

Revitalizing Competitiveness



INTRODUCTION

The global financial tsunami left no one untouched. Credit markets froze up around the world; exports plummeted, investments stalled, unemployment rose, and recession set in. Fortunately, we are now seeing encouraging signs of economic recovery. In Hong Kong, after four consecutive quarters of contraction, the city rebounded with a 3.3% growth rate in the second quarter of 2009.

Despite these promising signs, many business leaders are still uncertain about the sustainability of the recovery. They are cautious to make new investments, and reluctant to hire new staff. They are husbanding their resources so as to be prepared for any eventuality.

But this is not a time to sit and wait. This is a time to focus on enhancing competitiveness, winning orders in a difficult market and preparing for the challenges ahead. The global nature of the financial tsunami has forced companies around the world to restructure and rethink the way they do business. Hence, the key to revitalizing competitiveness is to adopt a global vision, incorporate worldwide experience, and be prepared to change and innovate. We must measure ourselves against best practice from around the world.

The Hong Kong Management Association's 2009 Annual Conference brings together a group of exceptional speakers, including prominent business leaders, academics, and past winners of the Association's business awards, to provide a forum for senior executives to explore the issue of revitalizing competitiveness from different perspectives. We are certain that it will be a rewarding experience for all.

MESSAGE FROM CONFERENCE CHAIRMAN



Mr Michael T H Lee

Chairman

2009 Conference Organizing Committee

Director

Oxer limited

In order for Hong Kong to maintain its status as an international business and financial center, it must continue to enhance its competitiveness with an international perspective. Hong Kong's dependence on international trade and finance is as strong as ever. It is essential for Hong Kong to capitalize on its regional significance and its global prominence.

Amidst the rapid emergence of China over the years, the territory has become increasingly integrated with Mainland China through trade, tourism and financial links. Hong Kong must clearly define and enhance its competitive edge in order to complement and compete with rapidly growing cities such as Shanghai and Shenzhen.

This year, the 2009 Annual Conference "Revitalizing Competitiveness" will address the theme from multi-perspectives. Our speakers include renowned scholars, international business leaders and prominent local entrepreneurs. Past winners of the Association's business awards, such as the HKMA/TVB Awards for Marketing Excellence and the Award for Excellence in Training will also share their experience on enhancing their companies' competitive edge.

The Organizing Committee hopes that you will gain valuable insights from the elite group of speakers we have brought together for this event.

May I take this opportunity to thank my fellow members of the Organizing Committee for their support and dedication in preparing this year's Conference. I would also like to extend my sincere thanks to our speakers and sponsoring organizations for their invaluable contribution. I am sure that The Hong Kong Management Association 2009 Annual Conference will be a stimulating learning experience for all.

CONFERENCE ORGANIZING COMMITTEE

Mr Michael T H Lee (Chairman)

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Oxer Limited

Mr Philip Chen SBS JP

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Chen Hsong Holdings Limited

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Managing Partner, Hong Kong
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The Hong Kong & Shanghai Hotels Limited

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Finance & Business Development Director
MTR Corporation Limited

WELCOMING ADDRESS

Dr The Hon David K P Li GBM GBS JP
Chairman
The Hong Kong Management Association
Chairman and Chief Executive
The Bank of East Asia, Limited

OPENING ADDRESS

Mr Michael T H Lee
Chairman
Conference Organizing Committee
Director
Oxer Limited

SESSION 1**Session Chairman**

Mr Clement Kwok
Managing Director and Chief Executive Officer
The Hong Kong & Shanghai Hotels Limited

Speaker

“Can Asians Compete?”
Prof Kishore Mahbubani
Dean and Professor in the Practice of Public Policy
Lee Kuan Yew School of Public Policy
National University of Singapore
(One of the top 100 public intellectuals in the world and author of “Can Asians Think?”, a bestseller)



Question & Answer Session

Coffee Break

1030 SESSION 2**Session Chairman**

Mr Clement Kwok
Managing Director and Chief Executive Officer
The Hong Kong & Shanghai Hotels Limited

Speakers

“Enhancing Competitiveness in the ‘New Normal’”

Mr Dominic Barton
Worldwide Managing Director
McKinsey & Company



“Management of Innovation in East Asia”

Prof Arnoud De Meyer
Director
Judge Business School
University of Cambridge



“Understand, Design, Create and Manage – 4 Steps to Revitalization”

Mr Po Chung SBS OBE JP
Co-founder
DHL Asia Pacific
Chairman Emeritus
DHL Express (Hong Kong) Limited



Question & Answer Session

1245 LUNCHEON

Mr Simon Murray CBE
Chairman
GEMS Ltd

Question & Answer Session

1400 SESSION 3 (PANEL DISCUSSION)**Session Chairman**

Mr Steve Marcopoto
President
Turner International Asia-Pacific Limited

Panelists

Mr Benjamin Lau
Co-founder & COO
G.O.D. Limited



Mr Maximilian Ma Yung Kit MBE
Chairman
Lee Heng Diamond Group



Mrs Louisa Wong-Rousseau
Founder and Group Managing Director
Bo Le Associates



Mr Michael Wu
Chairman & Managing Director
Maxim's Caterers Limited



Coffee Break

1535 SESSION 4**Session Chairman**

Dr Allen Fung
Managing Partner, Hong Kong
McKinsey & Company

Speakers

“Operating In A Competitive and Dynamic Environment”

Dr Allan Zeman GBS JP
Chairman
Ocean Park Corporation
(Gold Prize Winner of HKMA/TVB Awards for Marketing Excellence 2006)



“Making Tracks”

Dr Raymond Ch'ien GBS CBE JP
Chairman
MTR Corporation Limited
(Gold Prize Winner of HKMA Award for Excellence in Training 2009)



Question & Answer Session

CONCLUDING ADDRESS

Mr Michael T H Lee
Chairman
Conference Organizing Committee
Director
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Yau Wing Company Limited

FEE

	HKMA Member	Non-Member
Full Day Programme*	HK\$2,100	HK\$2,300
Morning Session (8:45 am – 2 pm)*	HK\$1,300	HK\$1,500
Afternoon Session (12:45 pm – 5 pm)*	HK\$1,200	HK\$1,400

*The fee includes the luncheon at 12:45 pm.

Group Discount:

2-3 persons	less HK\$200 for each seat
4 persons or above	less HK\$500 for each seat

DATE AND TIME

Wednesday, 18 November 2009
8:45 am - 5:00 pm

LANGUAGE

English

VENUE

Theatre II (Old Wing)
Hong Kong Convention & Exhibition Centre
1 Harbour Road
Wanchai HONG KONG

HKMA 2009 ANNUAL CONFERENCE - "Revitalizing Competitiveness"

Registration Form (ACC-46626-2009-1-NL)

To register, simply complete this Form and mail it with your cheque crossed and made payable to "The Hong Kong Management Association" on or before 13 November 2009 to:

Annual Conference Secretariat,

The Hong Kong Management Association, 14/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong

1. Reservations by fax (2868 4387) are welcome. For enquiries, please contact Ms Trazy Lee (2826 0527), Ms Ellis Yeung (2826 0526) or Ms Amy Cho (2826 0535).
2. Please copy for more forms if necessary.
3. As space is limited, bookings will be on a first-come, first-served basis.
4. No refund will be made after payment, however, those who registered but are unable to attend may arrange to have their seats substituted by another party.
5. Personal data will be used for the purposes of market research, programme development and direct mailing.

I would like to enrol in full-day programme morning session afternoon session.

Mr/Ms:	Position:	
Company:		
Company Address:		
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Cheque for HK\$		is enclosed. (Cheque No.)
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