

The Chinese University of Hong Kong
Faculty of Business Administration (Undergraduate Office)

Radio Broadcast Series– “New Thinking in Management” on 23rd Sep, 2007

EMBA has organized a Radio Programme called “New Thinking in Management” where different top managements are invited to share their experience and the real business cases. Mr. David Mong, Vice-Chairman of Shun Hing Group and Chairman of the Shun Hing Education and Charity Fund was invited to be a guest speaker in this program on September 23, 2007 (Sunday). Katie Lee, an IBBA student, has also joined this live radio broadcast. She has shared some of her feelings with us below:

After my internship period at Shun Hing Group ended, coincidentally, Prof. Chan Chi Fai, the Director of EMBA of CUHK, requested to conduct a radio broadcast interview with Mr. David Mong — who just so happened to be the Managing Director of Shun Hing Group. The interview was about the management style of a Japanese company and what Hong Kong people can learn from the Japanese.

Besides the fact that I have worked at Shun Hing, I also am studying towards a minor in Japanese Language and have studied abroad in Japan for a summer. Due to all these fortunate coincidences, I was invited to attend the radio broadcast with Mr. Mong and to share my experience with the audience on air. It was really a rare and invaluable chance for me to conduct a radio broadcast together with our EMBA Director, the head of the company I interned at and also another EMBA student. I was really glad and excited.

Before the real broadcast, we visited the office of Shun Hing Electronic Trading Ltd, which I worked for one summer. We had a brief discussion on the topics to be covered in the broadcast and came up with several main points we wanted to present to the audience. Prof. Chan also visited SHET’s office, which is in the “Open style,” originating from Japanese corporations.

On the day of the broadcast, Prof. Chan, Mr. Mong, Stephen, who is a former CUHK EMBA student, staff from CUHK and Shun Hing Group, and I had lunch together at RTHK. After an enjoyable lunch chatting with each other, we went to the Live Broadcast room and got ready for the live broadcast. I was a little bit nervous but everyone helped me to calm down and relax. Prof. Chan, Mr. Mong, Stephen, and Cindy, who is a host from RTHK, were all very experienced and professional. Their natural and engaging way of talking in the broadcast also gradually helped me to ease myself when I was sharing my experience with the audience.

The broadcast turned out really well and I felt lots of satisfaction from it. Although I was not very confident at first, I found that I could actually do better and achieve more than I had previously thought. I could never imagine myself talking on a radio broadcast, and it is amazing that CUBA

has given me this great opportunity to experience, to interact with people from different backgrounds, and most importantly to expose and challenge myself.



(Top Left) **Ms. Katie Lee** (Year 4, IBBA, CUHK), **Mr. Stephen Lee**, **Ms. Cindy Lau**
(Bottom Left) **Prof. Andrew C. F. Chan** (Director of EMBA Programme), **Mr. David Mong**
(Vice-Chairman of Shun Hing Group and Chairman of the Shun Hing Education and Charity Fund)



Ms. Katie Lee (Year 4, IBBA) getting ready for live broadcast