

The Chartered Institute of Marketing Hong Kong

2020 Annual Reviews



MESSAGE FROM CIM HK COMMITTEE



Mr. Johnson Lo
FCIM, MBA, CMktr
Chairman, CIM HK

"Together We CAN"

Dear all CIM Hong Kong Members,

Welcome to our 2020 Annual Review. Not just in Hong Kong, but to the rest of the world as well, 2020 probably is the most challenging year. With such a tremendous impact deeply affecting all of us under the COVID-19 pandemic, I believe everyone like myself are learning new and different ways to work .

The health, social and economic crisis has impacted many people around the world, including the professionals within the marketing circle. I shall take this opportunity to apologise for not hosting any networking event in between. But that doesn't mean we shall stop working for a better future of marketing industry. By leveraging technology we are able to interact with the marketing new forces via online seminar, workshop and training.

You should be able to see our team has done a tremendous job on connecting tertiary education institutes on promoting CIM as well as sharing industry knowledge and update information with students and alumni around. The future is not only in our heads but also in the hands of the young generation. I hope what our team has done will benefit the future of our marketing network.

I hope by the time we won the battle over Coronavirus, we shall be back in normal to organise offline events once again. We would also extend our online events to all members in the upcoming future. Last but not least, I wish you all, your families and friends, good health. We shall overcome and be back on the track of success in the near future.

Dear all CIM members,

2020 is a very challenging year to all of us and going forward to 2021 as well.

In this difficult situation, CIM HK executive committee has worked very hard to make things happen. We are professional marketers and we should think out of the box to solve the problems.

From March 2020, we kicked off our 1st online sharing with City University of Hong Kong and now, we have completed over 15 online career talks, webinars and events. We have reached out to CCCU, City University of Hong Kong, Chu Hai College of Further Education, HKBU, IVE, OUHK, HKU SPACE, Shue Yan University, Tung Wah College and PolyU SPEED. Moreover, our latest online events have been booked till March 2021.

Without all your great support, it will be very difficult to outreach more universities and local tertiary education institutions. Recently, Hong Kong Shue Yan University has signed up with CIM UK as our Partner University.

Last but not least, I would like to share a famous Japanese proverb with all of you : "Vision without action is a daydream. Action without vision is a nightmare."



Dr. Louis Poon
DBA, MSc, BA, MCIM CMktr
Vice Chairman (Education)
CIM HK



Sr. Franky Wong
MSc(RealEst) MCIM FIPA FRICS
MHKIS RPS(GP) CRREA
Hon. Treasurer
CIM HK

Dear all CIM members,

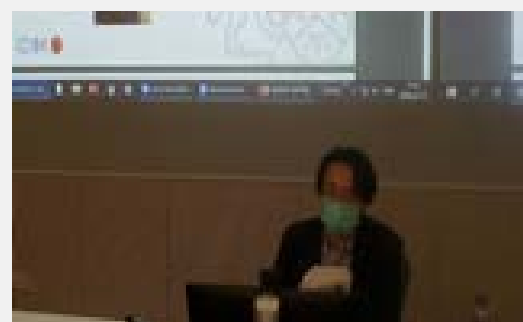
My dual qualifications as marketer and surveyor have always reminded myself to serve the professions with integrity. Time flies that I have been engaged as Treasurer of CIM(HK) for over two years. Not only do I learn from fellow committee members with excellent team work and spirit on volunteer work, but those energetic student interns of next generation also enable me to think outside the box with brilliant ideas on tomorrow's marketing. May I here ask for our CIM (HK) members to give your big handclap to our student interns on their sincere help to our committee; and we welcome you to join us by sharing your marketing insight in the next CIM(HK) newsletter? See you there!

CIMHK 2020 KEY ACTIVITIES

Talks: Introduction of CIM UK & HK

Date: 13 March 2020 Date: 29 April 2020
Format: Online Format: Online

Our Vice Chairman, **Dr. Louis Poon**, is honoured to introduce CIM UK & HK to students in **City University of Hong Kong** and **Community College of City University of Hong Kong** respectively in order to recruit more local students to CIM.



Webinar: How to Stand-Out in a Very Competitive Job Market?

Date: 12 May 2020
Format: Online

CIMHK and **Hong Kong Baptist University, Department of Marketing** are pleased to organise the '**How to Stand-out in a Very Competitive Job Market?**' webinar in HKBU. **Ms. Elaine Zhang**, CEO of Elysian Executive Solution, has shared her insights and tips on how to manage career path and stay competitive in the current job market.

