



Personnel Management Club PM Voice

<http://www.hkma.org.hk/pmc/>

Club Aims

To increase knowledge and understanding of the Personnel field of management, the Club aims to

- Encourage the general introduction and adoption of the best personnel policies and practices into Hong Kong;
- Promote good people management/employee relations in Hong Kong;
- Provide a meeting ground for persons interested in, or with responsibilities for personnel management, whether in the commercial, industrial, government or academic fields.

Executive Committee Members:

Chairman : Dr Chester Tsang
 Vice-Chairman : Mr Peter Leung
 Members : Mr Danny Au, Dr. Aaron Chiang,
 Ms Freda Cheuk, Mr C.K. Lee,
 Dr. Alex Wong,
 Mr Michael Yeung,
 Mr Jerry Young

Visit to BYD Company Limited

Our Club in collaboration with the Hong Kong Alumni Chapter of the University of Newcastle, Australia organized on 15 August, 2014 an awesome guided, tour of BYD, a listed company in the Hong Kong Stock Exchange that has attracted investment from the richest men in the world, Bill Gates and Warren Buffett.

BYD was established in 1995 and now encompasses IT, Automotive and New Energy industries. It is the world's largest manufacturer of batteries with mass production of Nickel batteries and mobile phone batteries. In 2003 BYD moved from IT into the automotive industry and quickly became the fastest growing Chinese domestic car manufacturer with leading edge electric car technology. Currently BYD has established

production facilities in Guangdong, Beijing, Shanxi, Shanghai, and Changsha as well as offices in America, Europe, Japan, Korea, India, Taiwan and Hong Kong. BYD currently has over 180,000 employees both in China and internationally.

Participants, together with friends and family, assembled at Lo Wu and then enjoyed a seafood lunch before heading to BYD's showroom and assembly factories in Shenzhen, Guangdong. The BYD staff talked to the group about the company's background, marketing strategies, technological advancements and plans for the future. A guided tour to its showroom, EV charging station and the state-of-the-art auto assembly line was arranged. Some alumni were lucky enough to test drive BYD's latest models, the E6!

A huge thanks to BYD for hosting this exciting networking opportunity for our Club members, who were able to join such a privileged trip to acquire first-hand information on the newest development in the manufacturing of electronic car.

~ By Aaron Chiang, Excom Member



Group Photo



Car Manufacturing Factory at Ping Shan, Shenzhen
(Total floor area: 183 square meters)



Test drive BYD's latest models, the E6.

CTgoodjobs HR Congress 2014

The PMC of HKMA is honored to be one of the supporting organizations to the HR Congress 2014. The Congress was organized by CTgoodjobs and co-organized by HK Baptist University on 24 September 2014 in Langham Hotel. The opening speech was delivered by Mr Arthur Shek, Executive Director of HK Economic Times Holdings, who gave a lot of insights in forecasting 2015 Asian and HK economic trends. Dr York Chow, Chairperson of Equal Opportunities Commission gave his keynote speech by addressing impact of four equal opportunities ordinances on HR practices, as well as the issue of discrimination against sexual orientation which was under consultation. Prof Randy Chiu of HKBU revealed the result of 2014 survey on managing older employees and young talents, which showed an imminent retirement trend of baby boomers, and lack of young talents supply in labour market. Best practices for young and aged talent retention was shared by Manulife and Sanfield Building speakers, while driving performance and employee engagement were shared by HK Broadband and Guru online. As a closing, employer branding and communication were shared by Octopus and HK PolyU speakers. The congress was very well received with several hundreds of audience from different industries and sectors.

~By Peter Leung, Excom Member



Mr C K Lee (right), past Chairman and current Excom member, was invited to be a moderator of the CTgoodjobs HR Congress 2014.



Mr C K Lee (second right) was presented a souvenir from CTgoodjobs as a vote of thanks for being a moderator of the Congress.



Mr Peter Leung (middle) received a souvenir on behalf of PMC for being one of the supporting organizations of the event.

Ocean Park Visit

The Club was honoured to host a joint visit with Hong Kong People Management Association to Ocean Park on 11 October 2014. Mr. Joseph Leung, Executive Director, Revenue of the Park shared his experiences on confronting the challenges and on moulding the people-oriented culture of the Park with over 20 human resources professionals.

To begin with, Joseph shared with us that Ocean Park edged itself by providing guests with memorable experiences that combined entertainment and education, while inspiring life-long learning and conservation advocacy. The Park also positioned itself as Hong Kong people's park by fastening generational connections and memories through organizing legendary festive events like Halloween Bash (十月全城哈囉喂), Summer Splash (夏水禮), Christmas HoHoHo (聖誕全城Ho Ho Ho). Adopting novel business strategies enabled the Park not only achieved a record-high number of visitors for the tenth years in a row, but also be rewarded with the Applause Award from Liseberg- the world's highest accolade for a theme park for the year 2012 and 2013.

