MEICOM CONNECT

10th Anniversary
MEICOM CONNECT is a newsletter jointly published by the Programme Office and the Alumni Association of the HKU Master of Science in Electronic Commerce and Internet Computing Programme.

This issue is specially published for the 10th anniversary of MSc(ECom&IComp) programme.
Stepping into the 11th year

The occasion of our tenth anniversary is a time to celebrate our success. As the Programme Director, this is also a time of sharing with you what is ahead for us.

There are several reasons the programme was ultimately successful. First and foremost were the people involved. One of the corner stone of the Programme’s success is its instructors. They share with students an understanding of what was to come and how to exploit the opportunities and challenges presented by such glimpses into the future of technology-enhanced businesses.

There have been some faculty changeovers since the Programme began. For example, Chris Yeung, Bob Cowles, Bruce Shriver, Roger Clarke, Wing Lau, Denis Lee, Simpson Poon, Yannis Papakonstantinous have moved on; but these have remained: Ali Farhoomand and Benjamin Yen from the School of Business, HKU, Ricky Kwok, K. P. Chow and Kevin Pun from HKU’s EEE and CS departments, Fouad Tobagi from Stanford, Alan Montgomery and Michael Shamos from CMU, Peter Looms from Denmark, Renato Iannella from Australia, Sampson Lee and Weidong Kou from China. Then a couple of years ago, Norman Sadeh from CMU, Karen Kemp from the University of Redlands, Roy Ho from the Computer Science Department at HKU, joined us, not to mention Jeslie Chui, our Programme’s graduate. Our newest faculty member is Professor Amy Shuen from the CEIBS.

We are proud of the programme and especially proud of our students. The programme has always been focuses on our students and creating value for them. They have challenged and energized us and their successes in the programme and in life make everything we do for them worthwhile. They are the reason we created the programme and the reason we are committed to making it the best that it can possibly be. By September 2009, we already have ten batches of graduates, totalling 769 students, constituting the largest community of expertise in the area of electronic business and Internet technology in Hong Kong.

The curriculum of our programme has always prided itself on being ahead of the times. We conducted a curriculum review in the summer of 2009. One major change is our abolition of the stream restriction. Students will not be sorted into ECOM and ICOM streams from 2010-2011, and they can take any core and elective modules from four clusters to form a study portfolio which suit their personal interest and career needs. This will require a more honest appraisal of their own pre-requisite abilities, and a deeper appreciation that our goal is to turn them into critical thinkers/assessors on current trends and future developments.

Last but not least, we will continue to build on the successes of the first 10 years and grasp every opportunity to connect our students to the world.
“How many decades do we have in our life? ...”

Vins Fong

We learnt this famous script from a recent TV drama. How true it is!

What was I doing ten years ago when MEICOM programme was launched? The answer is similar to many IT fellows – busy in preparing for the millennium transition. Then we had experienced the dotcom bubble, 911 incident, SARS outbreak, financial crises, etc. That made the world a completely different one.

Through these we understand the importance of knowledge, strong mind and a fit body. I would have no hesitation to say that taking the MSc(ECom&IComp) programme is the best decision I ever made in the last decade. This is the programme that changed my life.

Of course the well-designed curriculum had enlightened me (I was a mainframe guy at that time) about the development of Internet and e-commerce, which was proved very helpful in my career journey. The story did not stop there. I also got friends from the MEICOM community who love challenges, and was inspired to try things that I had never imagined I could accomplish. I am now proud to say that after graduation I have finished 10 marathons, 3 Oxfam Trailwalker, and long haul trekking to the roof of a few countries. This is not about how far or how fast I go (in fact I am still a slow runner), instead it is about how I learnt to balance my life, cherish the support from family and friends, and contribute to help others. It was such a meaningful decade to me.

I am happy that I am not alone. The Alumni Association started this year taking part in community services e.g. fundraising and volunteer works for Sowers Action, donation to HKU Bricks Campaign, etc. All MEICOM fellows are welcome to join our activities to add color to the life of others and yours. It is never too late. You still have a few decades ahead.
To Keep us Connected

To celebrate our 10th anniversary, we have redesigned our website to give it a new look. Visit www.meicom.hku.hk to keep you connected with your alumni association and updated with latest news and activities.

