

SNAPSHOTS

GIVE YOUR BEST SHOT

IT'S ALL ABOUT LOVE

Interview with SDGJA
Programme Ambassador
Louis Cheung

INTERVIEW with
JAYCETTES
ENTREPRENEURS

2019
JUNE
ISSUE

Event Ambassador of
Sustainable Development Goals
Junior Ambassador (SDGJA)
Programme 2019



SDG JUNIOR AMBASSADOR PROGRAMME 2019



FEMALE ELITES' SERIES 2019 BUSINESS ON STILETTOS



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JCI CREED

We believe:

That faith in God gives meaning and purpose to human life; That the brotherhood of man transcends the sovereignty of nations; That economic justice can best be won by free men through free enterprise; That Government should be of laws rather of men; That earth's great treasure lies in human personality; And that service to humanity is the best work of life.

JCI MISSION

To provide development opportunities that empower young people to create positive change.

JCI VISION

To be the leading global network of young active citizens.

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PRESIDENT
ELLEN CHUNG

Spending the first half of this year with my beloved Jayceettes including our unconditionally supportive Past Presidents, hard-working and passionate Board of Directors, energetic and amazing members, and experienced and caring senior members, I truly feel love is surrounding our Jayceettes' family and this motivates me to go further on.

This year, we celebrate our Golden Jubilee with the slogan **"The Golden Past, A Gleaming Future"** and the theme **"The Glittery Present"**. My mission for 50th anniversary is **to continue nurturing our caring and daring female leaders and bringing the BEST out of Jayceettes.**

I believe as a leader, I have to uphold the most important mission – to inspire members with JCI Vision and Mission and engage them to generate positive energy so as to bring sustainable impact to the society, and eventually create a positive change for themselves.

"When we seek to discover the best in others, we somehow bring out the best in ourselves."

WILLIAM ARTHUR WARD

To bring the best out of Jayceettes, a myriad of opportunities is offered to our members: personal development, leadership development, community affairs, business affairs and international affairs.



Jayceettes Academy continues to feature trainings and workshops that provide development opportunities to meet members' needs. **'SDG Junior Ambassador Programme 2019'** continues to promote Sustainable Development Goals (SDGs). The program receives great support from the **District Office (Central and Western)** and students from **Hong Kong Design Institute**, who design the **FIRST EVER** SDG-related parent publication and board games that are due to be released in the **Hong Kong Book Fair 2019**. In addition, community services day with **Benji's Centre** were organized to put SDGs into actions!

An innovative and customized project **"Female Elites' Series 2019: Business On Stilettos"** was introduced and it received positive feedback from the community. It aims to empower and equip women who are interested in starting their own businesses with necessary skills and knowledge.



To echo with the Government's participation in the development of the Greater Bay Area, a new Chinese Affairs project **"大灣區·從心生活"** was launched and it received overwhelming positive responses from members. We are honored to have the generous support from **The Liaison Office of the Central People's Government in the HKSAR** in making this program a big success.

We are grateful to have your unfailing support to all these projects and events and this makes my team and I feel honored to serve our beloved members.

It is important to know your needs and it is a learning process for me and my Board of Directors. We are dedicated to create more opportunities for you to flourish. It is heartening to know, with all your great support and encouragement, my President's journey is not alone.

My top priority is to bring out the best in everyone of us! Let's shine and shimmer together and showcase the glittery present in our chapter's Golden Jubilee!



IT'S ALL ABOUT LOVE



Mr Louis Cheung

Event Ambassador of JCI Hong Kong Jayceettes Sustainable Development Goals Junior Ambassador Programme 2019 ("SDG Programme")

Louis Cheung, playing the multiple roles of an actor, a singer, a father, has a very packed schedule but spending quality time in environmental citizenship and parenthood. In the Opening Ceremony of SDG Programme, he shared his view of sustainability with our energetic Junior Ambassadors.

Entering its 3rd year, SDG Programme focuses on **Poverty Index and Happiness Index**. We invited Louis to be our ambassador this year as we share the same goal in conveying sustainability message to our community. When we asked about the origin of his care to the environment, Louis told us it was all about his love to the Mother Earth. He led a thought-provoking experiment with the SDG Junior Ambassadors – "Will you hurt your classmates? **You love them, so you won't. But that is exactly what we are doing to our environment.**"

Where Love Begins...

“I remember it was back in my 20s, I went snorkelling in Sai Kung with my friends. We could see nothing but a supermarket trolley down the deep water,” Louis rolled his eyes when he recalled this unforgettable scene. **“How wrong-minded can one be to do such an action? I want to do something,”** Louis continued. This triggered Louis to concern more about the environment.

