

# HONG KONG F♦CUS



## HONG KONG NEWS



### Hong Kong Pioneers New Era of Green Finance

A new carbon credit market, rising green debt issuance and its role as a finance facilitator under the Guangdong-Hong Kong-Macao Greater Bay Area are propelling Hong Kong's development as a green finance hub.

“Hong Kong has for years been a connecting point between mainland China and the rest of the world, and green finance is an additional layer that can enable it to perform that role better.” Luying Gan, head of sustainable bonds, Debt Capital Markets, Asia-Pacific, HSBC.



Close to \$24 billion (HK\$190 billion) of green bonds had been issued under the Government Green Bond Programme (GGBP), as of December 31, 2023. Set up in 2018 to foster the development of green finance in the SAR, the initiative is fuelling the rise of a green debt ecosystem of issuers, investors, arrangers and third-party services, and provides a model for future issuance.

The SAR government's (HKSARG) commitment to expanding Hong Kong as a sustainable finance centre is part of a wider plan to green the economy, as outlined in its Climate Action Plan 2050, which aims to halve Hong Kong's carbon emissions before 2035, compared to 2005.

## Hong Kong Movies Featured in Seattle International Film Festival

Two award-winning Hong Kong movies will be featured in the 50th Seattle International Film Festival.

“All Shall Be Well”, a 2024 release directed by Ray Yeung, is the winner of the LGBTQ+ Teddy Award at this year’s Berlinale. “July Rhapsody”, Ann Hui’s internationally renowned 2002 masterpiece, which will be screened in 4K restoration, won numerous Golden Horse Awards and Hong Kong Film Awards.



## Hong Kong Cinema Showcase at CAAMFest 2024

CAAMFest is presenting two 2024 Hong Kong titles in this year’s Hong Kong Cinema Showcase.

“The Lyricist Wannabe” is a dramedy about a young woman who believes writing Cantopop is her God-given talent only to find that nothing goes her way. The director, Norris Wong and producer, Wong Hoi will attend a Q&A session at the screening.

“All Shall Be Well”, directed by Ray Yeung, tells the story of an elderly woman struggling to retain both her dignity and home upon the unexpected passing of her lesbian partner.



## Hong Kong, a World-Leading Dynamic Startup Ecosystem

The combination of its ideal location, strong economy, deep capital markets, and pro-business policies is turbocharging Hong Kong’s startup ecosystem.

The city’s rapidly expanding network of incubators and accelerators, and large pool of angel investors and venture capitalists provide startups with all they need to scale up.



For full articles, please visit Hong Kong Economic and Trade Office, San Francisco  
<https://www.hketosf.gov.hk/>



Hong Kong Association of Southern California

# UPCOMING EVENT

## International Summer Business Mixer 2024

Join us and other 30+ exhibitors for this exciting networking mixer to make new international business contacts! Enjoy music and food samples from various countries.

Date: Wednesday, August 14, 2024

Time: 5pm-8pm

Location: Hilton Orange County/Costa Mesa  
3050 Bristol St, Costa Mesa, CA 92626

Stay tuned for RSVP!



## 25th Hong Kong Forum

Hosted by the Hong Kong Trade Development Council (HKTDC), the Hong Kong Forum is the annual flagship event of the Federation of Hong Kong Business Associations Worldwide.



Hong Kong Association of Southern California

# NEW MEMBERS

## Individual Members

**Eunice Chan**  
LA County Dept Public Health

**Liane Tse**  
Tastes of the World

**Jay Ha**  
Charles Schwab



## ASIA SUMMIT ON GLOBAL HEALTH



Innovation · Inclusion · Impact

16-17 May 2024  
Hong Kong | In-person

[www.asiasummitglobalhealth.com](http://www.asiasummitglobalhealth.com)

### The Asia Summit on Global Health is on May 16-17, 2024!

As an annual thought-leadership programme, the **Asia Summit on Global Health (ASGH)** brings together senior government officials, influential business leaders, investors, services providers and renowned academia to examine global trends in health innovation and investment, explore areas of global collaboration in the health arena and showcase new business opportunities and partnership for investors and project owners.