YouTube Link:

<https://youtu.be/Mvh2LBT09Qs>



Symposium: Post Pandemic SPEEDy Market Adaptation for Survival and Sustainability

Date: 29 May 2020
 Venue: PolyU-SPEED
 Format: Hybrid

The Polytechnic University of Hong Kong - School of Professional Education and Executive Development (PolyU-SPEED) hosted an online marketing scheme symposium on 'Post Pandemic SPEEDy Market Adaptation for Survival and Sustainability'.

Our Chairman, **Mr Johnson Lo** has shared his insights on how local and multinational firms could prepare for the COVID-19 recoveries in various aspects. The symposium covered topics ranging from risk management & branding, media communication to skills and competence rejuvenation.

This event aims to facilitate the sharing of knowledge & building of the relationship between the School, the industry and the students/alumni community.

YouTube Link: <https://youtu.be/5Uas2NKyCqA>



Career Talk on Digital Marketing & Fintech Marketing

Date: 5 June 2020
 Format: Online



Our committee members, **Mr Johnson Lo, Dr Joseph Leung, Dr Eric Poon and Dr Louis Poon** are pleased to be the speakers of the career talk on **Digital Marketing & Fintech Marketing**, held by **City University of Hong Kong**.

The committee members have shared their expertise to CityU students with different topics including F&B, IT, Asset Management & Banking, and Fintech & Social Media in order to equip them with the latest information in different industries.



Online Career Webinar: The Next Big Thing in Marketing

Date: 6 June 2020
Format: Online



Hong Kong Baptist University, Department of Marketing hosted a career webinar to marketing students and have invited committee members of CIMHK to share fresh perspectives about various industries.

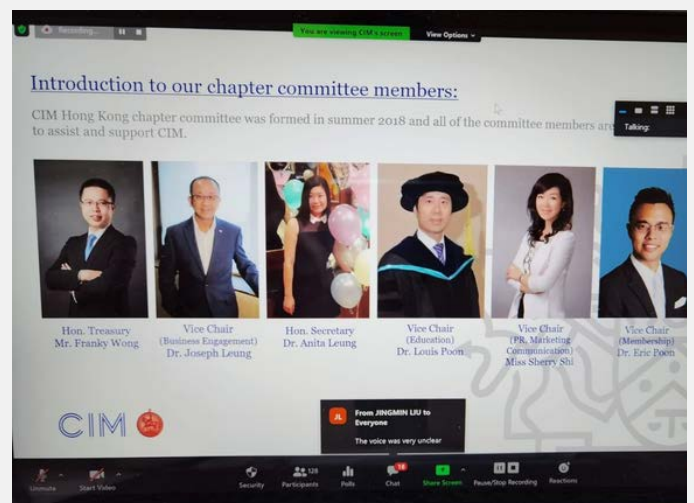
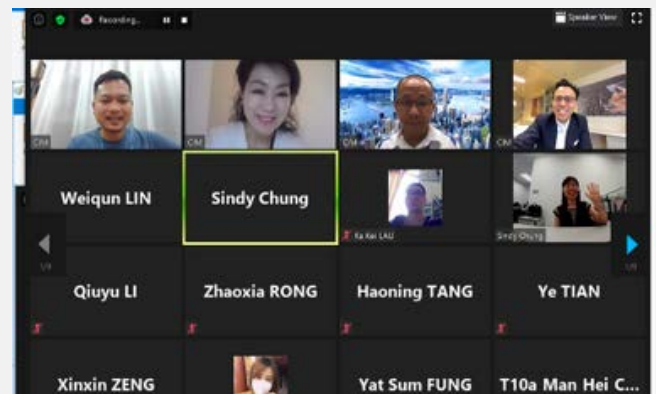
Our committee members, **Dr Joseph Leung, Dr Eric Poon, Ms. Sherry Shi, and Dr Anita Leung** have shared their expertise in various topics including F&B, Digital Marketing, Fintech Marketing, Media & Events Marketing, and Trends of postgraduate education to HKBU students.

CIMHK Career talk

Date: 23 June 2020
Format: Online

The **Open University of Hong Kong** hosted the career talk on how to apply digital marketing jobs in different industry based on employers' point of view to the students.