“The best way to influence others is leading by example. Gradually you will attract someone alike and encourage each other on the way,” Louis explained. He then walked with us his environmental-friendly journey, especially about his latest path shared with his beloved children.

Spending Quality Time with Children

“I often play board games with my children and I find it important to show them how willing you are to spend time to play with them,” Louis smiled and said. “It’s a good idea that SDG Programme is launching a board game this year.”

Louis supplemented, **“It is equally important that we educate our children to spend time with themselves; reading can train their concentration and thinking.”** To serve this purpose, SDG Programme is publishing a book to nurture sustainability values to the youth. “Also, I can use it for my children’s bedtime reading.”

Tips to Teach Children about Mother Earth

With 12 years of experience in raising 2 children, Louis openly shared his “secret” tips in teaching them to love the environment. “First, **build a connection between your children and the natural environment.** I often bring them to the country parks. It naturally becomes a habit to protect the environment once the relationship is built.”

Louis stressed that nothing could be more effective than **building appropriate mindsets and habits at an early age.** He urged parents that environmental education should not only come after wealth and achievements. “Otherwise, they grow up with personal accomplishments only and forget about the remaining piece of ‘being environmentally friendly.’” Environmental education should be seen as a “must-have” than a “nice-to-have,” he explained.

“Another key point is **cultivating an environmentally-friendly lifestyle.** I encouraged my children to make their own musical instruments with raw materials.” In one of Louis’ Instagram posts, his son brought his own cups to buy drinks. Louis emphasized that everyone, instead of public figures only, should go plastic-free and be environmental-considerate.



Dr Shirley Yeung (right two) inviting Mr Louis Cheung (right one) to role play with SDG Junior Ambassadors



Dr Shirley Yeung (left two), Mrs Wong Ho Wing Sze, Susanne, JP (left four), Mr Louis Cheung (right three), President Ellen Chung (right four) and National General Legal Counsel Past President Senator Winnie Yeung officiated at the Opening Ceremony



Powerful Influence from A Loving Partner

“Love and care about the environment are the most important lessons in life,” He mentioned his wife, Kay Tse, the renowned Hong Kong female artist with deep admiration. “We share the common belief in loving the environment”, “She takes charge of buying all environmentally-friendly products for our home”, “She gets a plan to promote environmental-friendliness to the community and I would like to get involved”... What is the most powerful influence to change our mind and actions? **It is all about love.**



Riding on the success of 2017 and 2018, the Sustainable Development Goals (“SDG”) programme has extended from personal training to launch our first-ever publication of SDG elements. We have engaged our members and different partners to contribute to this publication in order to spread the global messages to all schools, children and parents in Hong Kong. We hope to improve our community and make Hong Kong a sustainable and greener place to live in.



OPENING CEREMONY 10 March 2019

We were pleased to invite **Mrs Wong Ho Wing Sze, Susanne**, JP, Central and Western District Officer as Guest of Honor, **Mr Louis Cheung** as Event Ambassador, and **Dr Shirley Yeung**, representative of our Strategic Partner – UNESCO Hong Kong Association as Keynote Speaker. They gave us notable sharing and widened our horizons with measures of protecting the environment, as well as how to make Hong Kong a happier place to improve Hong Kong ranking in Happy Index according to the UN World Happiness Report.

Students, parents and teachers from **Catholic Mission School** and **SKH Lui Ming Choi Memorial Primary School** participated in the mini games which had aroused their interest and knowledge in the community issues in Hong Kong.



Supporting partners **BUS Publishing** and **Community Bench HK** also shared their valuable ideas with the students from **Hong Kong Design Institute**, who are also the designers of our SDG board game booklet. The sharing inspired the students with more ideas in designing the games and books that are suitable for the children.



A strong and passionate troop of environmental advocates at the Opening Ceremony



Our first Community Service Day at Hong Kong Wetland Park

COMMUNITY SERVICE DAY 1 31 March 2019

We have organized an outing with **Benji's Centre** and students from Hong Kong Design Institute (HKDI) at the Hong Kong Wetland Park. Through this activity, HKDI students have known more about parental education and gained new insights for developing their designs. HKDI students and children from Benji's Centre got along well during the visit. They have learnt the knowledge of ecological environment of Hong Kong.

HONG KONG WATER RACE 14 April 2019

The SDG Team was invited by our Project Strategic Partner **Wofoo Social Enterprise** to participate in the Hong Kong Water Race as a Supporting Organization by hosting a game booth. The game booth was created to promote our Project and SDG goals, as well as raising the awareness on environment issues and global health. We have reached out to over 1,000 participants who all enjoyed themselves and learnt new knowledge from the games.



