

# Alumni NEWS

The Hong Kong University of Science and Technology

June 2012



## Opening Up New Horizons



- HKUST experience equips alumni to take on challenges around the globe
- Giving Back: Alumni Endowment Fund gets off to a flying start
- Modern research methods applied to traditional Chinese medicine
- Alumni at top universities and major hi-tech corporations on the American West Coast take part in reunions

# contents

## 01 | Foreword

President's Message

## 02 | Feature

Opening Up New Horizons – Alumni who have moved away from Hong Kong relate how their HKUST experience helps them cope with the challenges

## 08 | Giving Back

Alumni Endowment Fund provides a mechanism for all alumni to give back to the University

## 10 | Insight

HKUST student Cheng Yu Pang relates how a generous donation allowed him to study in the US – and helped change his life

## 11 | Global Horizons

## 14 | The HKUST Edge

Prof Karl Tsim achieves breakthroughs by applying modern scientific methods to test traditional Chinese medicine

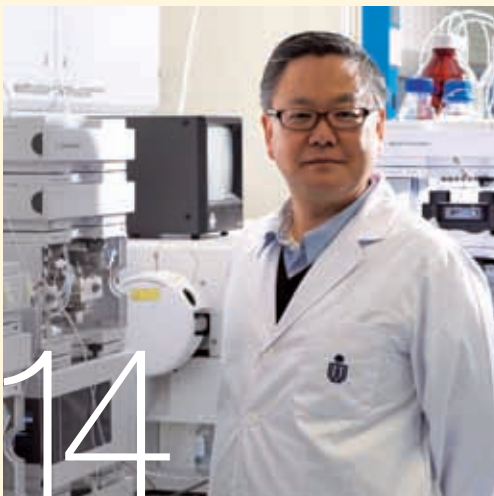
## 16 | Event Roundup

## 20 | Class Notes



THE HONG KONG UNIVERSITY OF  
SCIENCE AND TECHNOLOGY

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**In Memoriam Professor Edmond Ko** The University is deeply saddened by the passing of Professor Edmond Ko. Prof Ko was the Senior Advisor to the Provost, Director of the Center for Engineering Education Innovation, and Adjunct Professor of Chemical and Biomolecular Engineering at HKUST. He was also Chairman of the Curriculum Development Council and a member of the Quality Assurance Council of the University Grants Committee, Education Commission, the Hong Kong Council for Accreditation of Academic and Vocational Qualifications and the Council of the Hong Kong Institute of Education.

Professor Ko was a great educator and mentor. He looked at the world clearly and unselfishly; he also contributed in very substantial ways. He said on numerous occasions that one of his major goals in life was to educate and bring out the best in the younger generation. He exemplified the meaning of genuine care and passion for education. Alumni can pay tribute to this great Professor's inspirational teaching here: <http://blog.ust.hk/memorialforprofko/2012/04/23/hello-world/>



Dear Alumni,

Summer is well and truly here. And just as the trees and flowers around us are blooming, so the good news surrounding HKUST keeps blossoming.

Most of you will by now be aware of the launch of the Alumni Endowment Fund (AEF). Every great university is backed up by the strong support of its alumni. Following the celebrations for our 20th anniversary it is now time to take ourselves on to a higher level, and we cannot do that without you!

The AEF has received a wonderful boost with the news that alumna Dr Jack Lau pledged to match donations from other alumni up to HK\$2 million. Inspired by this generous offer, alumnus Mr Kent Hau followed suit, also with a pledge of up to HK\$2 million matching. It's worth noting that when Kent was a HKUST student, he attended lectures given by Jack. So now we have double matching – which is like double blessings! We've also been very fortunate in the timing of the AEF in that the Hong Kong SAR Government has just announced the resumption of the Matching Grant Scheme. We are in competition with other institutions for this, so we urge all of you to support us. You can find out more about AEF in this issue of *Alumni News*, including how you can contribute and where your money will go.

In other good news, we have risen 30 places in the latest global rankings. The *Times*

*Higher Education's* 2012 World Reputation Rankings has placed us in the 61-70 group, significantly up from 91-100 last year. We believe that this underlines our pursuit of excellence in teaching and research. The rise reflects our successful efforts regarding internationalization, widening students' horizons and recruiting global talents.

I have been very busy in the past few months greeting alumni in far-flung corners of the globe. I have had the opportunity to visit Seattle, Palo Alto, Los Angeles and San Francisco on the West Coast of the USA, where we have many graduates either studying at the prestigious institutions or working in the high-tech business. In Saudi Arabia I met alumni at King Abdullah University of Science and Technology, a fast growing university that shares a lot of common ground with ourselves. In the Mainland, I was pleased to meet alumni in Guangzhou in May at Fei Gallery, through the courtesy of MBA alumnus and Council Member Mr Liu Sing Cheong. Alumni in Beijing were also delighted by Vice-President Dr Eden Woon's visit in April. Globetrotting is very relevant to this issue of *Alumni News*, where we take a look at the lives, both professional and personal, of alumni who work across borders.

In other news, the University is gearing up to welcome the double cohort of undergraduates in September. This will be a challenge, but it will also be an excellent opportunity to enrich the learning experiences of our students. Our new

four-year undergraduate curriculum provides more opportunities for students to acquire, integrate and apply knowledge spanning various fields and greater flexibility to take different study plans according to their aspirations. The additional year also creates more room for students to participate in semester-long international exchanges, take part in corporate internships, conduct research projects with professors, and serve the community. In four years' time, these students will be joining the rest of you as proud, accomplished members of HKUST alumni.

I had the honor of heading the HKUST running squad for the Standard Chartered Hong Kong Marathon in February – our debut event. All the “green tee” runners, myself included, really appreciated our cheerleading team, who were joined by RedBird Junior. We are enormously grateful to HKUST Honorary Fellow Dr Li Ning, owner of Li Ning Company Limited, for his generous sponsorship of the team. All in all, the event was a great example of teamwork and the embodiment of the 1-HKUST spirit.

Best wishes,

**Professor Tony F Chan**  
President

# OPENING UP NEW HORIZONS

HKUST alumni are spreading out around the world, taking positions of responsibility in major international firms and doing us proud!

