



The Heart of Hong Kong's Business District

The Central Business District serves many of the most dynamic companies on the planet. Students from Munshang College called on Hongkong Land as part of the Chamber's Business-Schools Partnership Programme recently to find out what makes the heart of this business hub tick. By **Eric Chan**

“A well maintained work environment is crucial for nurturing creativity and increasing efficiency of workers,” said Tommy Au, Human Resources Manager of Hongkong Land, which made me realize why, when growing up, my mother would yell from one end of the apartment to the other, nagging me to clean my room.

Some 30 fourth and fifth form students from Munsang College were invited for a company visit at Hongkong Land on February 1, as part of the Business-Schools Partnership Programme, organized by the Chamber, where they gained new perspectives on the workplace environment.

Hongkong Land is one of Asia's leading property investment, management and development groups. This is the eighth consecutive year that the corporation has participated in the Business-Schools Partnership Programme to give Hong Kong students an insight into the property development sector.

Tommy initiated the visit with a short introduction of the company followed by a tour around LANDMARK, where stu-

dents learned about the complex's shop arrangements and the importance of customer service in particular. In addition to organization skills, Tommy also encouraged students to develop their time management skills.

“Time is finite, it is crucial to manage time wisely and get the max out of each day,” he said.

“Apart from all the decorative retail stores in the complex, I admire Hong-

kong Land's green initiatives,” said student Billy Ching. “The utilization of unused surface areas of buildings to cultivate oxygen generating plants adds additional color and life to the high pressure city.”

The visit was the first of two activities planned to give students first-hand experience of life in the corporate world and how Hong Kong has developed as an international city. ✿





Munsang College

民生書院

Munsang College is a co-educational school founded in 1926. The school's mission is to offer students a holistic education and to nurture a positive outlook on life. Apart from the academic development of students inside the classroom, the school also promotes additional learning experiences through community service, cultural and local exchanges with student associations. This marks the third year that the school has participated in the Business-Schools Partnership Programme.

民生書院是於1926年創辦的男女校，其辦學宗旨是倡辦完人教育，培育學生建立自覺積極而堅毅的人生觀。除了學生在課堂上的學術發展，該校亦通過社區服務、與學生組織進行文化和本地交流，增進額外的學習體驗。今年是該校第三年參與「商校交流計劃」。

香港商業區的心臟

中環核心商業區為全球眾多活力充沛的企業提供辦公空間。透過總商會「商校交流計劃」，民生書院的學生近日拜訪置地公司，了解這個商業樞紐的心臟地帶如何運作 陳俊璋

置地公司人力資源經理區唐生說：「一個管理完善的工作環境，對孕育員工創意和提高效率非常關鍵。」這番話讓我明白到，為何從小到大，媽媽總是喊破嗓子，催促我收拾房間。

透過總商會「商校交流計劃」，30位民生書院的中四、五生獲邀於2月1日參觀置地公司，以嶄新的角度了解職場環境。

置地公司為亞洲具領導地位的物業投資、管理及發展集團之一，今年是連續第八年參與「商校交流計劃」，讓香港學生體驗本地的物業發展行業。

區先生首先向學生簡介公司的業務，再帶領他們參觀置地廣場，讓學生了解該大型綜合項目的店舖安排，特別是客戶服務的重要性。除了組織技巧，區先生亦鼓勵學生培養時間管理技巧。他說：「時間是有限的，因此必須精明地管理時間，每天達到最

佳效益。」

「除了場內五光十色的零售店，我也很欣賞置地公司的環保措施。」學生程樂恆說：「利用建築物的閒置空間栽種放氧植物，能為這個節奏緊張的城市，增添不少色彩和生命力。」

是次活動讓學生親身體驗商業世界的生活，以及香港如何發展為國際城市。「商校交流計劃」稍後將再舉辦一次同類活動。✿



Hongkong Land

置地公司

Hongkong Land is one of Asia's leading property investment, management and development groups with premium commercial and residential property interests across the region. The Group owns and manages some 450,000 sq. m. (five million sq. ft) of commercial space in Hong Kong that defines the heart of the Central Business District, while in Singapore it has been instrumental in the creation of the city-state's new Central Business District at Marina Bay. The Group develops premium residential properties in a number of cities in the region, principally in China and Singapore where its subsidiary, MCL Land, is a significant developer. Hongkong Land Holdings Limited is incorporated in Bermuda. It has a premium listing on the London Stock Exchange, and secondary listings in Bermuda and Singapore. It is a member of the Jardine Matheson Group.