Being the management staff of the line department, Joseph further shared his hands-on experiences on co-operating with the Human Resources Department of the Park on different aspects such as talent management, staff sourcing and staff motivation and retention. He highlighted that human capital was the most important asset in any company and this was particularly for companies in the hospitality industry. In this regard, the Park nurtured and developed the staff by launching numerous programmes such as Big Brother & Big Sister program, Behind-the-scene Park Tours and Job Rotations / Shadowing arrangements.

These programmes not only allowed the staff to equip the updated job skills and knowledge, but also motivated staff to perform their job duties.

The sharing session ended with the introduction of the upcoming Master Redevelopment Plan heralding new attractions in coming years like Amazing Asian Animals, Ocean Express, Aqua City, the Rainforest, Thrill Mountain and Polar Adventure. All participants were impressed by the Plan and looked forward to experiencing the new Ocean Park.

~ By Stephen Wong,
Co-opted Member of Excom



The visit received 24 enrolments in total. Participants took a group picture with Mr Joseph Leung (Front middle) after the sharing.



Mr Peter Leung and Mr Aaron Chiang, on behalf of PMC and HKPMA respectively, presented a cheque to the speaker Mr Joseph Leung which served as a donation to the Ocean Park Conservation Foundation, Hong Kong.

Exchanging Best Practices in Training & Development in the Association of Talent Development (ATD) 2014 Post Conference Sharing

Chester Tsang, Chairman of HKMA Personnel Management Club (PMC) shared with a group of training & development practitioners on MTR's award-winning training & development intervention – “Embracing Leadership Horizons - Integrated Staff Development Programme” in the Association of Talent Development (ATD) 2014 Post Conference Sharing on 18 November 2014.

The event was hosted by HKIHRM and supported by HKMA PMC. More than 100 practitioners and representatives from different organisations of various industries shared with each other their own best practices in fostering a corporate culture of staff development and continuous improvement.

“To facilitate more appreciation of HR best practices from different industries, PMC will organize more sharing and exchanging sessions with different organizers to bring in the best-in-class practices to various communities,” Mr Chester Tsang emphasized.

~By Chester Tsang, Excom Member



Chairman of HKMA Personnel Management Club Mr Chester Tsang shared with a group of Training & Development Practitioners MTR's T&D best practices.



Participants of the ATD Conference 2014 shared their insights from the learning trip

November Evening Talk

A total of 30 participants attended the PMC Evening Talk on Tuesday, 25 November 2014. Guest speaker, Mr. David Leung, Chief Commercial Officer of Aon Hewitt delivered an idea on Reward Trends and Challenges in Asia Pacific to the audience.

David revealed that organization performance, market competitive positioning and inflation are key factors for organizations in considering their salary increase recommendation. Salary increase in 2015 for China and India is forecasted at 8.2% and 10.5% while a moderate increase is projected at the developed economies ranging from 2.4% to 4.8% and a more aggressive increase at the emerging economies ranging from 4% to 11%. Salary increase trend in Asia Pacific shows below for information.

Salary Increase Trend in Asia Pacific

	Country	2014	2015 Projection
Developed Economies	Australia	3.4%	3.6%
	Hong Kong	4.5%	4.8%
	Japan	2.2%	2.4%
	Singapore	4.4%	4.6%
Emerging Economies	China	7.9%	8.2%
	India	10.2%	10.5%
	Indonesia	9.0%	9.2%
	Korea	5.1%	5.2%
	Malaysia	5.4%	5.6%
	Philippines	6.4%	7.1%
	Taiwan	3.8%	4.0%
	Thailand	5.8%	5.8%
	Vietnam	10.5%	11.0%

*Source: Aon Hewitt SIS Survey

Employee turnover rate in China is high averaging at 16.5% in 2014. Aon Hewitt's survey reported that top reasons for employee turnover include better external opportunity, limited growth opportunities and external equity of compensation. Organizations struggled to keep critical talents in the workforce by offering accelerated career developed opportunities, timely and meaningful feedback from managers, and pay above market at off-cycle merit adjustment.

Talent management has been difficult for organizations to keep and attract critical talents. Aon Hewitt's research shows that there is a strong positive relationship between employee engagement and financial business results. Best employers study reveals that more engaged workforce leads to better business performances, stronger growth and lower turnover for organizations.

During the evening talk, there were more discussions on the challenges for organizations in how to attract and retain key talents. There is no doubt that talent management will continue to be the direction to attract and retain employees.