Our committee members, **Mr Johnson Lo, Dr Joseph Leung, Dr Eric Poon and Ms Sherry Shi** have shared their thoughts on the importance of digital marketing nowadays, and the demand of digital marketing in different industries including F&B, IT, Asset Management & Banking, Fintech, and Event Marketing to OUHK students.



Training Course: Concern for Grassroots' Livelihood Alliance

Date: 11 July 2020

Format: Hybrid

Our Chairman, **Mr. Johnson Lo** has given out an elementary training at a local NGO—**Concern for Grassroots' Livelihood Alliance** on how to do promotion and setup marketing strategies for the glass root neighbourhoods who wants to setup online or fairs food stall to earn for living under the current economic situation.



Career Webinar: Leveraging on the opportunities of digital marketing in the post-pandemic world

Date: 7 August 2020

Venue: HKU Space

Format: Online

Invited by **HKU SPACE International College**, our committee members, **Mr Johnson Lo** and **Dr Louis Poon** have introduced how the outbreak of COVID-19 accelerate the digitalisation of the corporations and the development of digital marketing, as well as the measures to be taken in order to meet the expectations and needs of customers to students via Zoom Conference.

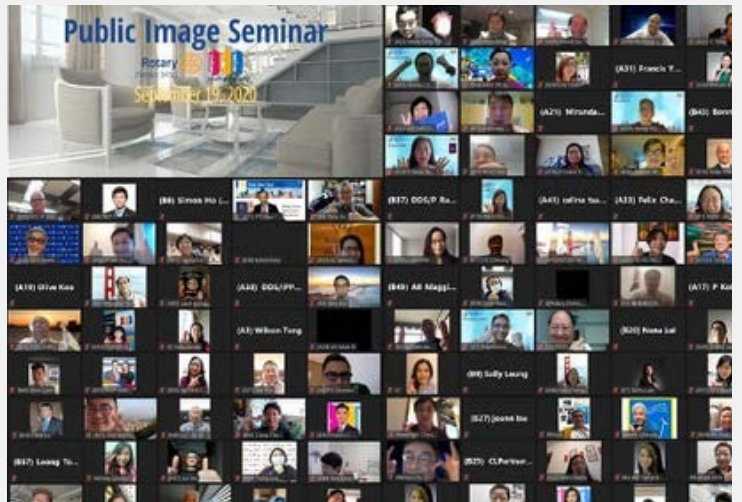


Online Meeting: Look Smart at Online Meeting

Date: 9 September 2020
Format: Online

Our Chairman, **Mr Johnson Lo**, is honoured to become one of the guest speakers of the talk held by **Rotary District 3450 HK**.

He has shared with over 120 professionals on how to look smart and build a better public image in online meetings.



CIMHK Online Training Workshop

Date: 12 October 2020
Venue: PolyU
Format: Online

Our Chairman, **Mr Johnson Lo**, was pleased to introduce the skills of preparing a pitch deck to students in **Hong Kong Polytechnic University**.



Youth Career Forum 13th Edition

Classified Post
South China Morning Post



Date: 26 September, 2020 (Saturday)