The ASGH is the anchor event of **International Healthcare Week** - a promotion campaign synergising various healthcare-related events in Hong Kong, including but not limited to conferences, seminars, webinars, roundtable meetings, networking activities, etc., to facilitate cross-disciplinary exchange and collaboration.

The complimentary registration code is **03CBLA**. More registration details on the official website: <https://www.asiasummitglobalhealth.com/conference/asgh/en>

### JOIN FAIRS, CONFERENCES & EVENTS

As Asia's business hub, trade-fair capital and convention hub, Hong Kong attracts plenty of international buyers, suppliers and companies to participate in the range of events taking place here.

For more information, visit <https://event.hktdc.com/>

## Analysis & News

### AI vs. Human Copywriters: Which is Best for Your Business Communications?



Is it still worth using a human copywriter to spell out your business benefits or can a cyber-counterpart do just as well for zero cost?

In the second part of a two-part challenge, Nick Galanides – one of the UK’s leading copywriters and authors – responds to the 10-point case made by the ChatGPT chatbot as to why it represents the future of business communications rather than any human counterpart. Perhaps unsurprisingly, he comes to quite a different conclusion.

An earlier article on this site saw the ChatGPT chatbot invited to outline just why artificial intelligence (AI) is now the best bet when it comes to delivering optimised business communications. If you have a minute, it may be worth giving it a quick re-read.

To summarise for those more time-pressed, it basically delivered 10 very logical reasons as to why AI will revolutionise the writing realm, while sending many non-digital pen-pushers scurrying off for a job in the local coffee shop, presumably writing customer names on cardboard cups. Only, there was a problem. Several in fact. The article was stilted, corporate and yawn-inducing. It had all the soul and personality of a digital character performing an auto-tuned, line-dancing dirge. A barrage of algorithms with no rhythm. Scratch beneath the surface and you feel nothing. No blood. No sweat. No tears.

Although chatbot proponents maintain that by leveraging proven AI prompts and tools, we streamline workflows, improve productivity, eliminate mistakes and make remarkable savings, that all comes at a cost. And what a cost.

For full article, visit: <https://research.hktdc.com/en/article/MTY4MzM3NjQ4Mg>



Hong Kong Association of Southern California

# HKASC MEMBERSHIP

## WE OFFER YOU



### NETWORKING

- Business Mixer
- Seminar, Webinar
- Breakfast, Luncheon, Dinner, Gala
- Study Tour



### MEMBER PORTAL

- Member Directory
- Connections + interactions among members like a private LinkedIn network
- Post product pictures & activities to increase visibility
- Priority RSVP for events




### PROMOTION OPPORTUNITIES

- Event Sponsorship
- Gift Donation
- Display Table
- E-Blast/Program Book Ad
- Website Sponsors

### NATIONAL & INTERNATIONAL AFFILIATION



Golden Bauhinia Member (Director's Circle)	Corporate Member	Individual Member	Student Member	Young Executive Club (YEC)
\$1,000 / year	\$500 / 3 years \$200 / 1 year	\$110 / 3 years \$40 / 1 year	\$20 / year	YEC Individual \$100 / year YEC Corporate \$1,000 / year YEC Individual Lifetime \$500
<ul style="list-style-type: none"> <li>• 6 names' listing</li> <li>• Privileges to meet and connect with government officials in Hong Kong, California, HKASC Board &amp; Chapter Leaders</li> <li>• Invitations to VIP receptions and events</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Full Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> <li>• Referral by a HKASC Board member</li> </ul>	<ul style="list-style-type: none"> <li>• 4 names' listing</li> <li>• Invitations to VIP receptions and events</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Full Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 name listing</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Introduction in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 name listing</li> <li>• Discounted or complimentary admission to HKASC events</li> <li>• Introduction in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul>	<ul style="list-style-type: none"> <li>• Young professionals age &lt;=45 are welcomed to join.</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus" for YEC Corporate and Lifetime Member</li> <li>• Full Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul> 