Meeting with the Japan Consulate



Community Service Day Briefing Session

JAYCEETTES WOMEN ENTREPRENEURS

To celebrate the JCI Jayceettes Women Entrepreneur year, we interviewed 3 Jayceettes members – Past President and Ten Outstanding Young Persons (TOYP) Chairman *Carol Yeung*, Full Member *Angel Lam* and *Christal Leung*. They have started their business for different reasons but shared a few things in common – they are passionate, determined and committed. They have turned their ideas into reality and have built successful business and enjoyable lives.



Senator Carol Yeung

2014 President and 2019 TOYP Chairman
Founder of iNNOVGGoals Limited

What inspire you to start a business?

Years of commitment to learn inspired by JCI Hong Kong Jayceettes. Since my JCI journey from 2010, I have joined many UN affairs projects. In 2015, I learnt about the UN Sustainable Development Goals (UN SDGs) during the appointment as JCI UN Affairs Committee Member for Asia. Then, I acted as Project Advisor in Jayceettes' flagship SDG Junior Ambassador Program for 2 years (2017 and 2018). In 2018, I went to Tokyo to study "2030 SDGs Game".

Can you tell us a bit more about your company, "iNNOVGGoals", and your role in the company?

"iNNOVGGoals" offers educational training and consulting to businesses, schools and community organizations about the SDGs and sustainability topics. I am its Founder and Managing Director. I'm also a Certified 2030 SDGs Game Facilitator. This game is a multiplayer, in-person and card-based game that simulates taking the "real world" into the year 2030 and simplifies complex sustainability issues and UN SDG. Participants shall feel excited, connected and ready to co-create a sustainable future after playing.

What are the three most important lessons you have learned building your company?

- If you run into problems, you need to relax, stay calm and think the next step
- Reflect and be a conscious leader
- Don't be shy to seek advices from mentors

What do you enjoy the most to be a female entrepreneur?

Enjoy flexibility and work with passion.

What is the challenge to be a female entrepreneur in Hong Kong?

Lack of established support or funding network. For example, female employees have paid maternity benefit, but female entrepreneurs does not have this protection. Also, paternity leave in Hong Kong is comparatively conservative in the region.

Where do you get advice when needed?

I joined startup groups and entrepreneurship networks. Lucky to have met many good mentors and seniors in JCI who are successful entrepreneurs.

Do you think our government and/or other organizations provide enough support to female entrepreneur?

The Women's Foundation provides female entrepreneurship workshops. Recently, I have come across a non-profit organization "HK Momtrepreneurs". It aims to support women and mothers in career development by hosting regular business including design thinking and social media marketing. Not particularly aware of government support at this moment.

What advice do you have for women entrepreneurs who wanting to start a business?

Stay true to your heart, keep passion. If you think it's a good idea, give it a go. If you think it is the right moment, believe in yourself. Go forward and go full force.



Angel Lam

Full Member
Founder and Owner of “運動族人” and “Bon Bon Aroma”

What inspired you to start a business?

My children. I wanted to spend more time with them to care and watch them grow and so I quit my job to look after them. At the same time I don't want to stop challenging and growing. So, I started my own businesses and I have been enjoying the new challenges so far.

Can you tell us more about your company, “運動族人” and “Bon Bon Aroma”, and your role?

“運動族人” is a user friendly online shopping platform which provides a broad range of Japan sporting goods and equipments. We'd like to encourage the public to do more physical exercises and increase the frequency. “Bon Bon Aroma” sells anything that smells good including soaps, candles and handbag along with accessories to bring out women independence and happiness.

What are the three most important lessons you have learned in building your company?

- Ensure good time management, do not go after perfection.
- Set your target, do your best and use alternative ways to achieve your goal(s) when necessary.
- Find a balance and handle emotions.

What do you enjoy most to be a female entrepreneur?

The balance between work and family – I get to control my time and I can also implement my ideas freely at work.

What is the challenge to be a female entrepreneur in Hong Kong?

In Hong Kong, most people still expect women to put more emphasis on their families. This has increased the challenges on finding ways to devote time to both work and family. Especially schooling of children in Hong Kong is highly intensive.

Where do you get advice when needed?

From trainings, I also love to seek advice from other entrepreneurs.

Do you think our government and/or other organizations provide enough support to female entrepreneur?

There is a very good organization named Hong Kong Entrepreneur for Mothers. It is a group for women to support and share information on running a business. I find this organization very important and useful!

Any advice for women entrepreneurs to start a business?

Make good use of the advantages of being a female: sensitive, caring and love to share. All businesses have their ups and downs, just stay put. With merely a change of mindset and mentality, you will realize there is always a way out, don't give up easily. Learn more about yourself also helps to uplift your mood, allows you to enjoy the process more, and eventually increases the efficiency.