HKUST has a strong international outlook, with faculty and students coming from all around the world to teach or study. But now, as the alumni body grows with each passing academic year, more and more HKUST graduates are spreading out across the globe. This is an important force in establishing ourselves as a major international institution. We are very proud of the alumni who are carrying the message and mission of HKUST to many different countries.

Here we profile three alumni who are living and working outside of Hong Kong; two are based in Mainland China while the other is stationed in Europe. They tell us about the challenges they face. A common thread that runs through their individual stories is that they all thank HKUST for the confidence and poise they gained while studying here. It has helped them to expand their horizons, both literally and metaphorically.



Eddy Wu, Medical Director  
of Novartis Pharma AG

# Strategic Moves

**Eddy Wu**, 2002 BSc(BICH) and 2006 PhD(BICH), is the Medical Director of Novartis Pharma AG, and is now based in Basel, Switzerland. His interest in the pharmaceutical sector stemmed from the first International BioCamp where he won not only the Outstanding Student Award but later a job offer. He joined Novartis in Hong Kong as a Medical Liaison Officer in 2006, during which time he received the Most Desirable Rookie Award and the Novartis Golden Employee Award. As Associate Medical Advisor, he was awarded the Asia Pacific Best Practice (Medical Science Liaison) in 2008.

His first overseas stint came in 2008-09 when he was appointed to serve as Medical Advisor for the Cardiovascular Metabolism Franchise in Taiwan. He moved to Basel in January 2010 as the Medical Director for the Asia Pacific, Middle East and African Countries (AMAC) region. He is responsible for providing medical and scientific guidance in the design and execution of pre- and post-marketing medical activities and the overall development of the medical strategy.

“My first experience of working overseas was in Taiwan, where the living style is similar to Hong Kong,” says Eddy. “However, in industry terms it is quite different as Taiwan has a national health insurance scheme. Also, Hong Kong is more results-oriented than Taiwan. The latter is more traditional in terms of building long-term relationships with people. But it was a good learning curve for me.” He also faced challenges as he did not speak Mandarin, but found it easy to pick up.

Having rolled out several big clinical trials while in Taiwan, Dr Wu was asked about his career aspirations within Novartis. “I said I wanted to challenge myself and try something new. One option was to move to Basel to help improve clinical trials and set up regional medical activities for the whole company.” Once in Basel, he discovered that his department was something of a mini United Nations. “Apart from administrative staff, no one is Swiss. We have Turkish, French, Italian, Russian, Indian, me from Hong Kong and the boss is from the UK. If you cannot speak German it is no problem, but if you cannot speak English it would be difficult. It is good exposure for me to be with so many different cultures.”

This is important as he works closely with people in 40 countries and strives to understand their particular needs and bring their voice to bear on the company’s strategy. “For example, what diseases are prevalent in their region and which drugs need to be developed. My work also involves training doctors how to write, present and do clinical trials.”

Eddy admits that he misses the energetic Hong Kong lifestyle that never sleeps. “Here in Basel, the routine is more regular – you can’t clean your house on a Sunday because your neighbors might complain about the noise. But there is more of a focus on life-work balance. I do work at weekends and in the evenings, but I have the choice whether to do so or not, and people here respect your personal time.” This has given him time to develop his hobby of photography and collecting antique cameras, and even travels all over Europe to source particular models.

“Summer is my favourite season in Switzerland, it is hot but not humid,” says Dr Wu. “But being outdoors in the winter is terrible! It can be around -10 to -15°C. However, like in Hong Kong where everywhere is air-conditioned, in Switzerland everywhere has heating. I have tried skiing, though I’m not very good at it.”

He appreciates that his HKUST experience helped to prepare him to cope with the challenge of being overseas. “As PhD students we were required to be published in at least two peer-reviewed journals and attend one international congress. This really showed us that although we might consider ourselves big in Hong Kong, we had to see things from a global perspective.” Eddy is particularly grateful to his personal mentor and former PhD supervisor Prof Yung Hou Wong, now Associate Dean, School of Science and Director of the Biotechnology Institute, for inspiring him to approach issues from a wide range of perspectives. “I still remember the day I knocked on the door of this admirable professor in order to persuade him to take me on as a PhD student. I’m so glad I plucked up the courage as he has played a key role in what I am today.”

Dr Wu says that while globalization is a fact of life today, moving overseas may not be the right move for everyone. “If you are interested in finance or logistics, Hong Kong may be better for your career, but if your area is robotics or space or pharmaceuticals you would be better to consider Korea, or the US or Switzerland accordingly. Also, for some people family or cultural considerations will come into play. Know what your limitations are. Perhaps try Mainland China or Asia first and if you can adapt then set your sights to include the US or Europe.”



Prof Yung Hou Wong and Eddy Wu



**Sunny Chow**, 1995 BBA(ACCT)-FA, is a Partner at Ernst & Young, and also the Greater China Risk Leader. He jokes that he is “terminally flying around”, though he says that because of his family he has a “quota of traveling for just one to two days a week so that he can enjoy a good life-work balance. “I can be a role model for that for others in the office,” he says. Until this month he had been based in Shanghai, but has now relocated back to Beijing.

As a fresh graduate, Sunny joined Arthur Andersen, and was

was there and in other parts of the north including Beijing. But other colleagues wanted to go there too, so I chose Shenzhen. It took a lot of courage, as there was little support from partner level. I found that the audit business there was different from Hong Kong. I was dealing with manufacturers rather than the banking and insurance companies that I was used to, so I had to acquire a lot of knowledge fast.” However, he notes that he was very impressed with his Mainland colleagues, as they

# Counting on Mainland Success

“automatically transferred” to PricewaterhouseCoopers in 2002. Together with four colleagues, he set up his own risk consultancy firm, Pro-i Business Consulting in 2003, based in Shanghai. It was then acquired by Protiviti in late 2004 and he moved to its Beijing office as a result. He joined Ernst & Young, one of the “big four” audit firms in 2007.

Establishing his own business was a big step, but one that he really wanted to take. “Working as an audit manager in Hong Kong, you could get a lot of referrals and are not much involved in pursuing new clients. It is all about how many clients are assigned to you rather than you going out to get your own clients. And I could see a larger market in Mainland China.”