Update Your E-Mail Address / Contact Number
If you would like to change your e-mail address or mobile number, you may do it through the website.

Join our Facebook Group
We have a group set up on Facebook titled ‘HKU MSc Ecom Icom Alumni Association’.

Join our LinkedIn Group
We also have a professional group set up on LinkedIn titled ‘HKU MSc ECom ICom Alumni Association’.

Don’t hesitate! Visit us and join the groups at http://www.meicom.hku.hk/new/newsevents/
An interview with Professor Amy Shuen

Angela Castro  (C: Castro; S: Shuen)

I am sure that you will all be pleased to know that a renowned Chinese-American academic has just joined the programme faculty as a result of the 2009 summer review by the Programme Directorate. She is Professor Amy Shuen, formerly of the Wharton School of Business at University of Pennsylvania and the Hass School of Business at UC Berkeley, now Professor of Management at China Europe International Business School (CEIBS) in Shanghai. She started teaching a new module “ECOM6022 Web 2.0 strategy and innovation” in the first semester of the 2009-2010 academic year. Should any of you wish to attend the 2010 class for professional development, I urge you to contact the Programme Office.

I happened to be visiting Hong Kong when Amy was teaching, so I was able to sit in on her class, and I enjoyed it as much as her 30 plus students who were articulate and passionate about the topic. I also had an interview with Amy. Below are some of the matters we touched upon.

**C:** Some cynics have said that Web 2.0 was just another recent fad, what is your reaction to this?

**S:** No, I would call it a natural evolution from Web 1.0, which came into existence with the free availability of Netscape as a browser back in 1995. Web 2.0 could be said to have arrived by 2005, when Time Magazine chose as its Person of the Year the millions of anonymous contributors of user-generated content to Wikipedia, YouTube, MySpace, Facebook, Second Life, the Linux operating system, and the multitudes of other websites featuring user contribution. The choice was personified simply as “You”. This was the time when data uploaded by the individual exceeded download. Social networks such as Facebook, MySpace, and others only flesh out a visible phenomenon that has been gathering speed and rigour. The Web has morphed into a new and richer user experience that is generating massive valuable business opportunities.

**C:** I use Facebook to store my photos and videos of my children and grandchildren and my travel, and have so far not really paying any attention to their business potentials. But recently I have received a request from my niece on Facebook to support an environmental cause by passing on a link, and it started me thinking about the business outreach potentials of such social connections.

**S:** Yes, such networks create small communities where there is an element of trust, and if businesses can get to the members and get them to become passionate and involved in causes or products, then those members become your best salesperson and promoters of your products. Take Obama’s use of social networks to reach the swinging voters in a certain state just two weeks before the election by making it possible for people to access his policy on environmental and other policies through their mobiles. Obama has taken grassroots campaigning into the digital age by embracing Web 2.0 and using it as a central platform of his presidential campaign. Using Facebook, MySpace, Twitter and YouTube, Obama has navigated Web 2.0 and turned it into a major force within his campaign. This personal activity in social networks allows him to quickly get the word out across multiple platforms. Just don’t think of Obama as a person, but as a brand, what better way to sell the brand?

**C:** OK, but what about web companies like Flickr? How can it make money as a free provider of storage for photos?
S: Flickr’s friendly and easy-to-use web interface and its free photo management and storage devices are great examples of a Web 2.0 “freemium” business model, fine-tuned to leverage collective user value, positive network effects, and community sharing. The coined term “freemium” referred to giving service free in exchange for a lot of customers through word of mouth, referral networks and organic search marketing, then offer premium priced value added services. On this foundation, Flickr built a multiple revenue model, and the photo storage segment of the business, though a “loss leader”, drive traffic to spur other purchases and together they achieve profitability. Take for example, with Thanksgiving and Christmas coming up, parents, grandparents are flocking to Target and Snapfish to print photos of children, calendars, and posters to present to one another as gifts, and these Flickr partners are sharing revenue with Flickr, without them having to separately advertise their services, and without the latter having to buy and operate photo-printing equipment. It is a win-win situation.