~ By Michael Yeung, Excom Member



Mr David Leung was invited to be the guest speaker and gave a sharing on Reward Trends and Challenges in Asia Pacific.



Ms Freda Cheuk, past Chairlady and current Excom member, presented a souvenir to Mr David Leung on behalf on PMC.

Metro Finance Radio Broadcast – “Knowledge First”

In Oct 2014, several of the Executive Committee Members of the Personnel Management Club were invited to participate in the radio program “Knowledge First” at Metro Finance Radio. The program covers sharing on people management, workplace insights and personal development.

Sharing from the Beauty Industry

Freda Cheuk, Director of HR of the Estee Lauder (H.K.) Ltd., shared the people management in the beauty industry. The beauty industry in HK is very competitive with different players. The industry is fast-paced, reactive to market trend and agile to both local and global economy. At the Estee Lauder Companies, the Company build the world-class brands by hiring and developing highly talented people. Due to the nature of the business, the Company needs talented individuals with deep passion for what they do. Therefore, good people management is one of the keys to the success of the brands and the Company. With a diverse workforce across different brands, the Company develops talent of all employees with programs and cross-brands/cross-countries experiences to give in-depth learning and build skills that are crucial to employee and company's long-term success. The fast pace of the industry coupled with the ever changing and dynamic requirements from the staff to meet business needs, continue to keep things interesting and give the staff new challenges all the times. Apart from doing business and gaining market share, the Company also shows their responsibility to the world and community through events in collaboration with local charities. The Estee Lauder Companies' Breast Cancer Awareness Campaign is the worldwide corporate social responsibility program to raise the awareness of breast cancer and foster early detection and prevention. The Company also encouraged their employee to take initiative and show their care to the community.

~By Freda Cheuk, Ex-com Member



Ms Freda Cheuk (Middle), Excom member of PMC, was invited to share the people management in the beauty industry.

Sharing on Engaged Work Life Balance

Metro Finance radio program interview with Peter Leung as the vice-chairman of PMC was done by Mr C K Li in mid October 2014. It covers the work life of Peter and the key challenges he experienced during economic recession, SARS period, recruitment difficulty days. Talent recruitment is closely tied with rewards packages and organization practice of staff retention. Peter also shared his experience that work passion of HR professionals could influence co-workers. Passionate professionals choose to stay, and whether they are willing to do an extra mile for clients demonstrated their engagement levels towards the organization. ‘Organizations should give recognition to small improvements and bright ideas initiated by very frontline staff’, Peter said, ‘as this exhibited organization's commitment towards culture on learning.

Peter also shared his views on balanced work life, and his personal habits of reading and physical training through long distance in the past years. ‘Everybody should have a hobby that he/she believes in and favors,’ Peter said, ‘which could be a team activity or could be an activity alone’. Running is often an activity alone, but runners are not lonely. Peter is thankful to his teammates, who nourished teamwork through engaging fraternities. In teams well engaged, there are always friends around. Through fun sports, fosters the culture : one team one mind.

~By Peter Leung, Ex-com Member



Mr Peter Leung (Middle), Vice Chairman of PMC, was invited by Mr C K Lee (Left) to give sharing in the radio program.

Sharing on Training and Career Development

Being invited by Metro Finance Radio and CK Lee, ExCom member of HKMA Personnel Management Club (PMC), Chairman of the Club Mr Chester Tsang shared his insights on the topic of Human Resources Management in the radio programme – “Knowledge First” in Oct 2014 with the target audience of young talents.

Over twenty corporate executives from different sectors of both local listed and multinational companies have appeared in the programme to share their own interesting stories in people management as well as give advices on personal and career development.

In the programme, Mr Chester Tsang shared the career development opportunities in Human Resources Development for the young talents. People are the most value assets. The success of business depends very much on how the company maximizes the human potential of the staff members. The training function diagnoses the business challenges, identifies the performance gap, analyses the root cause, designs appropriate intervention to close the gap and evaluates the result of the interventions in enhancing performance. Training & development professionals are performance consultant nowadays. Effective training programmes facilitate behavioural change of people through addressing the ASK, i.e. Attitude, Skills and Knowledge of the participants.

What are the attributes that training & development profession look for? Young talents with passion to accelerate the growth of people are most welcome. Other attributes include positive personality, creative mind and willingness to communicate and interact with people from all levels.

With more and more young generations enter the workforce, young talents with a commitment in training and development profession are in great demand.

~ By Chester Tsang, Excom Member



Chairman of PMC, Mr Chester Tsang (Middle), was interviewed by Mr C K Lee to share his insights on HRM topic.

Should you be interested in applying for membership of Personnel Management Club, please contact the Club Secretary, Ms Joy Ma.

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