



For Immediate Release

To: Assignment Editor/ Editor of Local News, Education and Finance Section

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Allan Zeman urged youngsters to seize upon Greater Bay Area opportunities at talk held by The School of Communication, The Hang Seng University of Hong Kong

Allan Zeman, the Chairman of Lan Kwai Fong Group who has been dubbed “The Father of Lan Kwai Fong”, delivered a speech in a talk themed “Branding Hong Kong, Bridging Youth Vision” yesterday (20 Feb). The talk was held by The School of Communication (SCOM) of The Hang Seng University of Hong Kong (HSUHK).

With the population of the Greater Bay Area reached 68 million and its GDP close to US\$1.6 trillion, Zeman pointed out that such a giant market would bring in enormous business and career opportunities for Hong Kong people. And the opening of the Guangzhou-Shenzhen-Hong Kong Express Rail Link and Hong Kong-Zhuhai-Macau Bridge last year would add to change Hongkonger’s way of life.

Zeman affirmed SCOM growing reputation and its efforts in nurturing business journalism and communications talents. He said the Greater Bay Area blueprint undoubtedly would benefit different industries in Hong Kong, including the media industry. While the populous Greater Bay Area would bring in a large audience, it would for sure create a better career prospect for SCOM students. In addition, the media industry has been fast growing and covered a wide range of areas like broadcasting and audio or video production, and the upcoming 5G technology and the robust development of e-commerce were expected to change people’s lifestyle dramatically. Under this ever-changing technology and business environment, talents in business communications were all the more needed by all trades and professions to facilitate communications between enterprises and the market. As a result, the role of SCOM and business journalism and communications education were not only to deliver updated communications knowledge, but also train students so that they would be able to adapt to changes, communicate with others, as well as think out of the box in order to make changes in the society.

Zeman called upon SCOM students to open their minds to look at the changes of Hong Kong’s neighbouring regions, and dispel the fear to go to China for career development. He advised youngsters to learn and understand more the differences in habits, culture and mentality between people in different China’s provinces and cities so as to better equip themselves.



With its well-established financial system, sound infrastructure and low tax rate, Zeman emphasised that Hong Kong was a gateway to China and the world. Hong Kong people should keep their positive attitude and creative minds to face the advance in technology and changes of the era, maintaining Hong Kong's international status by pouncing on the opportunities from the Greater Bay Area.

Recalling his childhood learning and his experience in rebranding Ocean Park as an international tourist spot, Zeman encouraged youngsters to keep a positive "can-do" spirit and innovative mind when facing adversities.

Professor Scarlet TSO Hung, Associate Vice-President (Communications and Public Affairs) and Dean of The School of Communication, and Mr James CHANG Chih Yu, Associate Dean of The School of Communication, together with over 100 colleagues and students from The School of Communication, attended the "SCOM Talk Series" yesterday.

Photo Captions:



Photo 1: Allan Zeman, the Chairman of Lan Kwai Fong Group, attended the "SCOM Talk Series" held by The School of Communication, The Hang Seng University of Hong Kong yesterday.



Photo 2: Allan Zeman affirmed the growing reputation of The School of Communication. (Right) Professor Scarlet TSO Hung, Associate Vice-President (Communications and Public Affairs) and Dean of The School of Communication, The Hang Seng University of Hong Kong.



Photo 3: Allan Zeman, who has been dubbed "The Father of Lan Kwai Fong", shared his success stories with over 100 colleagues and students from The Hang Seng University of Hong Kong.

Link of photo: <http://bit.ly/2XcLNm8>

About The Hang Seng University of Hong Kong (HSUHK)

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university in Hong Kong with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation) and around 5,000 full-time students. Adopting the “Liberal + Professional” education model which incorporates the iGPS “desired graduate attributes” framework, HSUHK is a residential institution which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading private liberal-arts-oriented university in the region, HSUHK features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, RGC-funded impactful research, and excellent student development/support services, with the aim of nurturing young talents with critical thinking, innovative minds, human caring attitude, moral values and social responsibilities.

Media Enquiries:

Communications and Public Affairs Office,
The Hang Seng University of Hong Kong
Mr Wong Sin Yung
Tel: 39635627
E-mail: wongsy@hsu.edu.hk

Communications and Public Affairs Office,
The Hang Seng University of Hong Kong
Ms Winnie Lo
Tel: 39635012
E-mail: kwlo@hsu.edu.hk