C: What is your impression of our students so far?

S: I am pleased with the interaction in class, and their astute comments on some of the points I made. I also did a little exercise when I first started, asking students what they wanted to get out of the class. They mentioned four aspects. First, they felt that the value of this MSc(ECom&IComp) programme for them has always been to be alerted to future development, made to understand its impact on business and found a strategy to exploit it. So they wished to know about strategy, they wanted to know how something global like Web 2.0 could be adopted for regional and local conditions; they wanted to know how could have a piece of the entrepreneur’s pie, starting their own small business; and finally they wanted advice on which industry would be best suited to Web 2.0. Of course, I do not have all the magical answers, but through discussion and debates in class, I think they are beginning to see glimpses and solutions for themselves.

C: Do you use the forum/ bulletin board for class discussion?

S: I am afraid not, I prefer the human contact, faster and more direct.

C: A number of our faculty are now working in China, for example, Professor Weidong Kou and Assistant Professor Sampson Lee, so what do you think of working in China?

S: I love it. CEIBS seems to be attracting some top Government officials, and they bring so much to my class in terms of local knowledge and experience. But then I don’t stay all the time in China. Indeed, I have three homes: San Francisco, where my husband works, Seattle, where my two children attend the University in which I also have a position; and then Belgium, here my husbands’ family reside. I am gradually exploring Hong Kong too because the last time I visited it was more than a decade ago. I look forward to speaking at Paul Cheung’s conference in November, and I hope to meet more of your students and graduates off class to learn more about Hong Kong businesses.
CRM success, much more than just software
Sampson Lee  (Instructor of ECOM6020 CRM)

As a Hong Kong native Chinese, I spent most of my life in Hong Kong.

It was not until 2001 did I make up my mind to relocate to Shanghai with my family. Unlike many others who later flocked to China usually for a higher paid job or career advancement, I chose to start my own business from ground zero as I could see a future need for customer-relation management as China embraced market economy.

After many failures and disappointments because it was extremely difficult for a small firm like ours to get financial support in developing and “exporting” business methodologies, I have persevered as I firmly believe that this business I made in China would have a market beyond China. I started my business in the Internet space by creating the first bilingual CRM portal in China, GreaterChinaCRM, which offered CRM articles, white papers and information to members all over the world. But I could see that a vertical portal alone could not survive and so we started to develop our own products – CRM researches and methodologies.

Looking back, while the eight years of work in China have not made me rich, they have been an exciting ride for me to realize my dream. In particular, the relatively low-cost in running the business support and the R&D team, and the good response rate of our extensive consumer studies have meant solid and statistically sound research data for valuable findings and insights, which I can then share with the students of MSc(ECom&IComp) in the module I have been teaching since 2003.

The module I teach in this Programme deals with Customer Relationship Management (CRM). When people talk about CRM, they usually refer to software. Why’s that?

In 1993, a marketing genius Tom Siebel founded Siebel Systems. He successfully convinced the C-level executives of Fortune 500s: software is the ultimate solution to manage profitable customer relationships. As a result, Siebel was the dominant CRM vendors, peaking at 45% marketing share in 2002. However, despite huge investments, a high percentage of CRM implementations ended up failure, simply because most of them were software focussed instead of customer-centric. The tens-of-millions worth of projects rarely justified their ROI. By launching the CRM systems, companies stayed further away from, rather than got closer to, their customers. The hype and myth of CRM faded out, and Siebel was finally acquired by Oracle in 2006.

The above historical background also reflects the evolution of our module content. In 2003, technical and related content occupied over 50% of the CRM module. After six years, the proportion is reduced down to 15-20%. Technology or software is still crucial to CRM success, but they are viewed as supporting the strategy and execution of CRM, not the other way around.