He has been stationed in the Mainland since 2001, first in Shenzhen then in Beijing and Shanghai. “I raised my hand and asked for a transfer to Shenzhen in 2001 when I was an audit manager at Arthur Andersen,” he notes. “It was quite unusual to work in Shenzhen in those days. I had actually wanted to go to Shanghai, because the major economy source

worked hard, followed instructions well and were logical thinkers.

One of the biggest challenges following his move was to learn Mandarin. “Luckily, I love learning new languages – I particularly like to learn the local slang! My parents were Shanghaiese so I was used to hearing that, which helped.” The other major challenge was the way people on the Mainland did business. “They tended to place a higher emphasis on cutting costs rather than improving quality. Fraudulent activities in the business environment were a concern to investors. Fairness and no-exception concepts were weak in some areas.” He has seen things change over the past decade, however, and notes that Mainland companies are more acceptable to international ideas and good corporate governance now.

Sunny looks back on his time at HKUST and how it helped lay the foundation for his desire to work outside of Hong Kong. “In those days the exchange program was not so widely available, but we had a lot of



professors from other parts of the world. This instilled in us the idea of thinking globally and enabled us to accept different cultures and nationalities.”

Prior to the interview session with Sunny, he grabbed the chance to meet with a group of students from the Accounting Society. It was Sunny who founded the Student Accounting Society and Accounting Alumni Association a decade ago. Over the intervening years,



Sunny Chow, Partner of  
Ernst & Young

Sunny has shown sustained interest in the University and strives to propel the momentum of growth and mutual help among accounting graduates. That's why he seizes every opportunity to take part in mentoring and advisory sessions with students and alumni whenever he is back in Hong Kong.

His major piece of advice for students and new graduates who would like to work on the Mainland is

to learn Mandarin. "There will be more and more opportunities opening up in Mainland China for Hong Kong people, as international companies seek to localize and stop bringing in expatriates from other parts of the world. And this will happen all the way up the corporate ladder. I also think it is a good idea to learn more about the history and the culture of the Mainland and to be really interested in it," he says. "If you are

determined to work in China, you should realize that you may find things tougher than staying in Hong Kong. For example, you may find that fundamental ideas on doing business are very different. You need to be patient when trying to introduce new ideas and practices."

One last question for Sunny. What does he miss about Hong Kong? "Food and friends. But of course, Skype helps keep me in touch with the latter!"



Laurence Cheung,  
General Manager, DHL Beijing

**Laurence Cheung**, 1999 BEng(CENG), is General Manager for logistics giant DHL in Beijing. It may seem an unusual career choice for someone who graduated from chemical engineering, but for Laurence the chance of joining DHL's management trainee scheme was too good to pass up. "DHL could offer me a lot as a fresh graduate. The program was systematic and enabled me to develop my career in different departments and

locations, and that appealed to me."

He already had experience of living overseas as he had attended school in the UK, but came back to Hong Kong to study at HKUST to be with his family. Previously based in Shenzhen, Dongguan, Guangzhou and Xiamen, Laurence has been calling Beijing his home for the past four years. As General Manager, he is responsible for the overall management of Beijing operations. These cover airfreight, oceanfreight,

domestic transportation, customer service, logistics management service and sales & marketing. There are about 150 people in Laurence's team.

In a recent development, Laurence has joined DHL's Strategic Leadership Program. "The program lasts two years and includes in-class training and group projects. Completing the program will provide opportunities for me to work in other parts of the world and I'm very open to that." Nowadays DHL is





# Delivering a Meaningful Career

what they do and why they do it. Actually, in China it is easier to do team building because employees are very respectful of their managers. The big problem is keeping good staff. As the economy is booming, lots of opportunities abound and good staff are sought after. I think the key is to help them with training and career development.”

In Beijing, and China in general, there are a lot of differences from Hong Kong, but, as Laurence says, many are not that significant. “When I first arrived in Beijing one thing I noticed most was that the working hours are different. Lunch and dinner are taken earlier, at 12 noon and 6 o’clock respectively. I spoke a little Mandarin – I could understand it okay – but in each city it is spoken with a local accent. The way to overcome this challenge is just to

keep practicing. Even when you meet Hong Kong colleagues in front of local staff you must speak Mandarin.”

The other key differences are weather and accommodation. “Beijing is seasonal, very hot in summer and very cold in winter,” he says. “And whereas in Hong Kong most apartments are around 600sq. ft with two bedrooms, in China it is 600sq.ft for one room. You get more for your money.” As for food, Laurence admits that he prefers Cantonese food, as he finds the food in Beijing and Shanghai oily.

Laurence notes that today’s HKUST students are more exposed to overseas experiences than when he was an undergraduate 13 years ago. “The exchange programs were mainly for the Business School so not many students were able to participate back then. However, in the engineering faculty the professors did encourage us to broaden our horizons by working

overseas or even just traveling in other countries. I was a member of the Chemical and Biomolecular Engineering Students’ Society and we undertook study tours to Beijing and Shanghai. HKUST encouraged us to think about working overseas in order to try more opportunities.”

He would like to advise today’s undergraduates and new alumni that it is important to have passion for your career – as well as in life. “Especially when you are still young, you really must try new things and be prepared to seize every opportunity you can,” he notes. He says that the Mainland is a good place to start, especially for people who have strong family ties in Hong Kong. “China is not just for shopping and sightseeing! The business environment is more developed than before, but at the same time because the market is not as mature as Hong Kong, there

are a lot of opportunities, especially in the second-tier cities. I’d say to make use of the exchange programs to get yourself more exposure.”

Laurence, who has recently been blessed with the birth of a baby, travels frequently between Hong Kong and Beijing. He is always happy to meet more new faces from HKUST in Beijing and he looks forward to participating in Beijing alumni chapter events. He embraces the Relocation Program, too, through which the University links up new arrivals with friendly alumni in the neighborhood to assist them in settling in.