Christal Leung

Full Member
Formulator of “Skin Need”

What inspired you to start a business?

Actually I did not start my business. I was luckily given a few beauty salons that I sculpted into my passionate business gradually. They were great platforms that nurtured my private label skin care manufacturing business.

Can you tell us more about your company, “Beaumonde International Limited”, and your role?

15 years ago, my mother founded Beaumonde Skin Care, a beauty salon in Yuen Long. She flew to the U.S. for importing American skin care products with our family savings. She intended to leave her business for me. However, I turned it into our in-house brand “Skin Need” by partnering with a U.S. manufacturer and wholesaling our products to beauty centers in Hong Kong 5 years ago. Using my biochemist training and skin care formulator expertise, I created our GMP certified cosmetics production lab in Kwai Chung in 2018.



What are the three most important lessons you have learned in building your company?

- Alignment is important in every objective, every decision and every aspect
- Align your passion and expertise with your products and services, align positioning your merchandise to meet expectation of consumer
- Align communication and operational style based on your team characteristics and preferences

What do you enjoy most to be a female entrepreneur?

Females have a great balance of cooperativeness and assertiveness – more empathy to step in others' shoes, think and act according to advice and observation. We then work with superiors, subordinates, clients, or vendors to fine tune processes. Also, females tend to be less crass than their gender counterparts. I cannot be luckier to work in an industry surrounded by wonderful, compassionate and brilliant women!

What is the challenge to be a female entrepreneur in Hong Kong?

It's challenging to be an entrepreneur in Hong Kong in general – soaring rent, steep salary for high caliber talents, competitive market as this is the place where the best of the best corporation congregate. Operational cost is hefty and competition is cut-throat.

Where do you get advice when needed?

I get advice from a peer-to-peer group of entrepreneurs and I am so grateful to have them by my side as we share our ups and downs in business! I sometimes feel entrepreneurship a lonely journey but a very highly rewarding journey if you are hardworking and fortunate enough to taste success.

Any advice for women entrepreneurs to start a business?

Don't over think. Gather resources and take plunge. Business gives you surprises in every corner. Take care of your health for this demanding battle. Build a supportive network of family and friends in times of low morale. Make wise sacrifices as time is fleeting, opportunities are transient and people come and go.



FEMALE ELITES' SERIES 2019

BUSINESS ON STILETTOS

Female Elites' Series 2019 – Business on Stiletto's Opening Ceremony was held on 23 Mar 2019 with more than 100 guests and participants. We were honored to have Dr. Bernard Chan, JP, Under Secretary for Commerce and Economic Development, the Government of the Hong Kong to be our Guest of Honor.



1st Business Workshop 11 May 2019

Our first Business Workshop of Female Elites' Series 2019 – Business on Stiletto's was successfully held at R one Space, Kwun Tong on 11 May 2019 conducted by Ms. Christal Leung, CEO of Beaumonde International Limited, who shared her business experiences with the theme of "Entrepreneurship Mindset & Business Model". Over 40 participants attended the event and we have received positive feedback from the participants on the workshop content and practicality of sharing.



2nd Business Workshop 20 May 2019

The second business workshop in the series was held at R One Space in Causeway Bay on 20 May 2019. We are honored to have Mr. Alvin Lam, founder of 18 Hall, to shed some lights on marketing strategies and fundraising tips, specifically for startups. Over 50 participants attended the event.



3rd Business Workshop 27 May 2019

Our third business workshop was held at R One Space in Kwun Tong on 27 May 2019 with over 40 attendees. We are honored to have Ms Gloria Chan (left) and Ms Cindy Wan (right) from Tax Services team of PwC, to share important tips on taxation in Hong Kong and China while setting up a company with our attendees.

The objective of our project is to promote women's entrepreneurship development and gender equality, to provide resources to local women entrepreneurs, and to make an ongoing positive impact to the society. We also want to help underprivileged women by providing them education and supports on business related issues, so that they can earn by themselves. We target all Hong Kong women aged 18-40 who are interested to launch new businesses.

We will shortlist 10 teams and the result will be announced on 2 July 2019 which they will be matched with mentors to provide professional advices on their business .

If you want to witness the champion of our First women entrepreneur competition, please save the date – 11 August 2019!



