



HONG KONG AUSTRALIA BUSINESS ASSOCIATION (VICTORIA CHAPTER)

NEWSLETTER MARCH 2010

Note from the Editor

2010 has already started-off well for members of HKABA (Vic) and the year promises to get even better! This edition provides more detail about forthcoming events and we get to hear from members about why they have joined the Chapter.

In this Newsletter there are contributions on:

- *The 2010 Chinese New Year function.*
- *Interviews with Simon Pho our Chapter President, Frank Wong from Metro Trains Melbourne and Elizabeth Guerra-Stolfa from the legal firm, Harwood Andrews*
- *March 18: Hong Kong Wine Seminar & Wine Tasting Session*
- *May 21: Food and Wine Appreciation Dinner*
- *Membership and New Members*
- *2010 Membership Survey*
- *Discounts on Visiting HK Trade Fairs in April 2010*

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2010 CHINESE NEW YEAR RECEPTION

Members and guests enjoyed a wonderful evening of celebration to welcome in the Year of the Tiger on February 22. The very well supported function was held at the Sofitel Hotel and was coordinated by the Hong Kong-Australia Business Association - VIC Chapter, Hong Kong Economic & Trade Office, Hong Kong Trade Development Council and the Hong Kong Tourism Board.





Members and guests were treated to wonderful food, drinks and informative presentations from Lorna Wong, the Director of the HKETO and from John Brumby, the Victorian Premier. Both Lorna Wong and Premier Brumby spoke warmly about the depth and value of the commercial relationships between Victoria and Hong Kong. The HKABA (Vic) was delighted with the two presentations.

The City of Melbourne was represented by the Deputy Lord Mayor, Susan Riley.

Of course the most delighted guest was David Rogers who won a return trip to Hong Kong for two and four night's accommodation courtesy of Cathay Pacific.





WHAT OUR MEMBERS ENJOY ABOUT THE HKABA VIC MEMBERSHIP!!!

Your intrepid Editor donned his frustrated journalist persona last week and tracked down a long standing member (our Chapter President Simon Pho) and two recent members: Elizabeth Guerra-Stolfa (Harwood Andrew Lawyers) and Frank Wong (Melbourne Metro Trains).

Simon Pho:

When did you first join HKABA?

"I joined when I was a Branch Manager for HSBC in 1995. My reason for joining was to represent HSBC which has a strong link between Hong Kong and Australia."

Why did you join?

"I thought it was worthwhile to join an association to help organisations wanting to do business between Hong Kong and Australia. The HKABA was an obvious choice for this."

What do you see as the future for HKABA Vic?

"I believe the Victoria Chapter will continue to actively increase the range and number of HK based links and relationships for its members. I believe we will have significantly greater links with HK Government based organisations e.g. HKTDC, HKETO, Invest Hong Kong. We will need to also develop greater networking opportunities and tangible assistance."

Do you have a message for potential and former members?

"Yes!! The HKABA Vic is increasingly a different organisation than when it was first formed. It is now a serious player in the Hong Kong business arena and now offers a significantly wider range of opportunities, events and networks to support business links."

Elizabeth Guerra-Stolfa (Harwood Andrews Lawyers)

Elizabeth, you are a comparatively new member. What was it about the HKABA Vic that encouraged you to join?

"I see HKABA Vic as providing a forum to network and exchange business information and ideas, thereby generating business opportunities.. I also believe that any business serious about providing professional services to Chinese clients needs to have a proper understanding and appreciation of Chinese culture and business dynamics to ensure it has credibility. HKABA certainly provides those insights."

When did you join?

"I joined 2 years ago and recently moved to a new firm. I brought my HKABA membership with me to Harwood Andrews Lawyers because of the value I place on



my membership. I have already been able to forge some useful commercial links with other HKABA members."

What has impressed you about the HKABA Vic so far?

"I found that the functions organised by HKABA Vic have been organised very professionally while still retaining wonderful warmth of reception. The HKABA Vic also has proven that it has invaluable leverage and contacts across the Victorian and Hong Kong business networks.

