



東風

Rotary
Club of
Hong Kong Island East
TUNG FENG



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President's Message - Vocational Services



January was Vocational Services month for District 3450, and I attended the Vocational Services Seminar on Jan 20 with IPP Norman, where we saw Secretary for the Environment KS Wong speak about the HK government plans for the environment. Our commitment to Vocational Services is an area of Rotary work which applies to all of us, because we are such a diverse group of people, with different career paths and backgrounds. And it is this which makes Rotary so interesting. All characters from all walks of life. Applying our expertise in our chosen field is a rewarding way for us to give to the community and help young people find their way in life. Long may we continue to do so. Meanwhile, at this festive time, may I take the chance to wish all members good health and good fortune for the coming Year of the Monkey. **Kung Hei Fat Choy** to all!

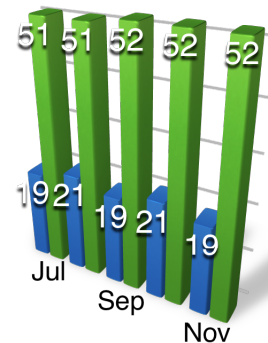


COMING SPEAKERS

10 Feb. 2016
CNY Holiday
No Meeting

17 Feb. 2016
to be confirmed

■ Avg. Attendance
■ Members



Last Week REDBOX
\$800

THE ROTARY CLUB OF HONG KONG ISLAND EAST

香港東區扶輪社週報

Club 16340 District 3450 Chartered on 06 April, 1954 by Charter President

PDG (Uncle) John Yuen

SPOTLIGHT ON - How to make consumers like Fair Trade products more



Fair trade consumption is growing internationally and attracting an ever-greater share of research interest. Fair trade, with its fundamental concept of offering equitable remuneration and working conditions for the farmers and labourers in developing countries, serves as a prominent form of ethical consumption by which consumers can express their concerns on social and ethical issues via the products they buy or avoid. It is also an important form of “ethical sourcing” in many international companies’ corporate social responsibility programmes. My study focuses on the effect of self-construal on consumer reaction

to fair trade products, and investigates whether and how the effect varies under different scenarios. Self-construal is an individual’s view of self in relationship to others and can be identified as independent and interdependent.

The current study proposes that interdependence in self-construal will show a positive effect on fair trade products, because people with interdependent self-construal are more likely to take the perspective of others. A conceptual framework is developed for understanding the impact of self-construal on consumer reactions to fair trade products, and for investigating a boundary condition under which the effect of self-construal is more or less prominent.

The current study is the first to test empirically the influence of self-construal on fair trade consumption and contributes to the theoretical understanding of both, while providing managerial insights for fair trade companies and their advocates and promoters, as well as mainstream companies looking to tap into the growing fair trade market.

LITERATURE REVIEW – IMPACT OF SELF-CONSTRUAL		
	Independent	Interdependent
Information processing (Lee et al., 2000)	Promotion-focused information	Prevention-focused information
Self expression (Aaker & Schmitt, 2001)	Concentrating on the differences between one and others	Concentrating on the similarity between one and others
Social perception (Lalwani & Shavitt, 2009)	Being seen to others as skillful and competent	Being seen to others as socially suitable and sensitive
Adoption of new products (Ma, Yang, & Mourali, 2014)	More willing to adopt really new products	More willing to adopt incrementally new products



About the speaker - Dr Patricia So

Patricia is a public administrator and has a DBA from the Hong Kong Polytechnic University, and a MS in Management from Stanford University, where her research area is in the consumption behaviour surrounding fair trade products and, more specifically, what factors are affecting the buying (or not buying) of fair trade products.

Last week's Proceedings - 27 January 2016

This was not a large group for the luncheon this week, and thankfully we had guests to make up the numbers (an ongoing concern as Uncle John rightfully keeps highlighting). However, quite a few of our members were busily engaged with business and also travel, so clearly that was a factor. Nevertheless, there was a good hearty spirit and P William rang the bell at 1.05pm to start proceedings, welcoming back PP David Li, as well as welcoming guests P Alice Liu from RC of Bayview Sunshine and Rtn Ricky Chu from RC of Peninsula South, as well as our guest speaker, Dr Patricia So.