One of his most memorable experiences in his 11 years on the Mainland was the work DHL did following the 2008 earthquake in Sichuan. “We all pulled together to help in the delivery of rescue equipment and supplies. We made full use of our network and resources. Everyone wanted to do all they could to help the victims.”

operating in a very competitive environment, and he notes that while it can lose business because of price, it cannot lose it because of service. “People management is very important. And training is also crucial so that our staff can always provide professional service to our customers,” he says. He puts a lot of effort into engendering team spirit and forging intra-team relationships through a variety of activities. “For example, I like to relax with them after work and get to understand

# Funding the Future

Many of you will already be aware of the creation of the Alumni Endowment Fund (AEF). This is a very exciting development for us, as it provides a mechanism for all alumni to give back to the University. Now that we have passed the milestone of our 20th anniversary, it is time for HKUST to move on to another level. The AEF will allow us to do that.

Institutions such as Harvard and MIT have sizable endowment funds that were started many years ago. Of course, ours is at the moment relatively small. But as our alumni population increases, it will become a significant resource for the University and our students. The idea behind the endowment fund is that the principal is maintained in perpetuity. Only income from its investment will be expended. The HKUST President and the Vice-Presidents will make decisions regarding usage according to the strategic needs of the University.

The timing of the creation of the AEF has been fortuitous, in that the Hong Kong SAR Government has announced the resumption of the matching grant scheme. With donations from the alumni community reaching HK\$2 million, Mr Kent Hau and Dr Jack Lau will match dollar-for-dollar up to a maximum of HK\$2 million each, giving a total of HK\$6 million. If we are able to obtain the government matching grant, AEF will have up to HK\$9 million. Assuming a five percent annual return, HK\$450,000 will be available to spend on initiatives with top priorities.

$$\left\{ \begin{array}{c} \text{You} \\ \$1 \end{array} + \begin{array}{c} \text{Kent} \\ \$1 \end{array} + \begin{array}{c} \text{Jack} \\ \$1 \end{array} \right\} \times 1.5 = \$4.5$$

## CALL FOR ACTION!

Donate now to become a Pioneer Supporter of the Alumni Endowment Fund! Simply complete the attached form and return it to us, or visit the website at:

<http://alumni.ust.hk/AEF>

## EMOTIONAL ATTACHMENT

Dr Jack Lau, EMBA and PhD(ELEC), founder of Perception Digital Limited, has pledged to match donations from fellow alumni up to a maximum of HK\$2 million. "I am tremendously proud to be an alumnus of HKUST and it remains a big part of my life – I still seem to spend so much time on campus," he says. He adds that his matching scheme will allow him to get even closer to the institution that nurtured him.

One aspect he particularly likes is the fact that the fund is set up with a distinct purpose. "There are projects and activities that are worth pursuing. For example, students may be inhibited from taking up the opportunity of an exchange-out because of lack of resources and support, but money from the fund can help them."

Dr Lau points out that when you are a student, you are on the receiving side of the relationship with your university. But once you have graduated, you have a chance to give back. "Donating to the fund will generate a sense of belonging and help you establish a fruitful long-term partnership and relationship with the HKUST. It is a way for you to continue to enjoy an emotional attachment to your Alma Mater. It is not really about the amount of money – it does not have to be big dollars. What is important is that you are thinking about your commitment to HKUST."

He is eager to nurture a sense of responsibility in other alumni, which is why he opted to implement a matching scheme. "When a student first enters university, they feel proud to be there. But in turn, it is the university that will feel proud to have you as an alumnus!"





### PERSONAL TOUCH

Mr Kent Hau, 1996 BBA(MGTO) is Director of Hing Kee Java Edible Bird's Nest Co., Ltd. (樓上燕窩莊有限公司), a company employing 360 people in Hong Kong and another 80 on the Mainland. He has pledged to match alumni donations dollar for dollar up to HK\$2 million.

"I enjoyed my time at HKUST very much," says Kent. "Of course, I learned a lot on the academic side, which has really helped me in setting up my own business, but it is more than that. I was in Hall 4, and being with so many really smart people I learned a lot about myself. I became more outgoing as a person and also more humble. HKUST has done a lot to help us in our lives. It is worthwhile now for me to give back. The timing is right with the establishment of the fund."

Mr Hau notes that people think only extremely wealthy individuals donate to universities, particularly for new buildings and facilities that are then named after them. "The fund is different in a number of ways. Of course, it is valuable when someone donates the money for a new building, but the fund can be used to help improve the lives of individual students, particularly those who are underprivileged, as well as for special projects."

Mr Hau also hires HKUST graduates through the management trainee program of the company. He appreciates the creativity and global outlook instilled into the graduates as a result of the University's holistic education mission. He believes the alumni can play a role in supporting the University and its students to stay ahead of the pack.

# ALUMNI ENDOWMENT FUND

## The Hong Kong University of Science and Technology Alumni Endowment Fund Donation Form

### Donor's Particulars

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Email \_\_\_\_\_ Mobile \_\_\_\_\_

### Donation Amount

I would like to donate  HKD  RMB  USD  Other Currency  
Amount \_\_\_\_\_

### Donation Method

I would like to pay the above donation by (please choose one):

Crossed Cheque

- For payment in HK\$, please make the cheque payable to **"HKUST"**.
- For payment in US\$, please make the cheque payable to **"Give2Asia"**.
- Please mark your full name and contact phone number on the back of your cheque and mail it to us together with this donation form.

Credit Card

Visa  Master Cardholder's Name \_\_\_\_\_

Card No. \_\_\_\_\_

Card Security No. \_\_\_\_\_ Last 3 digits to the right of signature box

Expiry Date \_\_\_\_\_ (Month) \_\_\_\_\_ (Year)

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\*If you choose to pay by Telegraphic Transfer, Bank Transfer or other payment method, our staff member will contact you and give you further details.

### Please email, fax or mail this donation form to us:

Email: alumni@ust.hk Fax: (852) 3743 0939

Address: Development & Alumni Office, The Hong Kong University of Science and Technology  
Clear Water Bay, Kowloon, Hong Kong (For postal donations, please use this sealed form envelope.)

Enquiry: Ms Louisa Chow Phone No.: (852) 2358 8499 Email: louisachow@ust.hk

**Thank you for your donation!**



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**Cheng Yu Pang**, a Physics undergraduate, recently returned from six months in the US, where he attended Stony Brook University in Long Island, New York. Cheng was supported in this exchange-out by a generous donation. The newly created Alumni Endowment Fund will enable even more students like Cheng to participate in exchange-out programs. Here he tells us about his experience and what support from the fund meant to him.