Membership Application: <https://hkasc.org/hkasc-membership-application>



Hong Kong Association of Southern California

# PAST EVENTS

## 2024 Chinese New Year Gala

February 24, 2024

At the 32nd Chinese New Year Gala, business leaders and members gathered at the Hilton Los Angeles/San Gabriel to welcome the Year of the Dragon. The evening featured an exhilarating lion dance and performances by singers and a dynamic live band. 200 HKASC members and guests left the celebration in high spirits.





Hong Kong Association of Southern California

# PAST EVENTS

## 2024 Chinese New Year Gala



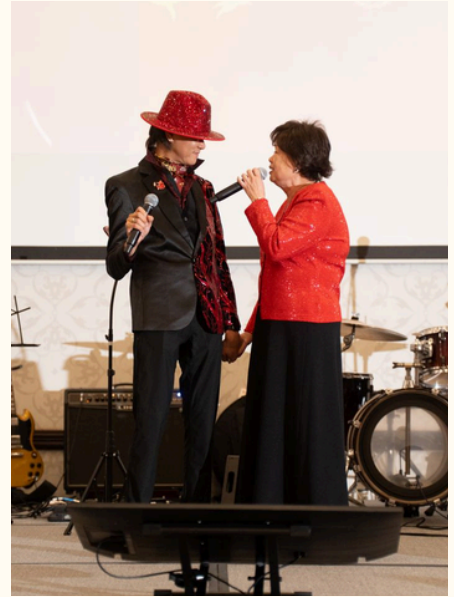




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# PAST EVENTS

## 2024 Chinese New Year Gala





Hong Kong Association of Southern California

# PAST EVENTS

## Bang & Olufsen Lunar New Year Party

February 29, 2024

The Young Executive Club, part of HKASC, hosted a fantastic New Year's bash at Bang & Olufsen Pasadena. Guests enjoyed top-notch audio. Thanks to Bang & Olufsen's David Junk, lucky guests won The Ferrari Edition in the sponsored giveaway! Dell Anno wowed us with chic furniture, and Stewart Jones shared insights on art's impact across industries.





Hong Kong Association of Southern California

# PAST EVENTS

## San Diego 19th Annual Banquet

March 21, 2024

The HKASC San Diego chapter hosted an amazing 19th Annual San Diego Banquet with an exciting live auction, lucky draw gifts, and table gifts.





Hong Kong Association of Southern California

# PAST EVENTS

## YEC Rolls-Royce Networking Mixer

March 27, 2024

Thank you everyone for joining us at the Young Executive Club Rolls-Royce Networking Mixer on March 27! Members and guests received exclusive access to test drive Rolls-Royce's latest models and participated in conversations about cutting-edge AI Technology.



# BOARD OF DIRECTORS

## DIRECTORS

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Hong Kong Association of Southern California

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Strategic Horizon Inc.

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Cathay Pacific Airways

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GEMORIE

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## Orange County Chapter

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**Melissa Fung**  
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*Chapter Leaders*

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*Honorary Chair*

**Kam W. Li**  
Procopio, Cory, Hargreaves & Savitch LLP

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Mink Global

*Chapter Leaders*

**Kam W. Li**  
Procopio, Cory, Hargreaves & Savitch LLP

**Peter Wong**  
Ka Shui (USA) Inc.

## Young Executive Club

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Strategic Horizon Insurance & Financial Services

*Vice Chair*

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Hong Kong Trade Development Council

*Vice Chair of PR & Social Media*

**Huy Ly**  
Meijun LLC.

*Vice Chair of Development*

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