JAYCEETTES ACADEMY

Recruitment and Training School of JCI Hong Kong Jayceettes

We value each member's personal growth and how each of them can reach their fullest potential to serve the society as an active citizen. Jayceettes Academy aims to create a wondrous membership journey for all members, **from recruiting, training, converting, retaining and promoting to the next level.**

JAYCEETTES BENEFITS

To celebrate JCI Hong Kong Jayceettes' 50th Anniversary, a brand-new Members' Privileges Scheme is launched, "**Jayceettes Benefits**" as a **free marketing platform** for members' businesses. It connects brands of our members and partners to provide privileged offers for our Honorary, Senior and Full Members. As of May 2019, we have aligned with **26 companies**, where members can enjoy different privileges by presenting their Jayceettes Membership Card!



UPCOMING EVENTS AND BIRTHDAY EMAIL GREETINGS



An email is sent in the beginning of every month to consolidate **JCI Hong Kong & JCI Hong Kong Jayceettes events** for members to reserve their time. We have also attached a calendar to help members mark their fellows' birthdays. Let's greet our Jayceettes friends with a big Happy Birthday!

MONTHLY FELLOWSHIP GATHERING SUBSIDIES!

For a Prospective Member ("PM") attending MFG for the first time:

HKD50

Birthday Girl: HKD50

NEW MEMBER ORIENTATIONS

20 February and 8 May 2019

2 New Member Orientations were organized by JCI Hong Kong, having **2016 National President Senator Brain Kwan** and **JCI Marketing Committee Chairperson Senator Maurice Leung** as speakers respectively. 27 potential members attended and 16 signed up as our PMs! Great appreciation goes to **National Membership Director Jackie Lam**.



GOOD MORNING NP

Good Morning NP will be held 3 times in 2019. For the first one, we had our **SDG Junior Ambassador Programme 2019 Chairman Noel Chow** representing our chapter to have a refreshing morning run and breakfast with **2019 National President Senator Zenith Lin**, along with new members from other chapters.



CASUAL GATHERINGS


Joint Chapter Happy Hour with 10 Local Chapters

In-Charge: Director Marcella Ho

 JAN
25

Valentine's Special: Chocolate Making Class

In-Charge: Officer Polly Ng

 FEB
12

Wet Market Tour by Woman be Chef

In-Charge: Officer Polly Ng

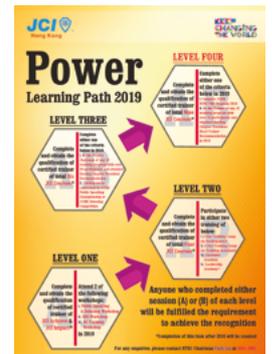
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ORGANIZING COMMITTEE MANUAL (OC MANUAL)

2019 OC Manual has been blasted to all members through email, also available at <https://goo.gl/XMXCKF>. It offers practical knowledge and skills of planning and executing projects as OC! We hope to enhance project efficiency by providing updated templates.


POWER LEARNING PATH

In order to encourage our members to explore more possibilities in JCI and JCI Hong Kong, the National Training & Development Commission has designed “**Power Learning Path 2019**” – a full-year individual learning and recognition program.


NEW MEMBER TRAININGS & PROJECT MANAGEMENT TRAININGS 25 January 2019

A fast track course equipping our new members and project OCs with practical skills applicable in daily life and JC events was taught with 26 participants.


STAR TRAINERS:
New Members Training: 2018 President Rosanna Wong

Project Management Training: 2019 Ten Outstanding Young Persons Selection Chairman and 2014 President Senator Carol Yeung

OC TEAM:
Chairman: Officer Ada Cheuk

Organising Committee:

Dodo Lam, Agnes Mak, Tiara Lau and Daisy Ng

Supervising Officer: Vice President Yuki Wong

Project Advisor: 1999 President Senator Peggy Yen

JOINT-CHAPTER RECOMMENDED COURSES – “LIGHT UP YOUR WORLD” 30 March 2019

Co-Hosted by JCI Peninsula, JCI Hong Kong Jayceettes, JCI Harbour and JCI Dragon, 3 JCI Recommended Courses were delivered with over 70 participants.


STAR TRAINERS:
Presenter: JCI Queensway 2014 President Senator Suki Cheung

Effective Leadership:

JCI Hong Kong Jayceettes 2015 President Senator Naomi Chan with Assistant Trainer Director Rainbow Yuen

Social Responsibility: JCI Dragon 2016 President Senator Hades Ho

JOINT OC TEAM:
Chairman: Officer Flora Ng

Organising Committee from JCI Hong Kong Jayceettes:

Officer Christine Yuen

Supervising Officer: Vice President Yuki Wong


JCI WORLD PUBLIC SPEAKING & DEBATE CHAMPIONSHIP (HONG KONG) 2019

The event has always brought great excitement to us, and this year is no exception. In 2019, JCI Hong Kong Jayceettes had 9 members joining the workshop and a record-breaking of 5 contestants, including:

PUBLIC SPEAKING:

Open Class: Heidi Wong

JC Class: Director Rebecca Seto, Vincy Wong

Debate: Dodo Lam, Yungmie Chin

We are very pleased to announce that **Vincy Wong** has successfully won in the Hong Kong's round and she will be **representing JCI Hong Kong in ASPAC!** On top of that, **Yungmie Chin** has also successfully won second place in the Debate Championship. Please come and support Vincy in ASPAC, get excited!



