



## LAST WEEK'S PROCEEDINGS - 11 MARCH 2015



The meeting kicked off at 1.10pm and President Norman began by welcoming guest Rotarian Stephen Wu of Peninsula South, who joined us today, before going through the announcements. Pres. Norman paid particular attention to several key coming events, and stressed the importance of each. Two of these are on

March 21<sup>st</sup>, starting with the opening ceremony of the new Heep Hong Yau Lai Centre playroom, a 60th anniversary project for our club. Please do see if you can join this significant event. And then on the same day, we look forward to a great and happy occasion for all, as we host a dinner retirement party for PP Henry at the Chinese Recreation Club. Again, all members are most welcome to join the event, which promises to be a celebration of, not just PP Henry's career, but good food, hearty company, and probably some sensational karaoke performances. Do come.

President Norman also stressed the importance of two coming meetings with special guest speakers. One being on April 29<sup>th</sup>, where we will be privileged to be joined by speaker Dr York Chow, and on May 20<sup>th</sup> when Stephen Ng, Chairman of Cable TV will be our guest, and will likely be staged as a 4-Clan meeting.

Finally, President Norman touched on the coming Rookie Stars Hip Hop Dance Contest in Shatin on April 12<sup>th</sup>, for which we are the leading club of this Area 3 project, and it was also announced that DGN Eric has



invited Ms. Cora Ho, District Officer of Shatin to be the VIP for the event.

It was then announced that there was no birthday boy or girl – until PP George rightfully pointed out that there was! It was our guest speaker Napoleon Biggs

who's birthday was that very day. So with smiles and a warm welcome, we did the birthday celebration and song. Which made it an extra special welcome for Napoleon. PE William then announced the Red Box takings of \$1,040 for the day.



With the food being served, President Norman then invited PN Chris to introduce the speaker who was here to enlighten us about the evolution of eCommerce, how it scared the traditional retailers and has now been embraced as another door to a good shopping experience. It was short but fascinating presentation, and the session was extended further with many questions from the audience.



After the presentation, PP George was invited to thank the speaker, and in doing so commented that this had to be one of the most interesting topics we had been treated to in recent times. He relayed his own experiences with e-commerce with a story about how, with his daughter in Vancouver, his home was often stocked up with mysterious goods, to be told by his wife the reason. His daughter has discovered the joy of ordering online and was sending goods to their home and making a tidy profit on them in Canada.

The meeting was adjourned at 2pm on the dot, and all stood to toast to Rotary Clubs of HKIE and Peninsula South before ending with our group photo.



# SPOTLIGHT ON: eCommerce



Napoleon Biggs is Commercial Director and a founding partner in Bolei Digital, Napoleon is leading the commercial adoption of the company's innovative retail technologies by fashion brands across the globe.

His introduction to the world of e-commerce began by testing the audience's knowledge of e-language, with a few of our members proving quite savvy when it comes to e-commerce terminology. He then went on to tracing the roots of e-commerce to the early days of Jeff Bezos' Amazon and also Jack Ma's early company 'China's Yellow Pages', predecessor to Alibaba. With the emergence of e-commerce, traditional retailers were skeptical and also in fear of online shopping taking away customers from shops. But in fact, as Napoleon outlined, the reverse has become the reality, and by embracing an online store presence retailers can actually channel customers to their stores to make purchases on products they have identified online. E-Commerce allows retailers to exist with relatively smaller physical store, using storage bases to have 'Endless Aisles' full of products. In short, as Napoleon summarised, e-commerce is the future and will benefit both retailers and customers alike.



## About the speaker

Napoleon is a reputed digital marketing evangelist, influential thought leader and senior advisor on emerging communications and eCommerce strategies in Asia.



His company has launched its first software product, "Purecomm", which enables online-to-offline shopping experiences by connecting a retailer's full range of stock to the cloud and facilitating "click & collect" orders from any channel, be it in-store, online or on mobile.

Napoleon is also well-known as hard-hitting host of "Web Wednesday", a community of Asian Digerati that he founded back in July 2006. It has grown to become Asia's premier networking community for internet entrepreneurs and digital media executives, with over 6,000 active members and monthly gatherings in Hong Kong, Beijing, Singapore, Bangkok, Dubai and Ho Chi Minh City.

He has lived in Hong Kong since 1993 and speaks Cantonese, Mandarin and Japanese.



Feel free to drop him a line on WhatsApp or WeChat: +852 9278 5898



## OUT & ABOUT

### Happy Luncheon, Friday March 13th

The 5th Happy Luncheon took place last Friday, and this in attendance to spread some joy (as well as good food) were Uncle John, Heman, John Poon Kishu, William, Kevin and his spouse Catherine.



### Care Visit Saturday March 14<sup>th</sup> 2015

Last Saturday the care Visit helpers were out again in force, and this time the team consisted of PE William and spouse Fanny, HS Avis, Dir Kevin, Clark – Volunteer, friend of PE William, Petty and Hoi – Staff from WEEE Go Green Good work all!



## ANNOUNCEMENTS

1. We have an important project this year. This is the 60<sup>th</sup> anniversary project. We have sponsored the play equipment in the Heep Hong Yau Lai Centre in Yau Tong. A grand opening ceremony is scheduled on Mar. 21, 2015 morning. We shall send official notice to all members. IPP Jonathan is the PIC for this project. All members and families are welcome to join.
2. We have scheduled a special retirement party for PP Henry on Mar. 21, 2015 at dinner time. The venue is tentatively booked at CRC. Rtn Jason is the PIC for this party. Official email will be sent to all members shortly. Please reserve your time to attend.
3. A special project for HKIE, the Rookie Star Hip Hop dance competition is scheduled on April 12<sup>th</sup>, 2015 in Shatin. This year we have made this an Area 3 project. It will be a big event. All members, please come to join the spectacular performance by all the international and local hip hop dance teams. Official announcement will be served by email.
4. Special meeting will be arranged on April 29, 2015 for Dr. York Chow.
5. Another special meeting will be arranged on May 20, 2015 for Mr. Stephen Ng, Chairman of Cable TV. We will try to organize as our annual 4-clan meeting. Please reserve your time to join both meetings and try to promote both meetings to your friends in Rotary.

## THE LAST LAUGH

### What Mummy Thinks of Daddy

During research in the US for the candy product Lifesavers, children were being tested on their taste preferences, and were identifying the flavours based on colours. So, Red = Cherry, Yellow = Lemon and so on.

Finally, they were given new HONEY flavoured Lifesavers to try, and none of them could identify (based on the colour) what the flavor was.

Finally the teacher gave them a clue..."It's what your mother sometimes calls your father." One little girl looked up in horror and yelled out "Oh my goodness...they're asshole flavoured?"



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**Club postal address** : P.O.Box 47064, Morrison Hill Post Office, Hong Kong  
**Meeting Venue** : Regal HK Hotel, Causeway Bay, Hong Kong  
**Meeting Schedules** : Every Wed. 1st week at 7:30 pm. Other weeks at 12:30 pm  
**Website** : <http://hkie.rotary3450.org/>  
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