To provide a more comprehensive perspective, the module has led in advanced methodologies such as the 3C Method (a Sino-Euro customer value management method), and the Branded CEM Method (a U.S. patent-pending method in customer experience management). With the support of up-to-date international research data, field consulting experiences, and first-hand case studies, this module combines the art and science in developing pragmatic business strategies and techniques for customer relationship management.
I am pleased to have this opportunity to share my experience as someone who had been educated and worked overseas and chosen the earliest opportunity to return and serve China. I have no doubt that some of you may be doing the same, or have already done the same.

My personal odyssey started May 1998 when I was invited by the United Nations for a lecture tour in China, I returned to Beijing, after twelve years of studying and working in Europe and North America, and I simply could not recognize the city anymore. So many buildings and roads had been built and some familiar buildings and roads were gone permanently. I was astonished by the changes, and realized that something huge was happening in this country. Two years later, I had a chance to come to work in the University of Hong Kong, as a new institute, E-business Technology Institute (ETI), was established and the University was looking for a senior academic to lead the R&D there. I took the opportunity and came to the university and served as the Principal Researcher and then Associate Director of the ETI. In 2001, we successfully secured two projects in area of e-commerce and wireless security, funded by ITF (Innovation Technology Fund), with a total funding amount of 17M HKD, for which I was the principal investigator and deputy coordinator, respectively.

In 2003, I was given the opportunity to teach the smart card module for the MSc(ECom&IComp) programme, and in the same year, I was attracted by the economic development in China, and decided to return to live and work in China. I became, first of all, the Director of a national research lab, ISN, and Dean of School of Computer Science at Xidian University, then I returned to IBM in Beijing as a Chief Architect and Technical Executive. In the past six years, I saw the process of China becoming an economic powerhouse and I participated in the process by being involved, for example, I led a technical initiative and won a deal of over 150M RMB for a government project. Such opportunities made me realize that I was lucky to return China at the right time, and that my expertise could contribute to China’s economic growth. In 2004, I was recognized by China national government, received the highest honor in China for an international expert, and treated to the state dinner with China’s top leaders, including President Hu and Premier Wen, at the People’s Hall in Beijing, on the national day of China.

In China, I continue to monitor the development of projects using smart cards and RIFD, which have certainly been adopted for many applications in China, for examples, public transportations in the major cities such as Beijing, Shanghai, Guanzhou, citizen cards, healthcare cards, as well as mobile phone cards, given that just China Mobile alone, it has over 400M users. Many new tags and cards are still coming, for example, local citizens’ cards for city’s parks, and RFID tags for cars. The opportunities for smart cards, RIFD tags, and associated applications are huge in China. My firm, IBM, recently launched Smart Planet initiative, in which RFID plays a very important role in the initiative, which covers the goals of developing smarter cities, smarter food, smarter healthcare, and so on. It is all very exciting.
Michael Shamos  
Instructor of ECOM6016 Electronic payment systems

I have been teaching “Electronic payment systems” at HKU since 2001, and Hong Kong is the best place in the world to lecture on that subject. As the financial center of Asia, Hong Kong always supplies a group of knowledgeable students, many from the banking industry, making teaching here a pleasure.

The ECom&IComp strategy of using visiting professors means that the curriculum and faculty can easily be varied to suit the programme’s needs. This sort of flexibility is not available at Carnegie Mellon University (CMU), my home institution. The CMU master’s programme in eCommerce was the first one established, and HKU’s was the second. The main difference is that the HKU students are primarily part-time, which means that they are very dedicated to study or they wouldn’t travel to school after a day of work. This generates a level of interest and intensity that makes for a successful degree programme.

While the lecture schedule is intense (30 hours over 17 days), the annual visit leaves plenty of time to enjoy the sights and restaurants of HK and even an occasional trip to Mainland China. As soon as my wife and I return from HK every year, we start counting the days until our next visit. It is our favorite city in the world.

Benjamin Yen  
Instructor of ECOM6008 Supply chain & e-logistics management

I am honored to have the opportunity to participate in teaching and learning for this programme since I joined HKU in 2001. I have witnessed how the programme has navigated through the challenges and improved the quality continuously. In the last few years, it became much more demanding in the course development and delivery. More and more students contacted me or shared with me not only after the lectures but also after the course. I still can vividly recall that how much the students devoted themselves to learning and sharing in this programme during the SARS in 2003. I am so glad that I have the chance to explore, to learn, and to enjoy with all of them.
Teaching at the University is strongly addictive. After a decade as a visiting associate professor, most of it teaching on the ECom&IComp programme, Hong Kong has become part of me. Every time I have to return home to Denmark there is something inside urging me to come back.

