



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

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**“Entrepreneurial Spirit - From Operation to Awareness of Change”
Implement Entrepreneurial Spirit in Cosmetic Retail**

The second event of “Learning more on Entrepreneurial Spirit” Seminar Series held by Hang Seng Management College’s Department of Supply Chain and Information Management and the Centre for Corporate Sustainability and Innovations (CCSI), and supported by United Nations Office for South-South Cooperation (UNOSSC), was successfully concluded on 24 March. The theme of the seminar was “Entrepreneurial Spirit - From Operation to Awareness of Change”, designed to raise awareness and promote the importance of entrepreneurial spirits and responsibilities while highlighting the operation of an enterprise in today’s turbulent business environment. Mr Joseph Ho Shiu-Chung, Chairman of The Cosmetic and Perfumery Association of Hong Kong Limited, Ms Amy Chiu, CEO of Cita International Limited and Ms Vajra Maggie Wong, Founder and Image Creative Director of Touch Up Group and Touch Up International Academy, served as guest speakers.

In the opening remarks, Dr Shirley Yeung conveyed the main idea of an "Awareness of self in a changing environment for sustainable development with design thinking and collaborations for capacity building." Dr Yeung has a strong belief on UNESCO strategy for technical and vocational education and training (TVET). TVET for the period 2016-2021 comes at a timely moment. She also highlighted that a balance between skills developed by young people and jobs offered in the market was needed.

Mr Joseph Ho Shiu-Chung investigated current situation and prospect of cosmetics retail. He proposed “The New Five Power” to enhance its competitiveness through identifying competitors and implementing innovative scheme. In view of the trend of cosmetics retail, he suggested that future prospects of cosmetics retail industry should be improved to retain talents. Professionalising the retail industry by ensuring

products' quality, providing professional services and building a reliable image was another suggestion proposed to cope with current circumstances.

Ms Amy Chiu, CEO of CITA International Limited, explained the relationship between innovations and the development of cosmetics retail industry. Ms Chiu was an actress in the film "To Love Ferrari" before developing her career in the cosmetics retail industry with her sensitivity to the market. "CITA is always seeking innovative ways in the interest of the market," she said. "Speedy responses with sensitivity to the market are needed to educate customers. This is an important element for the development of the present cosmetics retail industry." CITA International Limited aims to provide consumers with the best products. "Depend", a household Brand name of nail polish developed by CITA, obtained "Diamond Award" (Nail Products) in Watsons' Health, Wellness and Beauty Award.

Ms Vajra Maggie Wong emphasised the importance of taking up the challenges. Touch Up Group innovated and developed horizontal integration, and has become a unique one-stop image consultation firm in Hong Kong. "We can develop new business opportunities through identifying the market demand," said Ms Wong. Furthermore, she stressed the synchronicity with professional criterion. Through re-designing its curriculum, Touch Up's programme fulfilled The Hong Kong Qualifications Framework (QF) and international professional standards.

Ms Scarlett Oi Lan Pong, JP, Sha Tin District Councilor, attended and supported the seminar. She mentioned that the seminar was rich in contents with dynamics, and expressed appreciation to the speakers. "They (speakers) grasped opportunities to innovate and develop during such a turbulent business environment," said Ms Pong, who shared her experiences of transforming from pharmacist to councilor and remarked that a successful transformation is driven by entrepreneurial spirit and innovation.

"Learning more on Entrepreneurial Spirit" Seminar Series has the following goals:

1. Develop awareness in application of innovations and entrepreneurial spirit
2. Develop the capabilities of young people to identify entrepreneurial opportunities in relation to technology with sustainable value and responsibility for the community and society at large

For more details on the “Learning more on Entrepreneurial Spirit” Seminar Series, please visit

<http://ccsi.hsmc.edu.hk/news-events/events/55-3b574a502b370a893cfc73489d19be12>

About Hang Seng Management College

Hang Seng Management College (HSMC) was restructured from the former Hang Seng School of Commerce and established in 2010 as a non-profit-making private university-level institution with five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation). Adopting the unique “Liberal + Professional” education model, HSMC is a residential college which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading private university in Hong Kong, HSMC features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research on corporate sustainability, and excellent student support services, with the aim of nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities.

About Centre for Corporate Sustainability and Innovations (CCSI)

The Centre for Corporate Sustainability and Innovations aims to establish a platform for services / products / activities co-creation related to social responsibility (SR), sustainability and innovation. The UN Office for South-South Cooperation (UNOSSC) and the Centre for Corporate Sustainability and Innovations (CCSI) mutually pursue the goals of engaging teaching institutions and the private sector on Corporate Social Responsibility (CSR) and providing training programmes that will focus on effective entrepreneurship education, including social entrepreneurship.

More Information

<http://ccsi.hsmc.edu.hk/news-events>

Media Contact

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Photo Caption



Group photo



Mr Joseph Ho (3rd from left), Ms Amy Chiu (4th from left),
Dr Shirley Yeung (5th from left), Ms Scarlett Pong, JP
(4th from left), Ms Vajra Maggie Wong (3rd from left),
Dr Collin Wong (2nd from left) and other guests



Mr Joseph Ho Shiu-Chung, Chairman of the Cosmetic and Perfumery Association of Hong Kong Limited



Ms Amy Chiu, CEO of the Cita International Limited



Ms Vajra Maggie Wong, Founder and Image Creative Director of the Touch Up Group and Touch Up International Academy