置地公司為亞洲具領導地位的物業投資、管理及發展集團之一，其優質商用及住宅物業遍佈亞洲。集團在香港持有及管理位於中環核心商業區達45萬平方米(500萬平方呎)之優質商用物業組合。在新加坡，集團在開拓當地位於濱海灣的新核心商業區扮演重要角色。此外，集團在亞洲區多個城市，主要於中國及新加坡，發展優質住宅物業。集團在新加坡的附屬公司MCL地產，為當地一主要的地產發展商。置地控股有限公司於百慕達註冊成立，在倫敦證券交易所擁有高級上市地位，同時亦在百慕達及新加坡作第二上市，乃怡和集團成員之一。

No Fast Track to Success

Hong Kong students participating in the Chamber's Business-School Partnership Programme learn that hard work, responding quickly to customers' needs, and having a passion for what you do can put them on the road to success, writes **Eric Chan**

“How many of you have shopped at or live close to our shopping centres?”

George Hongchoy, CEO of The Link Management Limited, asked 40 fourth form students from True Light Girls' School.

About two-thirds of the students raised their hands,

which reinforced the point that George was trying to make: “This shows that the Link is so much a part of the community in Hong Kong. We are not in Causeway Bay, or Tsimshatsui, but we are in a lot of different districts where people live.”

Getting students to think about that can help them to understand the Link's

business model, its mission and values, and hopefully that will put some ideas in their mind about what it can do.

The students visited The Link Management Limited on February 21, as part of the Business-Schools Partnership Programme, organized by the Chamber. The Link was the first real estate invest-



Three students from True Light Girls' College share their impressions of the Business-Schools Partnership Programme.

三位真光女書院的學生分享她們對「商校交流計劃」的評價。



Wong Wing Yin:

“Corporate governance was a term found in our textbook. It used to be vague and confusing, but after Mr Hongchoy explained it, the term was more apparent as he used realistic and concrete examples.”

黃詠妍：「我們的課本有提及『企業管治』這個詞彙，但卻含糊不清，令人費解。經王國龍先生利用許多真實和具體的例子講解後，頓時容易理解得多。」



Cheung Wing Yan:

“The pressure from work in the future worries me the most as making mistakes as a child is different from making mistakes as an adult. I worry that I will lose confidence in my ability if I get criticized too much by my supervisors.”

張詠茵：「我最擔心的是日後的工作壓力，因為小孩犯錯有別於成人犯錯。假如我的上司對我諸多批評，恐怕我會對自己的能力失去信心。」



Ma Yuk Yi:

“The most valuable thing that I learned today was handling difficult issues. As Mr Hongchoy demonstrated, the ability to solve issues in a timely fashion is crucial. As students, we should also develop that type of skill as well.”

馬鈺宜：「我今天的最大得著是學習如何解難。正如王國龍先生所說，及時解決問題的能力非常重要。身為學生，我們亦應培養這方面的技能。」



True Light Girls' College

真光女書院

True Light Girls' College is an all girls' Christian secondary school. In pursuance of the Christian spirit of benevolence, the school aims to provide quality education for girls, laying equal emphasis on the moral, intellectual, physical, social, aesthetic and spiritual aspects of whole-person development so that the students can develop their full potential. Apart from learning in school, the school also helps students gain other learning experiences outside of classrooms, offering a great variety clubs and interest groups ranging from religious, academic, recreational, social services and uniform groups.

真光女書院是一所基督教女子中學，本著基督博愛的精神從事女子優質教育，培養學生德、智、體、群、美、靈的均衡發展，務使她們能發揮潛能、盡顯所長。除了課堂學習外，該校亦協助學生汲取其他學習經驗，開辦多個學會及興趣小組，包括宗教、學術、文康、社區服務及制服團隊等。



成功無捷徑

參與總商會「商校交流計劃」的本地學生明白到，勤奮上進、迅速回應客戶需求，以及熱愛自己的工作，都是成功的關鍵 陳俊瑋

ment trust listed in Hong Kong and is currently the largest in Asia in terms of market capitalization. This is the second year that the corporation has participated in the Business-School Partnership Programme to give Hong Kong students an insight of the property management, as well as a more realistic approach of understanding business.

George provided students with a brief introduction of the company along with detailed explanations of the challenges the business is currently facing. He emphasized that students should never be in a rush to succeed. "It is like university, certain prerequisites are required before you enroll in a specialized degree. Likewise, no one should expect that in two years after working at a company that they should be CEO."

He urged students to keep striving for knowledge and acquire as much experience that they can, which will help them in life in the future.

"Some people say hard work is a given for success, but not a lot understand what it is to work hard on," he told the students. "There is no fast track to suc-

cess, as oftentimes life is filled with challenges and obstacles. Only those who are well prepared, well equipped and diligent enough will be able to deal with hardships off the bat."