My work in Europe allows me to combine teaching at two universities with strategic planning for a broadcaster and media innovation across the continent. I try to share this experience from academia and the market place with my students, to cultivate their curiosity and their ability to think for themselves. In return, I really enjoy seeing what they are capable of producing in their final projects.

This ongoing dialogue has had unforeseen consequences. It has opened my eyes to new ways of seeing the world, kindled an interest in Hong Kong and given me an extensive network and many good friends. I just regret not having learnt Cantonese yet!

There is a genuine ECom&IComp team spirit. The staff go out of their way to keep things running smoothly for teachers and students alike. This is rare anywhere in the 21st century, something to cherish and not to take for granted.

In the next decade, I am convinced that the programme has the potential to build on its much strength and at the same time adapt proactively to changing times.

Happy Anniversary!

Peter Looms
Instructor of ECOM6025 Technology convergence and digital entertainment
E-finance in Hong Kong

Jeslie Chui  (Instructor of ECOM6023 E-financial services)

Being one of the first alumni among the first batch of graduates to return to the MSc(ECom&IComp) programme to develop and teach a module on E-financial services for 4 years, I am proud of myself.

According to Wharton Financial Institutions Center (2001), E-finance is defined as “the provision of financial services and markets using electronic communication and computation.” HK’s Banking and financial institutions has been integrated internet and technology very well since 2003. The high turn over of HK equity market before financial crisis are of the course “non stop back-end hero” - Information Technology to do so. Based on my experience and also conversations with different practitioners in the market, the early adoption of e-finance in Hong Kong has been driven by the following six key factors.

1. Customer demand for “anywhere, anytime, anyhow” banking and financial services. That is, e-finance in Hong Kong is customer driven.
2. Available of advanced but low-cost E-commerce technologies and software solutions. That is, technology driven
3. Emphasis on non-branch distribution channels. That is, channel driven
4. Need to trim down the high cost of proprietary IT systems and telecommunication networks. That is, cost driven.
5. Rapid deregulation of global banking, foreign exchange and capital markets sectors. That is, environmentally driven.
6. Emergence of powerful and unexpected competitors. That is, competitors driven.

The financial crisis could accelerate the polarization of Human Resources in financial market. The senior management of financial institutions will further use technology to increase and sustain the edge under keen competition. However, it is important, therefore to take a position on e-finance, and also strive to understand its benefits and ultimately its limitations. E-finance will definitely segment the financial products in various perspectives. Please remember: The value proposition of e-finance should be driven from business or financial know how as well as domain instead of just pure playing technology. In the nutshell, the one who would like to digitize the financial product, the following hints may be useful for as your starting point. They are 1> The extent of digitization in the value chain, 2> The degree of advisory, 3> The complexity of the product and finally The strategy association with this product.

E-banking development in Hong Kong

Vincent Hui  (Class of 2002)

Vincent Hui is in charge of Electronic Banking at The Bank of East Asia. He shares his thoughts on e-banking development in Hong Kong, and raises an interesting question of what lies ahead.

E-banking is already a basic necessity for banking services. Along its development since late 1999, according to the figures of HKMA, the growth in total users and transaction volume of this channel in Hong Kong has been ever increasing without any sign of slowing down. Also, though a number of attempts were posted to attack or break into the services of some banks, no critical or fatal incident is so far reported under a seamless cooperation of the banking industry, HKMA and the Commercial Crime Bureau. In fact, the “Two-factor Authentication” introduced in 2005 marked a pioneering and important milestone to Hong Kong e-Banking development and subsequently strengthened the overall protection. However, the weakest link of the environment still lies on the client side where criminals can usually make use of Trojan Horse, Spyware and Botnet to cheat the users and hack in their operations. This can only be tackled by raising the alertness of users through education. Looking ahead, banks are moving towards to perfect their offerings by personalization, no matter in functionalities or usability, such that users will be attracted to the channel and will not be able to switch to other service providers easily. But what will be the next stage beyond personalization is still in question. Will it be the introduction of sophisticated business intelligence offerings or virtual personal assistant or...more?