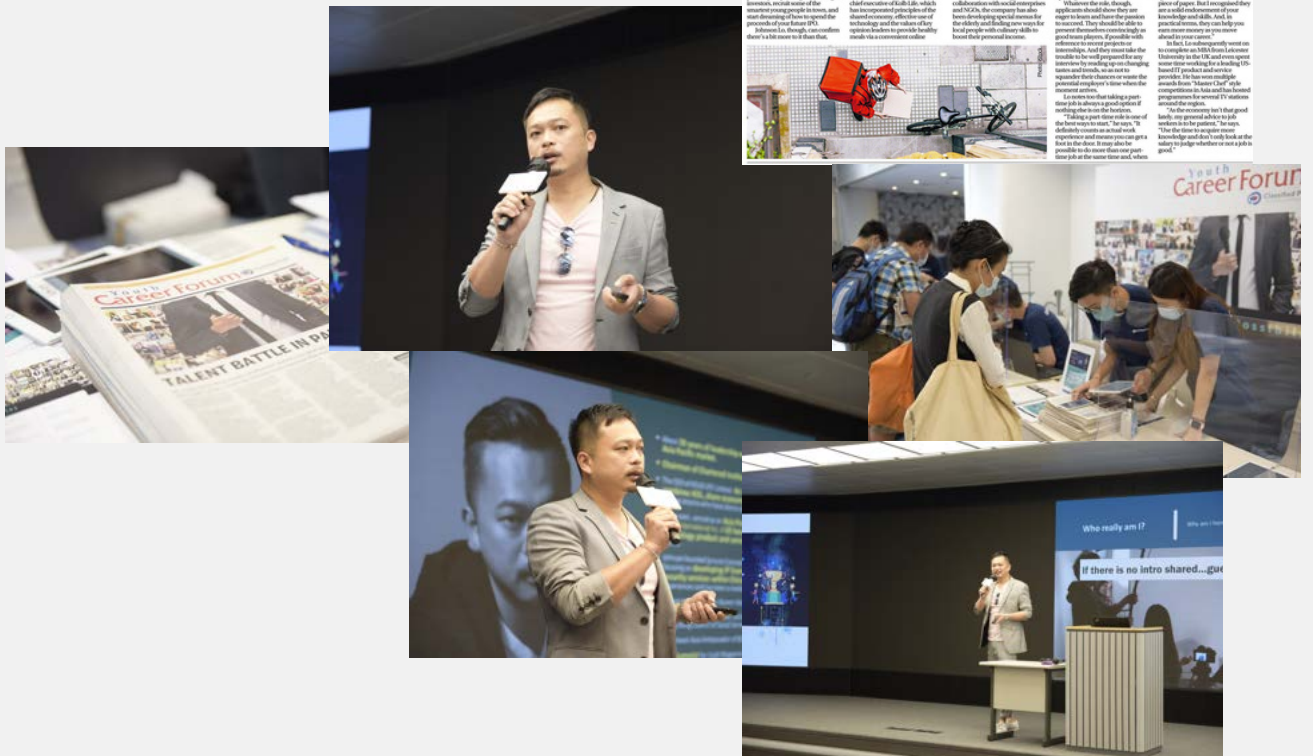
Time: 11am - 5pm

Venue: Conference Hall, 4/F, Hong Kong Productivity Council

Our Chairman - **Mr. Johnson Lo** was honoured to be invited by **Classified Post - SCMP** as their guest speaker for the career forum earlier. To share how he turns himself from an ordinary Part Timer to a Slash Professional. Being able to use his own experience and knowledge to help the fresh graduates strengthen themselves to cope with changes would be the best assistance on building a better Hong Kong in the future. #career #future #careeradvise

Target Audience:

DSE Graduates, Diploma, Associate Degree,
University Students, Young Hong Kong Jobseekers



Business Leader Forum

Date: 6 October 2020
Format: Online

Date: 5 November 2020
Format: Online

To provide students with a more up-to-date and in-depth understanding of the marketing field, our committee members have attended the **Business Leader Forum** organised by **City University of Hong Kong, Department of Marketing** via Zoom Conference, to share their marketing views and experiences to students.

The forum has two sections including:

Section 1: Event Marketing in Financial Industry

Speaker: **Ms. Sherry Shi**
(Vice Chairman, Marketing & PR)

Section 2: About CIM UK & CIM HK

Speaker: **Dr Louis Poon**
(Vice Chairman, Education)



Online Talk: The Big Big World of Industry - Creative Business

Date: 12 November 2020

Venue: VTC Tower

Format: Online

Invited by **Hong Kong Institute of Vocational Education**, committee members of CIM Hong Kong were pleased to share their experiences to students in the **Online Series of Talk on Career Planning - The Big Big World of Industry** with the theme of **Creative Business**.



Online Series of Talk on Career Planning
The Big World of Big Industry
Member of VTC Group
VTC 香港職業訓練局

The talk helps participants better understand vocational and professional education, learn about the latest issues and developments in different industries, and chart their career paths, thus helping them set goals early, equip themselves, and enhance their career prospects.

Online Enrolment: <https://tngo.page.link/p77gq>
Enquiry: 2460 5352 / asmleung@vtc.edu.hk

All professionals, school principals, teachers, secondary school students, and college students are welcome to participate.