**Q: How has the program changed you, and how did the sponsorship help?**

A: Thanks to the support from HKUST, my horizons have certainly been opened up and brightened as a result of the exchange experience at Stony Brook University. The donation supported me significantly in my exchange life. If it was not for the grant, I would have had to have begged on streets to raise funds for an exchange program to the US, where expenses are very high. So I say thank you to HKUST, and to the particular donor as well! I do not know the donor's name, but all I can say to him or her is that you changed my life.

**Q: Was this your first trip overseas? What was your initial impression?**

A: It was the first time for me to leave China. I flew to Newark, New Jersey in August 2011 – and landed just after a large earthquake had shaken the ground from Virginia up to New York and New Jersey. All the public transport at Newark airport was suspended. But I was very excited to experience this crazy thing! It didn't take long for the transportation system to restart. I took a train ride to Stony Brook, but I wasn't sure where to get off. I got talking to a charming Indian guy on the train who by coincidence was also about to start his first year at Stony Brook. So he helped me a lot, and we are still very good friends today.

**Q: Where did you live – on or off campus?**

A: Unlike other exchange-in students, I rented a house with eight other people off campus. I did this for two reasons. First, accommodation costs on campus were too expensive for me. And second, I wanted to get a feel for the local life there and to gain a deeper understanding of the community.

**Q: What did you study and what did you gain from it?**

A: I took four courses on astronomy. I really enjoyed the research experience of working with Americans and other colleagues from around the world. I appreciated the

relaxing working environment in the research office and was very grateful for the keen support of the others, especially towards an inexperienced researcher like me. While I was there, researchers found 174 potential brown dwarfs [low-mass, sub-stellar objects that float freely in space] out of 100,000 celestial objects.

**Q: As well as the academic knowledge, what else did you gain from your experience?**

A: Confidence is the most important thing. This has helped me immensely to perform well in job interviews, for example. I found that in the US, most guys are confident, compared to countries in Asia. This contributes a lot to the high profile that America has in the world.

**Q: Do you think it is important for students to be able to take advantage of opportunities like this?**

A: Undoubtedly. I say to them, go for exchange, risk your life, step up for your future. Do not confine yourself just to Hong Kong. The reason why will come to you automatically when you get to your exchange destination.



## West Coast Wrap

While our alumni are spreading out to almost every corner of the globe, a significant number are either teaching or pursuing further studies at top universities on the West Coast of the US at institutions such as UCLA, UC Berkeley and Stanford, or working at high-tech corporations such as Amazon, Google and Microsoft.



### NETWORKING LUNCH

**Seattle:** Alumni and exchange-outs were delighted by the visit of President Prof Tony Chan and Vice-President Dr Eden Woon, held at District Lounge, Hotel Deca, in February. The lunch was facilitated by Shen Dou, who is working for CityGrid as Senior Director.

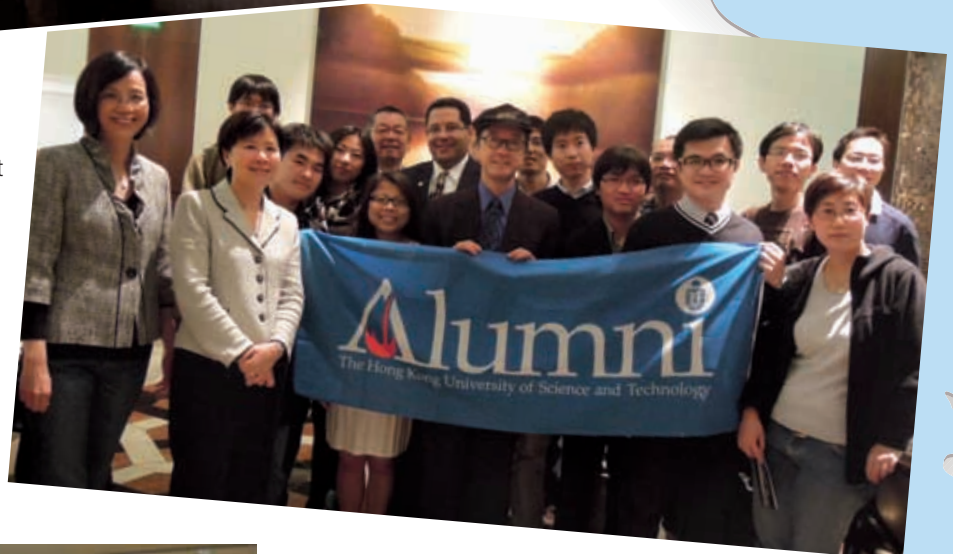


### EARLY BIRDS

**Palo Alto:** Special thanks to Frederick Fong for lining up a breakfast gathering at the Atrium Lounge, Lyman Graduate Residences, Stanford University, in February. In addition to alumni working and studying at Stanford University, also joining the event were those working at Lanco Asia, Fujitsu Semiconductor and Skyworks Inc., among others.

### HAPPY DAY

**San Francisco:** The "happy Friday" drinks event at Luce, InterContinental San Francisco, was well attended by 18 alumni. Great organization by Ambrose Leel! Joining the post-work party were alumni serving at Oracle, Google and UC Santa Cruz. It was a great opportunity for PG students at Stanford University and UC Berkeley who are also HKUST alumni to talk about their lives in the US.



### TINSEL TOWN TALK

**Los Angeles:** UST buddies at UCLA, University of California met with President Prof Tony Chan, Vice-President Dr Eden Woon and School deans at Hotel Palomar in LA. A top-notch institution, UCLA has attracted a remarkable number of Computer Science Engineering as well as Electronic and Computer Engineering graduates from HKUST for postgraduate research and postdoctoral research. The reunion was coordinated by Craig Yu, who is also a member of Prof Tony Chan's research squad at UCLA.



Pioneer donors in Beijing



## Symbol of Support

**Beijing:** Vice-President Dr Eden Woon officiated at the inauguration ceremony of Beijing Alumni Chapter at China Lounge in April. It was a spectacular way to celebrate the 20-year-old friendship between HKUST and Beijing alumni and students, forged with the admission of the first cohort of postgraduate students to HKUST in 1992. With the recent launch of the Alumni Endowment Fund, pioneer donors in Beijing seized the opportunity to contribute. As a symbol of their support to their Alma Mater, they put token coins into a safe.