I am very excited about what HKABA Vic has to offer locally and I am also looking forward to attending the Hong Kong Forum in Hong Kong at the end of this year."

Frank Wong (MTM)

As a senior executive of Metro Trains Melbourne with your company's strong links to MTR in Hong Kong, why did you feel the need to join?

"Having worked extensively with MTR back in Hong Kong, I am very aware of the benefits and importance of helping organisations to tap the strong opportunities available in Hong Kong. I want to assist HKABA Vic to grow those opportunities."

Why would you encourage other organisations to join the HKABA Vic?

"I have already seen that HKABA Vic offers incredible support for organisations pursuing business and professional interests. I have seen how links between the two countries are maximised."

Where do you see the HKABA Vic in 5 years?

"One of the areas that I can see HKABA Vic offering more assistance is in helping members to tap the extraordinary range of Chinese and Hong Kong based magazines

I also see the HKABA Vic continuing to develop more prestigious events such as its Gala Awards Dinner."

INTERVIEW WITH DES

Do you have a message to share with other members?

Contact me and I will interview you about your messages for other members.

Des McGowan

Vice-President and Editor

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FORTHCOMING EVENTS

HONG KONG WINE SEMINAR & WINE TASTING SESSION

Your Committee continues to break new ground in the range of functions offered to members.

The Hong Kong-Australia Business Association - VIC Chapter in conjunction with the Hong Kong Trade & Development Council, the City of Melbourne and the State Government of Victoria has arranged a wine seminar and wine tasting event.

The function will feature the Chairman of the Hong Kong Wine Centre and the Hong Kong Wine delegation. This exciting function will be held on Thursday, 18th March 2010 from 4pm - 6pm at the Melbourne Town Hall. Dress: Lounge suit.

This function will reinforce the new economic focus that the wine industry has in the HK economy and will have incredible benefits for the Australian wine industry.

Please email your attendance to events@hkaba-vic.com.au or fax your acceptance to 03 9654 7159.

Cost will be \$40.00 for members and \$50.00 for non-members.

An acceptance form is produced for your convenience on the last page of this newsletter.

MAY 21: FOOD AND WINE APPRECIATION DINNER



Our first Food and Wine Appreciation Dinner will be held on Friday the 21st of May at Shark Fin House in the City. Proudly sponsored by the Hong Kong Government through Hong Kong Trade Development Council (HKTDC) and Hong Kong Economic and Trade Office (HKETO), this networking

event will help to promote Hong Kong as a duty free hub for the wine industry. Based around a 7 course dinner catering for approximately 170 members, a specially chosen wine will accompany each delicious dish. 2 rounds of wine guessing games will be played by each table with certificates of merit and prizes awarded to the winning teams. An entertaining and fun-filled night for all wine enthusiasts!

HONG KONG BUDGET BRIEFING



The Hong Kong budget briefing will be held on 7 April 2010 at Crown Hotel. Lorna Wong, the Director of the HKETO will be providing her insights in relation to the Hong Kong Budget. Daren Yeoh, a Tax Director at Moore Stephens will also discuss the role of Hong Kong in international tax structuring

involving Australian multinational groups. This event is proudly sponsored by the HKETO and Moore Stephens.

OTHER FORTHCOMING EVENTS

- Hong Kong Wine Appreciation Dinner: May 21 Shark Fin House
- Hong Kong Business Awards Gala Function: August 20; Crown Hotel

Closing date for HKABA Business Awards Company Nomination: 15th May 2010
Closing date for HKABA Business Awards Sponsorship: Wednesday 14th April 2010.

For details of these and other events please check our website regularly.





YOUNG PROFESSIONAL MEMBERSHIP:

Pius Fan is discussing with various University Alumni Societies in regards to our Young Professional Group.

Feel free to contact Pius (pius_fan@yahoo.com.au) for further information on this growing group.

MEMBERSHIP:

NEW MEMBERS

Daren Yeoh; Membership Committee Chair:

On behalf of the HKABA, I extend our warmest welcome to the following new member of the Victorian Chapter of the HKABA.

