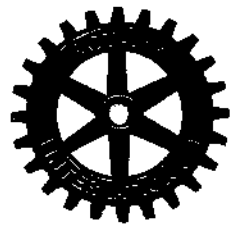




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# Tung Feng

VOL. 50 No. 15

16<sup>th</sup> October, 2002

## *What Happened Last Week*

President Chris kicked off the meeting by greeting fellow members and visitors. He then invited Rotarian Lawrence to introduce the visitors. They are:

- 1) Rotarian Johnny Lo from Makati North
- 2) Rotarian Francesco Cavazzoni from HK South

President Chris then invited Rotarian Johnny Lo for the banner exchanged.

He then told us that PDG Uncle Peter and he himself went to the movie by Jack Chan, *Tuxedo*, a charitable film premiere, on Monday. He also reported that PDG Uncle Peter, Secretary Eddy and he himself also attended the Vocational Services Seminar yesterday.

Sergeant-at-arms Rotarian Andy reported that the contributions from various members had a handsome total of HK\$ 1,300.

President Chris then invited Rotarian Francesco for an announcement. Rotarian Francesco extended his club's invitation for a Jazz Night Evening event, which would be held at The Hong Kong Country Club on 17<sup>th</sup> October together with 4 to 5 more clubs joining. The fee was HK\$ 370 per person.

Rotarian Heron then introduced today's speaker, Mr. Trevor Lui from the Hong Kong Productivity Council. The topic was "Best Practices and Knowledge Management".



THE ROTARY CLUB OF HONG KONG ISLAND EAST

香港東區扶輪社週報

Club 4350

District 3450

Chartered on 6 April, 1954 by Charter President  
PDG (Uncle) John Yuen

Mr. Lui began his presentation with a brief introduction on Hong Kong Productivity Council and the unit, the Asian Benchmarking Clearinghouse (ABC). ABC focused on the best practices globally in different industries. It had strong partnership with American Productivity Quality Center (APQC) and Australia Quality Council (AQC). He then shared the number of clients and the Benchmarking Model in which they used to identify and learn the best practices.

There are two types of best practices. They are processes and performance. He then used an example of Supply Chain Benchmarking to illustrate the best practice on process. Park'n Shop had learnt the Cross Stocking Concept from WalMart and then they applied this to their unique environment. For example, WalMart had many spacious warehouse, but not in the Park'n Shop local context. On the other hand, there are many different established KPI (Key Performance Indicators) on the best practices on performance.

However, the major challenge, according to Mr. Lui, was not on the best practices, it was on Knowledge Transfer. He shared with us with a slide on the changes of society, from the agricultural era to industrial era then information era and now the knowledge era. One of the characteristics of the knowledge-based economy, as emphasized by the SAR government, was the complexity of our daily work. It used to be completed by an individual, however, most of the works today had to be completed by teams with different expertise. That was why we had so many meetings.

He used further examples to illustrate why we are in the knowledge-based economy. For example, the market values of Microsoft; probably more than 90% of its market value is on intellectual capital rather than the traditional accounting recorded values. He also shared with us on how some of the research firms perceived the market potential of knowledge-related projects on Fortune 500 and 1000 companies for the coming years. The predictions from both IDC and Gartner are in billions of US dollars.

He shared a bit on the concept on knowledge management (KM); these are tacit and explicit knowledge. He used the knowledge on swimming as an example. This knowledge could not be learnt from book and document, explicit knowledge; it had to be learnt by practicing with experience, tacit knowledge.

The model of Knowledge Transfer, by the Japanese Professors Nonaka and Takeuchi has included:

1. Externalisation, from tacit knowledge to explicit knowledge,
2. Combination, from explicit knowledge to explicit knowledge,
3. Socialisation, from tacit knowledge to tacit knowledge,
4. Internalisation, from explicit knowledge to tacit knowledge.

Mr. Lui ended his presentation with a brief definition on KM that included the nature of multidiscipline, systematically and collectively.

PE Henry formally thanked the speaker. He then shared that in his business, their major asset is knowledge asset. One of the success projects that his organisation implemented to capture was customer knowledge in their restaurant. The waiters in their restaurant had good customer knowledge, however, once they left, it was a loss to the restaurant. He would tell us more if members had interest on this later.

President Chris then adjourned the meeting with a toast to Rotary Club of Makati North.

## *Rotary Information*

### ZONE INSTITUTE

In the old days, Zone Institute was only for past, present and future R.I. Officers and VIP guests to attend. Now, it is open to all Rotarians. You are therefore reminded to participate at the coming Rotary Zone Institute Manila 2002 which will be held on the 25th to 27th October 2002 at the Westin Philippines Plaza Hotel, Manila, Philippines.

Among other subjects during the Zone Institute, there are (5) five major topics which will be taken up for discussion as follows:

1. Combating Illiteracy;
2. Utilizing Rotary's Time-honoured Principles to build effective clubs;
3. Retaining Existing Members and Recruiting New Members;
4. Promoting the Rotary Foundation's New Polio Eradication Fundraising Campaign;
5. Supporting the Rotary Centres for International Studies in Peace and Conflict Resolutions.

Please contact PDG Uncle Peter for registration.

## LAUGH FOR THE WEEK

There was a man who had worked all of his life and had saved all of his money and was a real miser when it came to his money. He loved money more than just about anything, and just before he died, he said to his wife, "Now listen. When I die, I want you to take all my money and put it in the casket with me. Because I wanna take my money to the afterlife with me." And so he got his wife to promise him with all of her heart that when he died, she would put all of the money in the casket with him.

Well one day he died. He was stretched out in the casket, the wife was sitting there in black, and her friend was sitting next to her. When they finished the ceremony, just before the undertakers got ready to close the casket, the wife said, "Wait just a minute!" She had a box with her, she came over with the box and put it in the casket.

Then the undertakers locked the casket down, and they rolled it away. So her friend said, "Girl, I know you weren't fool enough to put all that money in there with that man." She said, "Listen, I'm a Christian, I can't lie. I promised him that I was gonna put that money in that casket with him." "You mean to tell me you put that money in the casket with the man?" "I sure did," said the wife. "I wrote him a cheque."

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### Perfume



"I want my husband to pay more attention to me. Got any perfume that smells like a computer?"

### YEAR 2002-2003

<b>Ex-Officio</b> IPP Stephen Liu	<b>Vice President</b> Rudy Law	<b>President Elect</b> Henry Chan	<b>President</b> Chris Howe	<b>Secretary</b> Eddy Wong	<b>Treasurer</b> Clark Lu	<b>Advisor</b> PDG Peter Hall
<b>Directors /</b> PP John Kwok	PP George Leung	Laurence Chan	Paul Chan	Jason Chin	Danny Kilis	<b>PP Council Rep</b> PP Tim Lui

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**ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m. AT  
EXCELSIOR HOTEL, CAUSEWAY BAY**





Our guest speaker was Mr. Trevor Lui of the Hong Kong Productivity Council who spoke on “Best Practice & Knowledge Management.”



Photo show Mr. Lui seated between PDG Uncle Peter & Pres. Chris at the left head table.



Seated at the right head table were Acting Sec. Rudy, Rtn Francesco Cavazzoni (HKS) & Dir. Paul Chan.





(L to R) Rtn Johnny Lo (Makati North), Hon. Tres. Clark, Dir. Jason, & Program Chairman Rtn. Danny Kilis.



Rtn. Johnny Lo (Makati North) receiving our banner in exchange for an IOU.



PDG Uncle Peter shown here with our guest speaker, Pres. Chris & visitors on 9<sup>th</sup> October, 2002