EMBA Alumni Art Museum Tour



On April 23, 2012, the Chinese EMBA alumni get-together was held at the serene Cheng Huai Xuan Art Museum – the epitome of Beijing chic. Mingling with acclaimed artists among precious works of art made for an interesting Monday morning for all. The visit was followed by a luncheon with Vice-President Dr Eden Woon.

## Diversity Promotes Well Being



**Shenzhen:** The momentum of the alumni force in Shenzhen is gaining strength. Thanks go to Mily He and a group of enthusiastic alumni for pulling the alumni closer together. The group's program features a diverse array of events designed to promote a healthy work-life balance. There's something to suit everyone! Weekend gatherings at OCT-CITY are held on a regular basis with different themes set up by the respective hosts. The countryside day tours to places such as Tanglang Mountain provide a great escape from the hectic pace of everyday life. To facilitate professional exchange among alumni, visits to senior alumni companies are always well received. Please email milyhemiao@gmail.com for details.



Organized by SBM on April 22, the Alumnation @ Shenzhen marked another memorable occasion for business alumni across programs.

## Valuable Insight

**Shanghai:** Prof Leonard Cheng, Dean of School of Business and Management (SBM), shared his insightful views with SBM alumni based in Shanghai on "Internationalization of Renminbi and the role of Hong Kong" at Jumeirah Himalayas Hotel Shanghai on April 14.



## Gallery Glamour

**Guangzhou:** The exquisite surroundings of the Fei Gallery added a special touch to the Guangzhou Alumni Reception in mid May. Over 80 alumni were thrilled to meet with President Tony Chan, Vice-President Dr Eden Woon and Fok Ying Tung School Dean Prof Lionel Ni. Special thanks go to Mr Liu Sing Cheong, our MBA alumnus and Council Member, for opening the private gallery of his company MyTopHome Property Agency. Notably, the gallery has been designed in delicate style by architect Ms Michelle Yip who is also a HKUST EMBA alumna.



## Plenty to Celebrate

**Singapore:** Over 100 Business School alumni, administrators and students got together to celebrate the launch of alumination @ Singapore in early March. They also took the opportunity to say "three cheers" for the remarkable ranking achievements of the EMBA program as the World's No. 1 and the MBA program as Top 10 in the world.



## Cool Gathering

**United Kingdom:** A joyful spring gathering was held in February. A total of 16 alumni turned up for a hot-pot all-you-can-eat lunch at the Chilly Cool Restaurant in central London. Calling all UK alumni – why not be part of our next gathering scheduled around July, just before the London Olympics?



## Kingdom Meet

**Saudi Arabia:** King Abdullah University of Science and Technology (KAUST) is a fast growing university that shares a lot of common ground with HKUST. In addition to the collaborative research and exchange programs, KAUST has attracted numerous Computer Science alumni either as faculty or undertaking postdoctoral fellowships. President Tony Chan enjoyed afternoon tea with the alumni at Seaview Balcony of KAUST Library recently.



# Timeless Traditions & Modern Methods



A HKUST professor is leading a team investigating the secrets behind Chinese traditional medicine using modern scientific principles.

**T**raditional Chinese medicine (TCM) has been around for more than 2,200 years and remains an important part of people's lives in Greater China and other parts of Asia. It is also gaining in influence in the West, as people look for alternative remedies and therapies amid a more holistic approach to well being. Yet despite its longevity, TCM remains relatively unexplored and unexplained.

Prof Karl Wah-Keung Tsim of the Division of Life Science at HKUST is seeking to change this through his research. He is applying modern-day scientific principles to address the two major questions regarding TCM. These are, first, how it works, and, second, how to apply standardization to the practice. He and colleague Dr Tingxia Dong are applying a systematic analysis approach to the various traditional formulations used in Chinese medicine.

"In short, we are using modern techniques to investigate TCM," says Prof Tsim. "It has been in use since around 200 BC, but we still do not know how it works and how you can make sure that the potion or soup you are taking today in Hong Kong is identical to one you took on the Mainland. All Chinese medicine is derived from plants so they can vary according to where they are grown, different seasons and different storage, for example."



Prof Tsim and his team started to work on these problems around 10 years ago. As their focus, they picked Danggui Buxue Tang (DBT) (當歸補血湯), a classic formulation composed of Radix Angelica (當歸) and Radix Astragalus (黃芪). "It is a simple herbal preparation that has been in common use in the Chinese population for about 800 years," says Prof

Tsim. "It was first recorded in *Neiwaishang Bianhuo Lun* 《內外傷辨惑論》 by Li Dongyuan (李東垣) in AD 1247." It is potent in enriching the blood, activating circulation, regulating menstruation and relieving pain. It is frequently prescribed for menopausal women.

"Traditionally, the ratio of Radix Angelica to Radix Astragalus is 1:5, as detailed by Li Dongyuan all those centuries ago. We have tested different ratios and we cannot find anything to say he was wrong – this is the best ratio. Also, he insisted that the angelica has to be deep fried first. We have discovered that the angelica contains many volatile oils that must not be in the formulation, and that frying over high heat gets rid of them."

Prof Tsim and Dr Dong were among the winners in the Awards for Research Excellence in Natural Sciences presented by the Ministry of Education for their work on DBT. The award recognized their work in discovering the potency of the formulation in promoting hematopoietic function, stimulating cardiovascular circulation and immune response, and also preventing osteoporosis. In addition, the cell and animal models also revealed its effectiveness in relieving menopausal symptoms in women. They were praised for successfully developing an innovative approach to delineating the mechanism of DBT and widening its indications, thereby setting a milestone for a standardized, systematic and innovative method of deciphering the mystery of Chinese herbal medicine. Two years ago, the team developed a formulation for osteoporosis based on DBT and successfully applied for a patent. This was then sold to a company in China for HK\$3 million, to turn into a drug or potion.

