

Date : 2 March 2009 (Monday)

Time : 4:30 - 6:30pm

Venue : MB G06 (Main Building)

Language : Cantonese

## TWO ILP Units

(Intellectual Development Area)

### Part 1 Speech by our Distinguished Speaker:

## Ms. Winnie Ng

Director of Kowloon Motor Bus and Transport International  
Founder and Deputy Chairman of RoadShow Holdings  
Director of Bauhinia Foundation Research Centre

Ms. Winnie Ng is Director of Bauhinia Foundation Research Centre, Founder and Deputy Chairman of RoadShow Holdings, Director of Kowloon Motor Bus and Transport International. She won the Yazhou Zhoukan Young Chinese Entrepreneur Award in 2003, was named one of China's 100 Outstanding Women Entrepreneurs in 2006 and named Mason Fellow of Harvard University in the same year.

She has successfully revamped and rejuvenated KMB's image, and has positioned KMB as a powerful out-of-home media sales tool in Hong Kong by raising the profiles of bus body, bus shelter, and in-bus advertising. Her introduction of the brand new champagne gold bus livery revitalizes and energizes the more than 75 year-old brand. She spearheaded listing of RoadShow, which business model has been adopted by many companies in HK, China and over the world.

She is Director of HK Cyberport, Council Member of Better HK Foundation, Executive Committee Member of HK Council of Social Service, Director of Agency for Volunteer Service and Advisory Board Member of Habitat for Humanity China. Ms Ng is also Vice Chairman of Council of China's Foreign Trade, China Council for the Promotion of International Trade.

She holds an MBA from University of Chicago and an MPA from Harvard University.



RoadShow  
路訊通

KMB  
九巴服務 日日進步

知B  
智經研究中心  
Bauhinia Foundation Research Centre

### Part 2 Experience sharing with Business Executives and Alumni

#### Our Distinguished Speaker

## Ms. Winnie Ng

Director of Kowloon Motor Bus and Transport International  
Founder and Deputy Chairman of RoadShow Holdings  
Director of Bauhinia Foundation Research Centre

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Bauhinia Foundation Research Centre

B 好易通  
BESTA

#### 1998 Marketing Graduate

Nicole CHENG  
Senior Manager  
Sales Dept.

INVENTEC GROUP  
BESTA TECHNOLOGY (HK) CO., LTD.  
601, Silvercord Tower 1, 30 Canton Road, T.S.I.,  
Kowloon, Hong Kong.  
Tel : (852) 2375 2598 Ext: 283  
Direct : (852) 2302 6283  
Fax : (852) 2730 0595  
Mobile : 9787 8342  
Website : <http://www.besta.com.hk>  
E-mail : [nicolecheng@besta.com.hk](mailto:nicolecheng@besta.com.hk)

#### 2005 Marketing Graduate

KENNY W. C. LUK  
Sales Executive  
Pipe / Rolled Steel  
Metal Products No. 3 Dept.  
China Metal Products Business Unit

Sumitomo  
Corp. Hong Kong

#### Sumitomo Corporation (Hong Kong) Ltd.

23rd Floor, United Centre,  
95 Queensway,  
Hong Kong  
Tel : (852) 2860-9544  
Fax : (852) 2520-6620  
HK Mobile : (852) 9613-1253  
China Mobile : (86) 13802887879  
E-mail : [kenny.luk@sumitomocorp.co.jp](mailto:kenny.luk@sumitomocorp.co.jp)

**\*\* ALL Lingnan Students are welcome \*\* Light Refreshment will be served \*\***



Enquiries :2616 8239, Department of Marketing and International Business