5-STAR TRAINING CAMP

Director Rebecca Seto, Director Karley Choi, Aki Chan and Helen Yau graduated from 33rd 5-Star Kitchen, which they have built friendships across chapters and have acquired deeper JC knowledge throughout the 2-day camp. **Honorary Secretary Joee Au-Yeung** and **Dora Chan** were the camp's Training Assistant.

TRAINER MENTORSHIP PROGRAM (TMP)

Director Rainbow Yuen, Dora Chan and Jenny Kwan have participated in TMP on behalf of our chapter and attended various trainings and coaching sessions for their final pitching in TMP Arena on 9 June 2019.

EXECUTIVE ACADEMY

Executive Academy is offered to members with board experience to enhance their leadership, problem solving and communication skills. In 2019, we had **Honorary Secretary Joee Au-Yeung, Vice President Yuki Wong, Vice President Marissa Tse** and **Director Marcella Ho** joining the camp!



TOYP 2019 PR STARTers

Officer Kathy Kwan, Officer Lavender Chan, Officer Flora Ng and Vivian Yeung have been nominated by the chapter to be TOYP PR STARTers. This program provides JCI members an opportunity to learn about stage management, public relations skills (VIP and media courtesy) and social etiquette.

WORLD PRESIDENT RECEPTION
4 January 2019

We were happy to meet the World President Mr. Alexander Tio. It was a wonderful opportunity to listen to his sharing of his life as a World President.



More than 12 members felt empowered after listening to the inspiring sharing from World President Mr. Alexander Tio.



JCI MANILA INAUGURATION CEREMONY

11-13 January 2019

International Affairs team visited our Sister Chapter JCI Manila in Philippines to witness and celebrate the inauguration of Board of Directors of JCI Manila. We met new friends from different chapters in the world and had enjoyable days in Philippines.



FEBRUARY FELLOWSHIP GATHERING "ANNYEONG" MISS HYDRANGEA!
1 February 2019

The event was successfully held with the attendance of 40 Jayceettes and friends. We promoted Korean Culture with Korean costumes and handmade hair accessories!



VICE PRESIDENT RECEPTION
13 May 2019

Our JCI Vice President Kelly Huang came to visit Hong Kong and we grabbed a chance to meet her at night.



“大灣區·從心生活” is our theme of Chinese Affairs Area. We had a series of events to promote Chinese culture and increase members' understanding of current development and upcoming trends of Mainland China by bringing them to the Greater Bay Area.

SHENZHEN BANK ACCOUNTS OPENING 1-DAY TRIP 19 April 2019

Our first event was Shenzhen Bank Accounts Opening one-day trip. We had 25 members and friends going to Shenzhen to open bank account in China GuangFa Bank. We were so happy when we finally achieved this mission!

We visited our supporting organization Hex Cube to know more about the current business trend in Mainland China.



MAY FELLOWSHIP GATHERING “樂在書法” 10 May 2019

We learnt Chinese calligraphy from our guest speaker 1990 President Dr. Caroline Keung. We had 40 members and friends joining this event. Everyone had their piece of Chinese calligraphy with long-lasting feelings of bliss, tranquility, peace and harmony.

2-Day Trip to Zhuhai 《珠海兩天考察團》 24-25 May 2019

With generous and continuous support from the Liaison Office of the Central People's Government in the Hong Kong SAR (LOCPG HK), JCI Hong Kong Jayceettes successfully gained connection with Zhuhai Municipal Committee, Zhuhai Women's Federation and Zhuhai Municipal Commercial Bureau and organized a 2-day trip to Zhuhai. We had nearly 30 members of JCI Hong Kong Jayceettes to visit various organizations and attend a seminar with female entrepreneurs for better understanding of Zhuhai's future planning so as grasp development opportunities.



On Day One, we attended a seminar organized by Zhuhai Women's Federation at Inno Valley, Hengqin. During the seminar, JCI Hong Kong Jayceettes members exchanged experiences of starting a new business in Hong Kong, whereas Zhuhai female entrepreneurs shared their own stories with us. We understood that China government has launched multiple favourable policies supporting young entrepreneurs who can have less financial concern but focus more on own business development. Those policies were also applicable to foreign enterprises.