- *Canaan Lawyer*

MEMBERSHIP FEES FOR 2010;

Corporate Membership: \$300 (including GST and nomination of 3 members from same company same state)

Individual membership: \$125 (including GST)

Student membership: \$30 (including GST)

Please note membership renewal can be made electronically via the Association's website www.hkaba.com.au

HKABA VIC AND INSYNC SURVEYS LAUNCH THE 2010 MEMBERSHIP SURVEY

The 2010 membership survey will be launched later in March. When ready to be launched the survey will be advertised on our website and in the March newsletter so stay tuned.

The survey will again be anonymous and online.

We encourage you to participate in completing this invaluable survey.

Please contact me at dmcgowan@insyncsurveys.com.au for any inquiries re the survey.



8 GOOD REASONS TO VISIT HKTDC HONG KONG TRADE FAIRS IN APRIL 2010

Enjoy up to HKD1,800 Hotel Sponsorship* or HKD1,800 Travel Reimbursement* (CONDITIONS APPLY)

HKABA Member Benefits!!!!

Hong Kong Trade Development Council (HKTDC) Sydney Office is calling on Australian companies to visit the following HKTDC Trade Shows in Hong Kong in April.

Trade Fair	Date	Website
HKTDC Hong Kong Electronics Fair (Spring Edition)	13-16 April	http://www.hktdc.com/fair/hkelectronicfaire-en
HK ICT EXPO	13-16 April	http://ictexpo.hktdc.com/
HKTDC Hong Kong International Lighting Fair (Spring Edition)	13-16 April	http://www.hktdc.com/fair/hklightingfaire-en/
HKTDC Hong Kong International Home Textiles Fair	20-23 April	http://hkhome textilesfair.hktdc.com/
HKTDC Hong Kong Houseware Fair	20-23 April	http://hkhousewarefair.hktdc.com/
World of Pet Supplies	20-23 April	http://worldofpetsupplies.hktdc.com/
HKTDC Hong Kong Gifts & Premium Fair	27-30 April	http://hkgiftspremiumfair.hktdc.com/
Hong Kong International Printing & Packaging Fair	27-30 April	http://hkprintpackfair.hktdc.com/

The following incentives are available to your members and business contacts

- HKD1,800 Hotel Sponsorship **to help cover the cost of your stay in our selected hotels OR**
- HKD1,800 Travel Reimbursement (CONDITIONS APPLY)
- **VIP Card to access Dragon Lounge to enjoy free internet, light snacks and meeting rooms**
- **Free Admission Badge**
- **Invite to any special cocktail networking events like opening ceremony**
- **Free Business Matching to help find business partners in Hong Kong**

Register now to enjoy the Special Offers before February 26. If you have any queries, please contact Mr. Peter Bosevski or Ms Toni Wade on email peter.bosevski@hktdc.org or toni.wade@hktdc.org or sydney.office@hktdc.org or 02-92611-8911



ACCEPTANCE TO HONG KONG WINE SEMINAR AND TASTING

**TO: HONG KONG-AUSTRALIA BUSINESS ASSOCIATION VICTORIA CHAPTER
(ABN: 64 108 496 313)**

37/131 La Trobe St, Melbourne Vic 3000

Tel: 1300 322 072 Fax: (03) 9654 7159 Email: events@hkaba-vic.com.au

Please reserve _____ place(s) for the Hong Kong Wine Seminar & Wine Tasting on
18th March 2010.

Name _____ Position _____

Name _____ Position _____

Name _____ Position _____

Organisation

Tel _____ Fax _____ Email _____

Date _____

Cost: \$40.00 per person (GST incl.) for member and \$50.00 non member

Please find my cheque enclosed (made payable to **Hong Kong-Australia Business Association**) for the Amount \$ _____

Please debt my: Visa Card Master Card Amount \$ _____

(Diners and American Express cards not accepted)

Cardholder's Name: _____

Signature _____

Card No. _____

Expiry Date _____