FREE OF CHARGE

<p>Creative Business</p> <p>HOW TO SURVIVE IN A COMPETITIVE BUSINESS ENVIRONMENT Mr KM Yim Vice Chairman, President of Strategy Alliance Limited Executive Director of E&H Hong Kong Limited</p> <p>NEW OPPORTUNITIES IN THE FINTECH INDUSTRY Dr Louis Poon Vice Chairman, Education of the Chartered Institute of Marketing (Hong Kong)</p> <p>12 Nov 2020 (Thu) 3:30-4:45pm Enrol. deadline: 6 Nov 2020</p>	<p>Innovative Technology & Career Planning</p> <p>CAREERS AND PLANNING IN CAREER MAPPIING Ms Leung Suk Yu Executive Director of Family and Youth Development (Refugee) Centre Limited</p> <p>TECHNOLOGICAL INNOVATION AND BUSINESS OPPORTUNITIES Mr Tang Mai Chan Chairman of Youth Innovation and Technology Department, Hong Kong Youth Innovation Foundation</p> <p>22 Jan 2021 (Fri) 3:30-4:45pm Enrol. deadline: 15 Jan 2021</p>
<p>Food & Health Science</p> <p>WEIGHT MANAGEMENT AND A HEALTHY LIFESTYLE Mr Vin Ip Professor of Life and Aquaculture</p> <p>CREATING EARTH FRIENDLY FOODS Mr Mau Lau Chairman of Alliance Food Products Ltd Chairman of Water Purity Group</p> <p>18 Dec 2020 (Tue) 3:30-4:45 pm Enrol. deadline: 8 Dec 2020</p>	<p>Engineering</p> <p>GREEN AND INNOVATIVE BUILDINGS Dr Tansing Ho Member of Hong Kong Institute of Environmentalists Pastor, Chairman of The Hong Kong Chapter of the Society of Environmental Engineers (S.E.E.)</p> <p>EXPLORING RENEWABLE ENERGY USE IN HONG KONG Dr Sherman Chan Ping Kwong Chairman of Green Building, Sustainability Manager, GRC, CBM, DPE, Recovery Advisor of HKOES and HKESB</p> <p>25 Feb 2021 (Thu) 3:30-4:45pm Enrol. deadline: 18 Feb 2021</p>



Special thanks to our Chairman **Mr Johnson Lo**, Vice Chairman **Dr. Louis Poon** and our Hon. Secretary **Dr. Anita Leung** for representing us!

Business Leader Forum, Career Talk 2020-2021 Series 1

Date: 14 November 2020

Venue: CityU

Format: Online

Organised by **City University of Hong Kong, Department of Marketing, 'Career Talk 2020-2021 Series 1, Planning for your future'** was successfully completed!

CIM Hong Kong Chairman **Mr. Johnson Lo**, Vice Chairman **Dr. Louis Poon** and **Ms Sherry Shi** have shared and interacted with the students and alumni who want to pursue a career in the fields of Entrepreneur, Event Management, Finance, Fintech, Food & Beverage, Media, and Public Relation.



Topics covered including:

- Brief overview of the industry
- Possible job titles/types
- Job requirements
- Possible career progression
- Advise to equip and differentiate yourself



Digital marketing + Fintech Development during Covid-19 situation and going forward

Date: 18 November 2020
Venue: Hong Kong Shue Yan University
Format: Hybrid

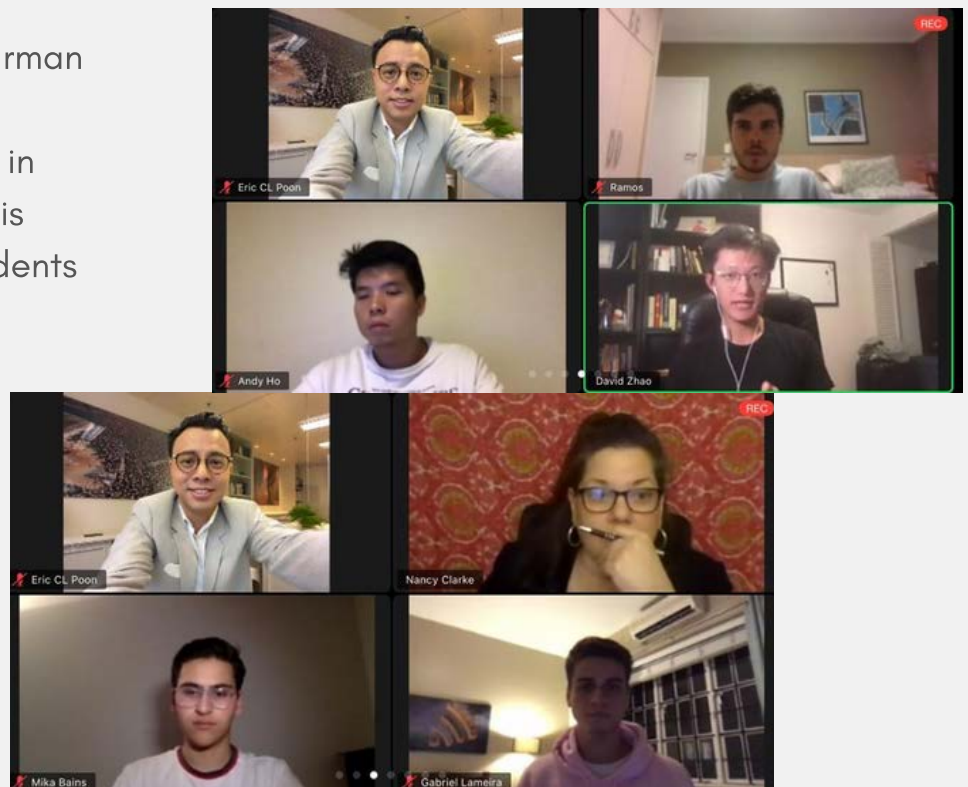
Our Vice Chairman, **Ms Sherry Shi** and **Dr. Louis Poon** are so honoured to share with nearly 100 Year 3 and Year 4 students (physical and digital) in **Hong Kong Shue Yan University** on the topic, '**Digital marketing + Fintech Development during Covid-19 situation and going forward!**'