On Day Two, we visited JCI Hong Kong Jayceettes visited 4D Kan Kan Corporation (AI Exhibition Hall). Scenes or images under digitalization were shown in virtual reality. Automated driving with the help of AI detecting road situation was demonstrated. Many members were excited to took photos in front of a camera equipped with 4D art effects. We then bought the latest products at Xiaomi flagship store, followed by Zhuhai Grand Theatre, another cultural landmark in Zhuhai.



We also visited Mi Flagship store and Foodawa Food Science & Technology to understand the living styles of Zhuhai citizens and current market trend.



Everyone enjoyed the trip so much and we had a wonderful time !

THE ART OF CONNECTING WITH PEOPLE AND BUILDING NETWORKS

We believe being socially connected goes hand in hand with how a person value his/her own well-being and how much attention he/she pays to self-care. In the first half of 2019, Public Relations team has been reaching out to different stakeholders, including members, the media, and partners for exchanging ideas and collaboration. The unique and memorable engagement opportunities are very precious, which we also hope they are eye-opening and rewarding to all members.

Understanding that first impression counts, we have adopted new chapter theme colours. **Colour pink represents caring and unconditional love. It stands for understanding and is associated with giving and receiving care. Green is the color of nature and health. It represents growth and energy.** With the new and iconic change in our chapter colours, the Public Relations team has issued an extensive array of collaterals items to convey the chic, healthy and energetic female leader image of the chapter.



GET THE WORD OUT

What's the key in developing a conversation with the media and let them ask questions instinctively? In attending the media luncheon on 28 February organised by JCI Hong Kong, we introduced our flagship projects to the media friends, highlighting our first-ever, all-rounded female entrepreneur campaign to empower women and received many positive feedback.





CONVERSATION WITH FEMALE ELITES FROM DIFFERENT WOMEN GROUPS

We had the honour to meet many outstanding women leaders at the Spring Gala Luncheon 2019 organised by Hong Kong Federation of Women.

Being a Jaycette opens up the door to endless exposures in a wider and better world. We aim to bring more opportunities to our members to get to know significant figures in the society and learn from their past experiences either in running their own business or their family. 18 Jaycettes members joined the forum on female entrepreneurship, co-organised by Jessica Magazine and Y.Elites Association on 8 Mar Womens' Day.



WE ARE CHIC AND HEALTHY JAYCETTES

What drove us to wake up at 6am? It's love and team spirit! We participated in Jessica Run Corporate Team Challenge at The Peak on 31 March and brought home a fulfilled heart and mind.

The sporty, energetic Jaycettes achieved very good results at the JC Sports Day, which they participated in a series of track and field races at Wan Chai Sports Ground. All of them tried their best and won the trophy for Overall Champion (56-90 members), and also bagged home 13 medals.

Casual gatherings are also a good and effective way to get to know each other while building trustable relationships. The Poon Choi Dinner on 16 February was a memorable event that demonstrated a strong sense of love and sisterhood.





#SHEMEANSBUSINESS

Thanks to our partner, Facebook, for inviting us to the fabulous #SheMeansBusiness workshop on 6 June 2019! More than 90 members joined and learnt a lot from the experts: secret tips of using Instagram stories, the popular illustrator Tse Sai Pei taught us how to stand out of the crowds on social media and the strategy in maximizing online marketing efficiency! What a delightful evening!

Stay tuned to more fun and interactive workshops in the future!



GETTING THE RIGHT PARTNERS IS CRUCIAL

We are honoured to be the supporting organisation of the 19th Anniversary Leaders Forum organised by our partner 'Jessica', the city's top-selling women's monthly magazine. The engaging sharing by the leading female entrepreneurs from the Greater Bay Area inspired us to make breakthroughs in both our professional and personal life.



Friendship has always been the cornerstone for the Senior Member Club (SMC). With our theme of **"Affinity of Boundless Fun"** this year, we continue to organize various events to bring joy and happiness to our members.

“大紅大紫喜迎春” 26 January 2019

A huge thank you to our 39 senior members for participating in this event to kick off 2019 SMC. We were grateful to our guest tutor 苗子女士 for introducing and teaching us the traditional paper-cutting art. If you were there, you would envy the joyful moments when we made our own paper-cut masterpieces to celebrate the Lunar New Year. Heartfelt appreciation went to our **Event Chairman Senator Joyce Li, MC Louisa Wong and helpers PC Betty Chan, Tracy Ip and Fanny Lo** for making the program run smoothly. All participants received a **"Fortune Bag"** with lovely piggies sponsored by SMC advisors Past President Margaret Tang and Past Chairman Petula Wong, and "Fai Chuns" with Chinese Calligraphy of **Senator Rebecca To, VC Tracy Ip and me**; which filled the entire room with fun and energetic LNY vibes. We sincerely wished everyone of us a happy, healthy and prosperous Year of the Pig!