Prof Tsim received his BSc and MPhil in biochemistry from The Chinese University of Hong Kong, his PhD in molecular neurobiology from Cambridge University and post-doctorate from Cambridge University and Stanford University School of Medicine. He joined HKUST – his first academic job – in 1992. "I became interested in TCM around 14 years ago," he explained. "I was asked by the first administration following the handover to carry out research into TCM. In fact, the project did not come to fruition, but I learned a lot and decided to pursue it." Today, around 40 people are working on TCM at HKUST, which has become widely acclaimed in the industry for its work.

Another notable project that the team has worked on concerns the lucrative bird's nest industry. "Hong Kong is a key distribution



center, and the business is worth around HK\$2 billion annually," explains Prof Tsim. "In 2011 sales of bird's nests were banned in Mainland China following the discovery of excessive amounts of nitrites. Nitrites are used as a preservative but overuse can cause health problems including cancer. The local business here was suffering as a result, so the Hong Kong Swallow's Nest Merchants Association asked us to investigate where the nitrites were coming from and whether they could be eliminated easily. We discovered that they were naturally occurring in nests sourced from caves. Around 97 percent of the nitrites could be removed by soaking the nests in water for at least three hours before cooking, or stewing for 30 minutes."

The team has also developed a formulation called Kai Xin San (開心散), which has proved effective in treating depression. "It is based on a combination of herbs, including ginseng, which has been used by Chinese people for 1,500 years. We use the same method, but with



the addition of an extra herb," says Prof Tsim. The "Happy Pill" therapy is expected to be commercially available within the next two to three years.

The historical aspect of TCM fascinates Prof Tsim. "I love the history of TCM. In fact, it is a must to know more about it." And does he use TCM himself? "Of course!" he says. "I make my own using an extract that I turn into pills and I take two per day. In fact, people here at HKUST come and ask me for pills or potions for themselves! After all, I know where to get the best quality herbs."





Ronnie Chan provides a fascinating introduction to the Asia Society trip.



HKUSTAA 2012

Anthony Wong gives a career talk to the grads-to-be.



Thumbs up for the formation of the Mainland Alumni Association



An auspicious start to the Year of the Dragon



Entrepreneurial alumni at the Science Park Get-together



An inspiring session with Thomas Chan



Matriculated students visit Craig Jo's company.

## Fruitful Year ▲

**HKUST Alumni Association:** Big thanks go to Craig Jo from HKRFID, Terry Tsang from Pencake, Carlos Cheng from Version 2 and Francis Kwok from Radica for sharing their entrepreneurial journey at the Science Park Get-together last December. Special thanks also go to leaders of the affiliated alumni associations for helping to kick-start the Year of the Dragon at the Spring Get-together. The heritage trip to the Asia Society was made all the more memorable thanks to the vivid introduction given by HKUSTAA friend, Asia Society Co-Chairman and Hang Lung Group Chairman Mr Ronnie Chan. Another friend, Mr Thomas Chan, author of the book 《上流力》, inspired many with his Leadership Face to Face presentation on “upward mobility”. Marketing alumnus Mr Anthony Wong, HR Head of Nestlé, gave a brilliant career talk. And finally tribute must be paid to co-organizing partners Fluffy Love Learning Club and HKUST Mainland Alumni Association for the wonderful pet carnival and networking event. Stay tuned to [www.ustaa.hk](http://www.ustaa.hk) for upcoming events!

## From Strength to **Strength** ▼

The establishment of the **Mainland Alumni Association** earlier this year represents a milestone in the alumni chapter. The Executive Committee has been elected by the 4,000 Mainland alumni. Led by President Jeff Tang, it brings together talents from the academic, banking, engineering and accounting sectors to open up new frontiers for Mainland alumni all over the world.



### Chemical Reaction ▲

Founded in late 2011, the **Biochemistry Alumni Association** serves to bring together graduates for networking and the promotion of goodwill regarding the biochemistry/life science discipline. In collaboration with the Division of Life Science and Biochemistry Students' Society, BAA recently organized a new Biochemistry Academic Contest among matriculated students in Hong Kong with the aim of broadening their subject knowledge. Of the 58 participating teams, Pui Kiu College clinched the championship.



### Fun & Games ▲

In March, **Athletic Alumni Association** buddies met up for a happy reunion dinner and reminisced about all the good times they spent together at HKUST Stadium. There's no doubt that the spectacular soccer pitch holds plenty of special memories for members! AAA holds regular training sessions every Saturday morning alternately in Happy Valley and Tsing Yi. If you are keen to join them, visit the Facebook page at <http://www.facebook.com/groups/4466039812/>.

## And They're Off! ▶▶

To celebrate the Year of the Dragon, Andy Lau, 2005 EMBA, Chairman of Hong Kong Division, HKUST EMBA, organized a CNY Horse Racing Gala Lunch at Shatin Racecourse in January for **EMBA Alumni Association** members. Prof Leonard Cheng, Dean, HKUST Business School, and Prof Xu Yan, Associate Dean and EMBA Program Director, joined alumni and students. It was an exciting event and many of them were lucky enough to make a "fortune" at the beginning of the New Year!





## Impressive Achievements ▲

The **MBA Alumni Association** annual dinner 2012 was held in February at Craigengower Cricket Club. More than 100 alumni, students and staff joined this joyful event. MBAAA took the opportunity to celebrate the accomplishment of being in the *Financial Times* Global

Top 10 MBA Programs for the third year in a row. Backed by a video message from MBA Program Director Professor Steve DeKrey, our guests-of-honor Executive Director of MBA & MSc programs, Mr Chris Tsang, Professor Larry Franklin and Professor Ali Beba led the toast.



Four HKUST MBAAA teams took part in Oxfam Trailwalker 2011. Not only did all four finish the 100km race within 48 hours, but they also raised a total of HK\$185,555 and won the Education Fundraising Champion. Thanks to all walkers, support teams and donors for the great effort!