After the announcements, acting SAA Andy announced the Red Box takings of \$800, and P William then asked IPP Norman to introduce the guest speaker and his own classmate Patricia, who was here to share with us her thesis on why and how consumers respond to buying Fair Trade products. After her presentation, members had a few questions on the presentation, which was an interesting topic which much food for thought (excuse the pun!). Rtn Leo was then asked to formally thank Patricia, before P William announced a toast to RC Bayview Sunshine, RC Peninsula South, RI and HKIE, before ending



OUT & ABOUT

Bowling for the Blind

On Sunday Jan 24th, President William, along with PE Chris and son Cameron formed a team to take part in the annual Bowling for the Blind tournament at South China Sports Association. As is tradition, each non-blind player must do their first bowl blindfolded to experience the limitations. It's a great and worthy event, with a big turnout from Rotarians on the day - 35 teams with total of 140 players.



Happy Luncheon

Report from PIC Rtn John Poon:

"The 3rd Happy Lunch with Choi Jun students was held on January 29, 2016 at Pizza Express located in K11 Shopping Mall in Tsim Sha Tsui district. 2 teachers and 5 students from Choi Jun school came and shared a wonderful time with our Pres. William Wong, Uncle John, Uncle Kishu, Director Kevin and me. As expected, all the students loved pizza so much that we had to order SIX big pizzas together with appetizers and spaghetis to fill up their stomachs.

Needless to say, all the uncles and the teachers attended were so happy to see the students really enjoyed the "HAPPY LUNCH". Before we finished, the students presented us with some gifts - Chinese New Year decorations hand-made by the students themselves."



ANNOUNCEMENTS

CLUB ANNOUNCEMENTS

1. P William, PE Chris and Cameron, son of Chris participated in the District Blind Bowling Tournament in SCAA on the past cold Sunday with the temperature at 3 degrees only. 35 teams with a total 140 players. Three of us plus one blind player in one team, we did not win any prize but we enjoyed the game very much and felt happy to do the charity and service the community.
2. The 3rd Happy Luncheon with Choi Jun Students will be held on Jan 29 Friday in Pizza Express, K-11 Art Mall, TST. PIC John Poon, please enroll with him if you are interested to join.
3. District Horse Racing Night on Feb 17 Wed. Registration dead line is on Feb 12, P William will join the event, please let him know on before Feb 3 if you would like to join.
4. We have an elderly visit service project on March 5 Sat in Sheung Wan. PE Chris and his family (3 persons) enrolled to join, Please let P William know who is available to join.
5. Just a reminder, our club lead Area 3 project Rookie Stars Hip Hop Dance competition will be on Feb 28, 2016 Sunday in Shatin Central Park from noon to evening, please come to support and join this annual event.

DISTRICT ANNOUNCEMENTS

1. As no challenge has been received by 21st January, the District formally announced that PP YC Ho of RC of Peninsula South has been elected our District Governor 2018-2019.
2. The District Tennis Tournament will be held on Feb 28, 2016 in Shek Kip Mei Park Tennis Courts. Participant fees is HK\$800.00 for singles per player and HK\$500.00 for double per player.
Registration deadline is before 5.00pm on next Monday Feb 1 direct to PIC Eric Chak, RC of Peninsula. (Just a reminder, our club lead the Area 3 project Rockie Stars Hip Hop Dance Competition is on the same day Feb 28 in Shatin Central Park from noon to evening, please come to support)
3. The Rotary Hong Kong Ultra marathon 2016 will be held on March 6 Lung Wo Road, Central. The District official launch notice can be found on the website for registration- www.rotaryhkum.com
All corporate registration fees will go to Tung Wah Hospital, mental health service without deduction of administration costs.
P William sponsored one team of 8 New Generation to run with registration fees HK \$1,000.00. Please visit the website for the details of different names of competitions and registration fees if member interest to do as sponsor or run by your own.



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Derek Man
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John Poon, Derek Man,
Charles Man
PP Council Rep.
George Leung

Ex-officio

Norman Lee

Club Advisors

Peter Hall
Y. K. Cheng
Eric Chin
Andrew Chen
Henry Chan
Hubert Chan

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 Wednesday at 12:30 pm
Website : <http://hkie.rotary3450.org/>
Facebook : <https://www.facebook.com/RotaryClubHKIslandEast>