“潮汕高鐵尋味之旅” 29 - 31 March 2019

Our annual trip was successfully launched with 25 participants. This is the first time we started our trip by taking the HK-China high-speed rail. Chaoshan is a coastal city known for its rich history and culture. Its gourmet and local snacks are famous as well. During the 3 days tour, we enjoyed very much of the various gourmets, especially the **"lion head goose", "Shantou beef hotpot" and "Nan'ao seafood"**. It was amazing that we still could finish all the desserts treated by our generous HLP Jennifer, an hour after the delicious and stomach full hotpot lunch. Needless to say, the coach rides during the trip were full of laughters. A big thank you and kiss to **Event Chairman Louisa** for organizing this tour.



ASPAC 17 - 20 June 2019

Taking this opportunity, I would like to thank **JCI Foundation Hon. Advisor Sonny Yu** for sponsoring an ASPAC registration to our senior member. This year, we had six senior members registered for ASPAC which will be held in Jeju during 17 - 20 June, including the lucky winner **PC Alvina Lam, PP Brenda Lam, PC Shirley Wong, IPC Carol, Vice Chairman Connie and me**.

We look forward to seeing you in our coming gatherings.

Senator Eliza Pang

SMC Chairman



香港書展見!!
17-23.07.2019



協辦機構



金贊助機構



銀贊助機構



策劃夥伴



出版夥伴



支持機構



50th Anniversary Banquet



Registration



19 October 2019
(Saturday) 6:30pm

Harbour Grand Hong Kong Hotel
23 Oil Street, North Point, Hong Kong

Dress Code
Glittery and black tie

Price: **Regular Price \$1,480** **Early Bird Price \$1,288** Early bird deadline **July 31, 2019**

To celebrate our 50th Anniversary,
we are preparing a **souvenir programme** to record our
GOLDEN PAST and GLITTERY PRESENT.

In this memorable publication, we would like to invite your contribution by
placing a **full colour advertisement** to share the joy with us:

- **FULL INSIDE PAGE** **HK\$3,888**
- **HALF INSIDE PAGE** **HK\$2,288**
- **1/3 INSIDE PAGE** **HK\$1,688**

For enquiry, please contact: Sub-com Chairlady (Publication)
VICKI CHAN - 9659 1543

UPCOMING EVENTS

28 JUNE	<i>June Fellowship Gathering (E-payment)</i>
29 JUNE - 2 JULY	<i>SDG Junior Ambassador Programme 2019 Japan Reward Trip</i>
13-14 JULY	<i>34th 5-Star Training Camp</i>
17 JULY	<i>SDG Junior Ambassador Programme 2019 Book Launch</i>
MID-JULY	<i>SDG Junior Ambassador Programme 2019 Award Presentation cum Closing Ceremony</i>
19 JULY	<i>July Fellowship Gathering (Wellness and Sports)</i>
27-28 JULY	<i>JCI Recommended Course – Facilitator</i>
27-28 JULY	<i>Presidential Academy</i>
11 AUGUST	<i>50th Anniversary Charity Bazaar</i>
11 AUGUST	<i>Female Elites' Series 2019 – Business on Stilettos Closing Ceremony</i>
14 AUGUST	<i>New Members Orientation</i>
16 AUGUST	<i>August Fellowship Gathering (Mental Health)</i>
15 SEPTEMBER	<i>Annual General Meeting</i>
20-22 SEPTEMBER	<i>54th National Convention 2019</i>
19 OCTOBER	<i>50th Anniversary Banquet – The Glittery Present</i>
18-20 OCTOBER	<i>International Affairs Reception</i>
26-27 OCTOBER	<i>35th 5-Star Training Camp</i>
4-8 NOVEMBER	<i>World Congress in Estonia</i>

PROSPECTIVE MEMBERSHIP APPLICATION FORM

Name (E)* _____

Name (C) _____

Email* _____

Contact No* _____

Occupation _____

Age* 18-25 26-35 36-40

*Required field

Want to be our member?
JOIN US NOW!



Note:

- Your personal data will be kept strictly confidential.
- We shall use your personal data for issuing receipts, fostering communications, raising funds and conducting surveys for the Hong Kong Jayceettes Junior Chamber. We may furnish your data on a strictly confidential basis to Junior Chamber International and its affiliated organizations who provide service to us in relation thereto.
- Please mail the completed form to JCI Hong Kong Jayceettes at 21/F, Seaview Commercial Building, 21-24 Connaught Road West, Sheung Wan or email us at info@hkjtt.org