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Rotary
Club of
Hong Kong Island East
TUNG FENG



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President's Message -

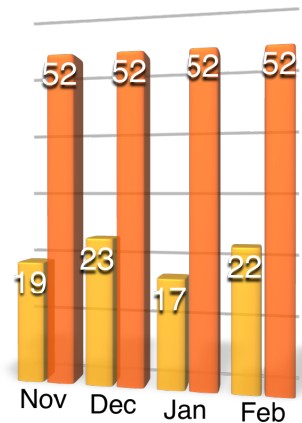


A DANCING SUCCESS STORY

Last Sunday we had some fun creating the video footage for a coming district video, which involved many club and RIC members, and focusing on three of the main district projects for 2016-17. But what it a rewarding experience even more was seeing one of our ex Holy Carpenter school pupils who turned up to teach us some dance moves. Young Bun was one of the first pupils to learn hip-hop through the Rookie Stars project, and DGE Eric remembered him. Now he is full of confidence, and teaching us!! It reminded me of the importance of such projects and the good that they do. To me personally, I found this very rewarding. Let's keep up the good work.



■ Avg. Attendance
■ Members



REDBOX COLLECTION
01 JUNE \$1,000

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 - From Start-Up to Supermarket in 18 months



The speaker of the week was Jim Coke, the founder of Hilmann Reinier Brands Asia. Jim is a native Jamaican, educated at Cambridge. He shared a very interesting engaging and genuine talk about his entrepreneurial journey of building his coffee brand from scratch. It all started when his ex-girlfriend (then girlfriend) requested for him to ask his father to send some Jamaican coffee to Hong Kong. To his surprise James noticed that people in Hong Kong were curious about Jamaican coffee and thus he pursued to create his brand.

What occurred in the following 18 months was a combination of good chance and luck that was created by James willingness to ask questions, ask for opportunities, and to know what worked for him.

1. Willingness to Know What Worked for Him

Against all his friends' advice, Jim chose to distribute through Groupon. Groupon has a policy that it will pay 50% of the sales orders up front, and the goods are to be delivered 14 days later (and the remaining balance will be paid upon delivery). During the first Groupon sales campaign, on the first day of sales he only had 2 coffee pouches on stock. After receiving 50% of the 500 pouch order, he used the sales revenue he received from Groupon to purchase coffee from Jamaica and DHL-ed it back to HK within the 14 day period. So smart! That is how he started to build up his brand, and in his words, he said that "Groupon financed my business."

2. Willingness to Ask for Opportunities

Wherever Jim goes he carries his Coffee Sample sachet, so he is always prepared to give out samples. One time Jim was in a Park-N-Shop location and he walked straight up to the Store Manager and asked the store manager's opinion of his product and what would be possible to have his product sold in Park N'Shop. That led him to meeting one of the 2 expatriate Park N Shop store managers who then facilitated the pathway for Jims' product to be sold in Park N Shop stores. And throughout his presentation this theme echoed, James willingness to ask (shamelessly) paved the way for Asia Exclusive Distribution rights to Jamaican products as well as open the doors for Jims' coffee products to be distributed in Citistore.

Overall it was a very enlightening and engaging presentation. PP Paul Chan asked many thorough questions during the Q & A session (The questions were really great. PP Paul, please come again soon!) and PP Heman gave a classy thankyou to the speaker. Jim seems like a very interesting, genuine and nice character, we hope to see him in other events like fellowship and service projects.

About the speaker – Jim Coke

The son of a Jamaican farmer, Jim read Social and Political Sciences at Cambridge University obtaining both a Bachelor and Masters degree. After graduating, he began a career in banking as a risk manager before relocating to Singapore and becoming an entrepreneur. [Hilmann Reinier Brands Ltd](#) started off in Hong Kong as a coffee manufacturing business developing its own brand (Lily Kerridge) before being listed in several stores under the A.S. Watson Group. All this was achieved within 18 months.

Jim is the classic "bootstrapping entrepreneur". His achievements are remarkable because he landed in Hong Kong with no contacts, friends or family and battled his way through to Hong Kong's largest supermarket chain with a brand he developed from nothing. This was all achieved without the help of consultants, advisors, bank loans, local Chinese partners or foreign investors.

Jim's view on entrepreneurship is unconventional and at the same time practical and based almost entirely on the notion of "always doing more with less". Hilmann Reinier now develops new brands coming into Asia and has expanded its portfolio from coffee to beer, chocolates, tea, rum, malt drinks and stouts. The Hong Kong Entrepreneur: From Start-up to Supermarket in 18 months is Jim's account of his journey and is currently available as an E-Book.



Last week's Proceedings - 01 June 2016



On Wednesday, June 1st, 2016 was our club's 46th luncheon meeting. Pres. William announced he is now counting the days to the end of his Presidency gave a warm welcome back to the following Rotarians: PP Hubert, PP Paul Chan . The following guests were in attendance, PP Silva from RC KGM, and Raj Seth (introduced by PE Chris.) The Sergeant-in-Arms Rtn. John Poon reported the red pocket amount as:

President William invited PE Chris to the podium to update the club on the District Rookie Star Hip Hop Dance project in which he is Chair. PE Chris updated that the District Rookie Star Hip Hop Dance project received a government funding approval totalling 510,000HKD. The District Rookie Star Hip Hop Dance Competition will be held in February 2017, with anticipated over 1,000 participants.



Out & About

P William, DGE Eric and PE Chris were at Holy Carpenter School on Sunday June 5th, to do some video filming for a coming District video, including some scenes about the key projects, including the Rookie Stars Dance Contest. PE Chris had arranged a film crew, plus a dance instructor from Youth Outreach called Bun. A nice young lad who is doing well, this had an interesting twist, because it turned out that Bun is an ex pupil of Holy Carpenter, and DGE Eric actually remembered him from the very first year of Rookie Stars! What heartwarming story, and as DGE Eric commented, now Bun is returning and he is teaching us!



ANNOUNCEMENTS

No announcements today both for the club and district.

June is the last month of Rotary Year 2015-16, we have 4 meetings to go except today, and I am starting to count down , the last meeting on June 29 is my meeting and will give my annual report, please come to support and give comments on my work for the club.

PE Chris Reported on the result of the successful Application Government Fund on the District Rookie Star dancing competition.

THE LAST LAUGH

A doctor wanted to get off work and go hunting, so he approached his assistant.

"Seamus, I am going hunting tomorrow. I don't want to close the clinic. I want you to take care of the clinic and take care of my patients."

"Yes, sir!" – answers Seamus.

The doctor goes hunting and returns the following day and asks: "So, Seamus, how was your day?"

Seamus told him that he took care of three patients.

"The first one had a headache so I gave him Tylenol."

"Bravo, and the second one?" – asks the doctor.

"The second one had stomach burning and I gave him Malox, sir." – says Seamus.

"Bravo, bravo! You're good at this and what about the third one?" – asks the doctor.

"Sir, I was sitting here and suddenly the door opened and a woman entered. Like a flame, she undressed herself, taking off everything including her bra, her panties and lied down on the table. She spread her legs and shouted: "HELP ME! For five years I have not seen any man!"

"Thunderin' Lard Jayzus, Seamus, what did you do?" – asks the doctor.

"I put drops in her eyes." !!!!!



"You have a rare condition called 'good health'. Frankly, I'm not sure how to treat it."

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