CIM Introduction to UBC students

Date: February, July and October 2020
Format: Online

Dr. Eric CL Poon, the Vice Chairman (Membership Development) of CIMHK, had organised seminars in **February, July and October** this year introducing CIM to the students in **The University of British Columbia (UBC)**.

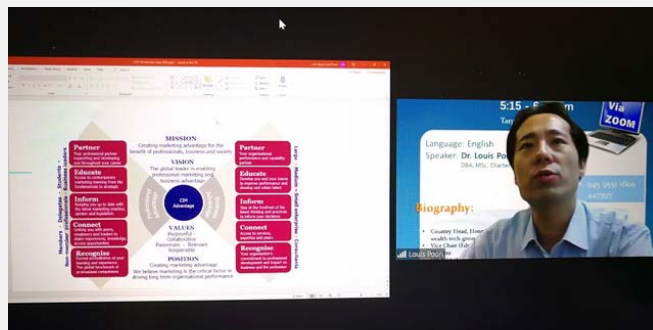


Finance Industry and Development of Fintech in Hong Kong

Date: 24 November 2020

Venue: Chu Hai College of Higher Education

Format: Online



Our Vice Chairman, **Dr. Louis Poon** is pleased to share with students in **Chu Hai College of Higher Education** on the topic, 'Finance Industry and Development of Fintech in Hong Kong'.



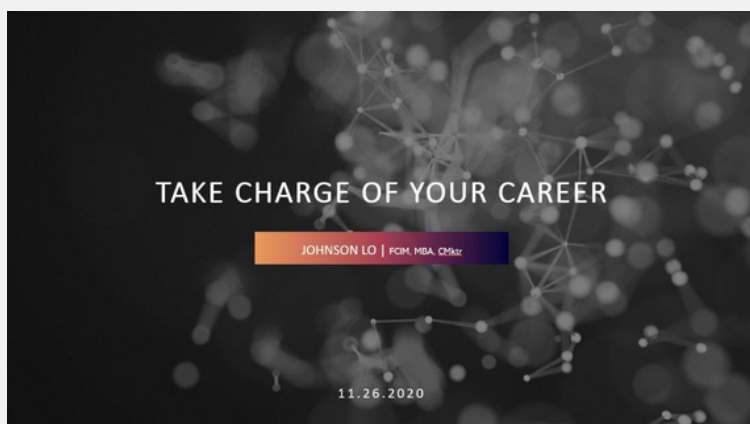
Take Charge of Your Career

Date: 26 November (Thursday)

Time: 4:30-5:30pm

Venue: Tung Wah College, Mongkok

Format: Online



Our Chairman, **Mr. Johnson Lo** is pleased to share with students in **Tung Wah College** with his **insight, tips and professional experiences** for them to prepare for the future challenges and lifelong career development.

CIMHK Summer Internship Program

Summer 2020

CIMHK in partnership with **Hong Kong Baptist University** offers marketing students internship program in summer of 2020. This program offers marketing students great opportunities to learn and gain practical marketing experience across industries.