After learning more about the company from Fred Wong, General Manager, Human Resources of The Link Management Limited, students were given a guided tour around the office's various departments and sat in a corporate communications department's meeting to witness lively debate about PR strategies for the first time.

"As I am a cheerful and active person, I feel that I can bring energy and sincerity to others. With that being said, I think I am suited for public relations or marketing and sales positions," said student Yeung Ka Yi.

Student Amber Ma said she found the concept of 'mystery shopper' as a way to check the quality level of service in shops very interesting.

"I think the mystery shopper idea is a very innovative way of ensuring service quality. In a mix of businesses in a shopping complex, it increases retention

The Link 領匯

The Link is Hong Kong's first and largest real estate investment trust. It manages 182 portfolios consisting of properties with an internal floor area of approximately 11 million square feet of retail space and approximately 80,000 car park spaces, all located on the doorstep of nearly 40% of Hong Kong's population.

領匯是香港首家及最大型的房地產投資信託基金，管理182項物業組合，包括內部樓面面積約1,100萬平方呎零售物業及約80,000個泊車位，與香港近四成住戶為鄰。

rates, and ultimately provides convenience and better service to the community," she said.

The visit was the first of three activities planned to give students a better understanding of the industry, particularly the business aspects of property management. ❁



領匯管理有限公司行政總裁王國龍向40位真光女書院的中四學生問道：「你們有多少人曾經在我們旗下的商場購物，或在附近居住？」

大約三分之二的學生隨即舉手，這證明了王國龍所說：「由此可見，領匯已融入香港社區。我們不是位於銅鑼灣、尖沙咀，而是在普羅大眾的居所附近。」

只要學生明白這一點，就了解到領匯的商業模式、使命和價值，並有望對領匯的工作加深認識。

透過總會「商校交流計劃」，學生於2月21日參觀領匯管理有限公司。領匯是首家香港上市及以市值計現時亞洲地區最大型的房地產投資信託基金，今年是第二年參與「商校交流計劃」，讓本地學生體驗物業管

理，以及更切實地了解商業世界。

王國龍向學生簡介領匯的業務，並詳細解釋了公司現正面對的種種挑戰。他強調，學生切忌嘗試一步登天。他說：「就好像大學一樣，在你報讀一門專科之前，必先符合若干先決條件。同樣，你不能預期在某公司工作兩年，就能晉升行政總裁一職。」

他呼籲學生不斷追求知識，盡量汲取經驗，這可讓他們終身受用。

「有人說成功靠努力，但卻不是太多人知道應該在哪方面努力。」他告訴學生說：「成功無捷徑，人生總會遇到很多挑戰和障礙。只有那些做足準備、積極勤奮的人，才可在遇到困難時迎刃而解。」

在領匯管理有限公司人力資源總經理王兼發闡述公司概况後，學生參觀了多個不同部

門，並有機會列席企業傳訊部的會議，首次見識到討論公關策略的過程。

學生楊嘉怡說：「由於我性格開朗，熱情主動，我認為自己可以展現活力和誠懇的一面。因此，我想我會適合做公關或市場推廣及營銷的職位。」

學生馬鈺宜認為，利用「神秘顧客」去測試商店的服務質素，這個概念非常有趣。

她說：「我覺得神秘顧客這個概念，是確保服務質素的創新手法。購物中心的業務包羅萬有，神秘顧客可留住客戶，最終為市民大眾提供更便利、更優質的服務。」

是次活動讓學生加深對業界的了解，特別是物業管理的業務運作。「商校交流計劃」稍後將再舉辦兩次同類活動。✿

Join the BSP 參與「商校交流計劃」

Established in 2001, the Business-Schools Partnership Programme provides a platform for students, teachers and businesses to communicate and exchange ideas with each other, and more importantly give students direct experience of the commercial world. Activities such as company visits, leadership talks, interview workshops and internships are organized to enhance the students' knowledge, business exposure and relevant job skills. Companies interested in joining the programme should contact the Chamber's Eric Chan at 2823-1239 or email eric@chamber.org.hk

「商校交流計劃」於2001年展開至今，為學生、老師和商界提供獨一無二的交流平台，藉以相互溝通，為即將踏入社會工作的莘莘學子作好準備，加深他們對商業世界的認識。此計劃不時舉辦各式各樣的活動，包括公司探訪、領袖講座、面試工作坊及實習工作等，增進學生的知識，加強與商界的聯繫，提升多項工作技能。如欲參與這項饒富意義的計劃，歡迎與總會陳先生（Eric Chan）聯絡，電話：2823-1239；或電郵：eric@chamber.org.hk