼 was successfully launched on 14 May 2020.



Both camps have used different strategies in order to win the competition.



Our Prospective Member Billy Chu was the coordinator of Gold or Not Gold 矮人金礦大比拼.

Gold or Not Gold 矮人金礦大比拼 Results Announcement:

The Champion: Billy Chu

1st Runner-up: Paul Lo

2nd Runner-up: Brian Wong

MAY I Take A Rest? (Continued)

Written by Ewan Siu

Board Game Series 2 - Funny Card Games 大比拼

On 23 May 2020, our Secretary General **Paul Kwok** hosted another card games event “**Funny Card Games 大比拼**”. The participants enjoyed these funny card games and have become more familiar with each other. We wish that more membership activities could be organised for new full members and prospective members so that they could be integrated into our culture as soon as possible.

Here are some photos highlights:



Funny Card Games 大比拼 was held on 23 May 2020.



Our Secretary General Paul Kwok (the rightmost) was the coordinator of Funny Card Games 大比拼.



Group photo of Funny Card Games 大比拼.

Our Prospective Members Charles Chong (the second left) and Brian Wong (the rightmost) have been increasingly active in JCI Island. They are Organising Committee members of JC Sports Play Day 2020 and JC Sports Begin @ Home Challenge 2020.

Our Island Entertainment City will be planning other membership activities such as hiking and football games. If you are interested to be a member of Island Entertainment City, please contact me for details.