YouTube Link: <https://youtu.be/Gj8fXwsSpZc>



“

Ignoring online marketing is like opening a business but not telling anyone.

**- Ng Man Ho, Marco
Summer Intern**

”

“

Along the video-conferencing booming trend, an online event having its own attractive official website is halfway to success.

**- Koo Sin Ying, Jennifer
Summer Intern**

”

“

Instead of one-way interruption, web marketing is about delivering useful content at just the right moment that a buyer needs it.

**- Chan Lok Him, Amen
Summer Intern**

”



“

This internship taught me that marketing environment is always changing and thus we should adopt the changes as soon as possible.

**- Jack Chan
Summer Intern**

”

Summer Intern Students (2020):

Ng Man Ho, Marco
Ngai Ming Chun, Roy
Jack Chan
Koo Sin Ying, Jennifer
Wong Yuen Ting, Kelly

Chan Lok Him, Amen
Wang Xinrong, Wendy

Student Ambassador:
Cheung Wing Ka, Natalie

Congratulations to all our talented interns for successfully completing your impressive summer internship!

CIMHK SUPPORTING EVENTS

HKTDC's MarketingPulse webinar - Insider's Guide to Livestream and KOL Marketing in Mainland China

Date: 5 June 2020

Format: Online

CIM HK is pleased to support **HKTDC's MarketingPulse webinar: Insider's Guide to Livestream and KOL Marketing in Mainland China** held by **Hong Kong Trade Development Council**. During the session, marketing experts introduced live-streaming and KOL ecosystems in the mainland, including platforms such as Douyin, TaoBao, WeChat and Red.



HKTDC's MarketingPulse webinar - 5G in digital marketing and advertising to create opportunity and growth.

Date: 18 August 2020

Format: Online

Held by **Hong Kong Trade Development Council**, the webinar '**5G in digital marketing and advertising to create opportunity and growth**' was successfully completed! Iconic representatives had shared success cases of the application of 5G in digital marketing and advertising to create opportunity and growth.





VFF LOBBY



Asia's Premier Virtual FinTech Fair

Date: 4 - 5 August 2020

Format: Online

CIM HK is invited as the supporting partner for **Asia's Premier Virtual FinTech Fair 2020. Virtual Fintech Fair (VFF)**, co-founded by FinStep Asia and Novsphere Media, is a brand hosting a series of exclusively digital events showcasing Fintech companies from across Asia and bringing together the brightest minds and thought leaders in the global Fintech community.

Asia Futurist Leadership Summit (AFL Summit)

Date: 20-22 January 2021

Format: Online

Asia Futurist Leadership Summit (AFL Summit), the flagship event hosted by the **Association of Family Offices** in Asia during Asia Financial Week in Jan 2021, gathers family offices, family enterprises, industry professionals, private banks, institutions, funds and venture start-up firms around the globe to meet, share, learn and take bigger roles and responsibilities for promoting responsible and impactful investment into the World.



Introduction to our chapter committee members



Mr. Johnson Lo
FCIM, MBA, CMktr
Chairman



Mr. Franky Wong
MSc(RealEst), MCIM, FIPA, FRICS, MHKIS,
RPS(GP), CRREA
Hon. Treasurer



Dr. Anita Leung
EdD, MBA, DipM(CIM), PGCE, BSc(Hons),
TeachC, MCIM, CMktr
Hon. Secretary



Dr. Eric CL Poon
FCIM, PhD, MBA, BBA (Econ), IPGA, USGTF,
WGTF
Vice Chairman
(Membership Development)



Dr. Louis Poon
DBA, MSc, BA, MCIM, CMktr
Vice Chairman
(Education)



Ms. Sherry Shi
MCom(Mktg), BComm (Mktg&BlntBus),
MCIM, CMktr, BGS
Vice Chairman
(Marketing & PR)



Dr. Joseph Leung
DBA, MBA, MMgt, MEd, PgDipBPsy, PgDipArb,
PgCertMPsy, FCIM
Vice Chairman
(Business Engagement)

Contact Us

Website:

<https://www.cim.co.uk/international/hong-kong/>

Facebook:

<https://www.facebook.com/CIMHongKong>

YouTube Channel:

<https://www.youtube.com/channel/UCYZ2E5fIMracq5-YHjuxnzQ/featured>

LinkedIn Group:

<https://www.linkedin.com/groups/8203673/>