## Talk of the Town ▶

The **MBA Alumni Toastmaster Club** has 30 members and holds bi-weekly meetings. It offers ample opportunities for members to speak in public, such as serving as event emcee or giving prepared speeches. The First International Speech and Table Topics Speech Contest concluded with great success. The contestants, who were mostly new members, tested their eloquence and confidence in front of the judging panel made up of seasoned toastmasters. The Club's Demonstration Meeting will be held on August 22 and interested alumni are invited to come along. For details, please visit: <http://hkustmbaalumni.toastmastersclubs.org/>



## Recognizing Success ▼

A number of alumni and students were recognized at the **Hong Kong ICT Awards** this year. Chan Yik Hei, 2011 BEng(ELEC), clinched the Bronze Award for the category of "Best Lifestyle (Green, Healthy & Creative Living)" with his invention on iMenu. The Auralbook as designed by Playnote Ltd was bestowed with the Gold Award under the "Best Lifestyle (Learning & Living)" category. Playnote was founded by Eric Yung, Electronic Engineering and MBA alumnus. Three teams of UG students received the Best Innovation & Research (College & Undergraduates) Award.

## ◀ Shining Bright

Chairman Sean Lin together with the standing committee members heralded the inaugural Annual General Meeting for **Convocation**. It was followed by a HKUST x TED conference supported by Convocation that drew over 500 spirited staff, students and alumni. They enjoyed an interesting session with many brilliant ideas shared.



## Cool Running ▶

HKUST formed its debut running squad for the **Standard Chartered Hong Kong Marathon**, held in February. Spearheading the team was President Tony Chan who ran for HKUST in the Leaders' Cup race. RedBird Junior, the event mascot, joined the cheering team. Thanks go to Honorary Fellow Dr Li Ning for his generous sponsorship of the green team tees and Nestlé for sponsorship of hot drinks. Gearing up for the next year, we call for your support: either join in the fun by being part of the cheer-leading team or bear the torch and run for HKUST!



## ◀ Meaningful Walk

In February, the Hong Kong Division of the **EMBA Walkers' Club** completed the MacLehose Trail. Alumni members enjoyed a delightful lunch, organized by Samuel Yung, 2003 EMBA, at the Wu Oi Christian Centre at Long Ke Wan, a drug abuse rehabilitation centre. Lee Fai Ping, Deputy General Secretary of Wu Oi Christian Centre, took participants on a tour of the facility, which added special meaning to the activity. Gratitude goes to Yang Liu, 2011 EMBA and Wang Ji Gang, 2004 EMBA for organizing the event.

## Peak of Achievement ▶

The 7th Inter-Business School Gobi Challenge 2012 (Go7) is set to go! Since its debut in 2006, the Inter-Business School Gobi Challenge has successfully attracted numerous EMBA alumni from various Business Schools in Mainland China. In 2009 and 2011 members of the HKUST EMBAAA formed strong teams to tackle the grueling expedition. The teams had to complete a 110km course on foot within four days. "Go7" will be the third attempt at the annual challenge and it is hoped that this tradition will continue in the future.



## Caring Paddling ▼



The **Alumni Dragon Boat Club** demonstrated its caring spirit with a career sharing session with the Student Dragon Boat Club. Beyond paddling, alumni exchanged useful tips with students on career orientation. In other news, several of the members completed the Standard Chartered Hong Kong Marathon. The Club is also publishing a book of collective memories, thanks to the contributing authors. In addition, it is scheduled to take part in races to be held in Lamma Island, Deep Bay, Stanley and Shatin this summer. Look for "HKUST Alumni Dragon Boat Club" on Facebook to find out more.

## Tell us what's happening in **your** life!

Got married? Run a marathon? Opened a new business? Achieved a career landmark? Let your fellow alumni know about your latest news. Fill in the online form at <http://www.ust.hk/alumni/classnotes> or email [alumni@ust.hk](mailto:alumni@ust.hk).

**Kevin Wei**

2008 MSc(IT)  
Lucy Liu and I have started the next chapter of our lives – we got married on January 2, 2012.



**Lo Wing Cheong**

2004 BSc(MATH)-PM  
2006 MPhil(MATH)  
Icy and I got married on March 29, 2011 in Los Angeles, California.



**Joyin Chan**

2006 BBA(FINA)

**Andy Lo**

2006 BEng(CIVL)

We began our life together as husband and wife on October 8, 2011.



**Sean Lin**

1994 BBA(MGMT)-MO

2003 MBA/MSc(ISM)

Out of 16 contestants from Mainland China, Hong Kong and Macau, I was named the first runner-up in the National English Impromptu Speaking Contest at Toastmaster International District 85 Table Topics Contest held in Hangzhou in May, 2012. I also won the National Championship on English Evaluation Contest last November.







**Yip King Pak**  
 1998 BBA(MARK)  
 Wendy and I tied the knot on February 25, 2012, and enjoyed a beautiful wedding banquet at the Hyatt Regency Hong Kong in Shatin on the same day.

**Jovi Sze**  
 2000 BSc(BIOL)  
 Westley Tucker and I got married on March 23, 2012, and we had our wedding photos taken in Vienna, Austria.



**Jason Choi**  
 2004 BSc(BIOL)  
**Linda Tse**  
 2004 BBA(GBUS)  
 We've been married since February 28, 2010!



**Laraine Ko**  
 2004 BBA(MGTO)  
**Luigi Tse**  
 2004 BSc(BIOL)  
 2006 MPhil(BIOL)  
 We have wonderful memories of our time at HKUST! We met through the SOSC185 program and eventually got married on January 8, 2012.



**Connie Luk**  
2001 BSc(MATH)-PM  
**Henry Li**  
2000 BSc(MATH)-ST  
We have welcomed a second addition to our family with the birth of a boy, Li Wan Lam, on December 7, 2011. He joins big sister Li Yan Ching, born on August 18, 2010. We've been married since February 4, 2007.

**Nicola Lau**  
2006 BBA(MARK)  
**Charles Cheng**  
2005 BBA(FINA)

By the time this *Alumni News* is published, we will have tied the knot – our wedding date is June 9, 2012.



**Winnie Chan**  
2007 BEng(CENG)  
**Yeung Sui Chung**  
2007 BEng(CIVL)  
We are happy to announce our marriage on June 10, 2012.



**Ronald Hui**  
1996 BEng(COMP)  
1997 BSc(MATH)-PM  
2000 MPhil(MATH)

I'm working as Vice-Principal (Administration) at Tak Sun Secondary School – but my big news is that 2011 was special for me because Helen Wong and I got married at the Diamond Chapel on the island of Bali last June. We held a reception in July for our families, friends and colleagues.