



**HKBU Alumni Association Mentoring Programme 2013-14
Career Development Seminar**

***Excel in Regional Business
Operations with the 4Ps***

Speakers: Alumna Ada Lee
Alumnus Tyrone Siu
Alumnus Allan Lee
Alumnus Alex Leung
Alumnus Arnold Chan
Date 26 April 2014 (Saturday)
Time 2:30 – 5:30 p.m.
Venue Room 905, Sir Run Run Shaw Building, Ho Sin Hang Campus,
HKBU

~~~~~  
**Outline**

1. What are 4Ps in marketing?
2. What do regional business operations do?
3. How to become successful in regional business operations?

***COME AND JOIN OUR SEMINAR***

***LEARN THE KEY TO SUCCESS FROM PROFESSIONALS WORKING IN  
MULTINATIONAL CORPORATIONS***

## **Speakers' Profile**

### **Miss Ada Lee**

Ada has over 16 years of experience in marketing, brand management, strategic planning, distribution management and new product introduction obtained from multinational companies such as Unilever, Kraft Foods and Schick. Miss Lee is enthusiastic about sharing her experiences with students. She has taught in various education institutions such as HKBU SCE, OUHK and HKU SPACE as part-time lecturer/tutor. She is now a full-time lecturer at VTC SHAPE.

### **Mr. Tyrone Siu**

Tyrone had worked in the civil service sector of Hong Kong for more than 20 years. He is now retired and serving as the President of HKBUAA.

### **Mr. Allan Lee**

Allan graduated in Communication in 1975, and has spent most of his career life in a multi-cultural environment. He has served in both international and locally-listed companies as well as started his own business as an entrepreneur.

He commenced his career in an international main stream advertising agency where he was inspired by the key of success and the disciplines of advertising service in the late 70's, when advertising and electric media played an important role in our daily lives. In the mid 80's, he opened his own direct marketing company serving financial institutions, international hotels and publication industries. Before the mid 90's, he was recruited by a US media conglomerate to open a marketing company in the Asia region on music and other IP products. He also served for a home-shopping-television company in a similar capacity.

### **Mr. Alex Leung**

Alex has 30+ years of banking experience in the areas of payment operations, product management, corporate trust, treasury and wealth management. He had been an area sales and relationship manager in U.S and European financial institutions based in Hong Kong.

Alex graduated from Hong Kong Baptist College with a Diploma in Business Management and obtained a Master's degree of Business Administration from Illinois State University.

He is a Fellow of Governance Institute of Australia, Institute of Chartered Secretaries and Administrators of UK, and Hong Kong Institute of Directors.

**Mr. Arnold Chan**

Graduated from Hong Kong Baptist College with a Diploma in Business Management in 1979, Arnold started his career in a professional firm. After obtaining professional qualifications, he then worked as a financial controller in multinational companies for 14 years, in which he showed his excellence in regional business operations. Arnold then started his own business.



**Registration**

Interested graduates can email Mr Arnold Chan at [acbkfam@yahoo.com.hk](mailto:acbkfam@yahoo.com.hk) **on or before 5pm on 24 April 2014** with the following information:

Name:

Phone:

Department:

Year of Graduation:

University (UIC or HKBU):

*Seats will be filled on a first-come-first-served basis.*