Vincent Hui is in charge of Electronic Banking at The Bank of East Asia. He shares his thoughts on e-banking development in Hong Kong, and raises an interesting question of what lies ahead.
Life starts after ...

Maria Bong (Class of 2002)

I can barely remember how I spent my spare time before I started the MSc(ECom&IComp) programme...probably putting extra hours in the office, shopping, meeting friends in restaurants. I definitely remember how I spent my spare time when I started the programme...going to lectures, studying, doing homework. It’s always busy, busier and very busy. The programme not only gave me a basic understanding of the Internet world. It also provided a good platform for networking with people from different professions and interests. After the ECom&IComp programme, life seemed quite boring...no more lectures, no more homework, no more studying. Heaven knows why suddenly there is plenty of ‘spare time’ that you don’t know how to spend! At that time some of the Meicom alumni started the running together and participated in the Hong Kong Marathon. I have always hated sports, especially running, which to me was boring and as a runner also had to have a very fit body, I did not think that it was a sport for me. I have, however, the fortune of living very close to our sport diva, Pauline Tse, who served on the Alumni Executive Committee with me in the early years. It was she who encouraged me to try the sport and she literally dragged me out of my comfortable home onto the running track. The first time she took me to the track to coach me was like yesterday as I recall how, after 10 seconds of running, I could barely breathe. I then realized that I had a very bad cardiovascular function. I told Pauline that I could not do it. She insisted that if I kept practicing I could. She continued to coach me a number of times, and then I started the weekly running practice on my own. I was so thrilled when I could finish the first lap of 400m the first time. Then she encouraged me to participate in the 10 km of the HK Marathon. January 2004 was my first attempt and I have never stopped participating in the 10km since then.

In 2008, the former Alumni President Michael Tsui asked if I was interested in the 100 km Trailwalker and Vins Fong volunteered to help me with the training. At first, I thought it was just hiking a longer distance, so I readily agreed to join their practice sessions. My first training session was a grueling 4 hours hike. After the session, my feet were numbed from exhaustion! The second session was a 6 hours hike, and I thought I had broken my thigh bone after that, but Vins told me that my legs were just too tired, that was all. After the second session, I wanted to quit, but fortunately the alumni team was very caring and supportive, encouraging me to persevere. So, I continued and eventually joined the team to finish the 100 km challenge in 43 hours 39 minutes; it was and still a miracle to me that I could finish.

Today, to be frank, I still don’t like sports that much, but I keep going to gym twice a week to do the weight training and I jog twice a week. Through the coaching and encouragement of my alumni pals, I learnt that if you have a good support group, a person who did not like sports and could not breathe after 10 seconds of running could still be trained up to enjoy the sport. I really appreciate the training I had got, the support and encouragement from the alumni team.

So in many ways, life has started again for me after my completion of the MSc(ECom&IComp) programme. If you have not joined the Meicom Alumni Association, and haven’t had the chance to develop a network with your alumni, please do not hesitate to join us to start a new page in your life.
Janice Chiu Yi-cheng (Class of 2009)

How beautiful a day can be! If you love classical and pop music, we would become music faithful friends. Actually, I finished a Performance Diploma in Piano Solo and Grade 8 music theory, ABRSM, almost seven years ago. I always listen to music when I have pressure after work. This is one of my ways to keep me moving ahead. Besides, I enjoy learning new things. That’s why I took this ECom&IComp course.

After finished this master programme, I have made many new friends. I learned a lot of valuable knowledge and appreciated sharings with my buddies which have broaden my thinking ability to look into everything through more different points of view in my life. In Meicom 10th Anniversary Annual Dinner, I would say thank you to our Programme Director, all professors, tutors and office staff. From the bottom of my heart, without you all, we cannot have high level education with good learning environment and facilities such as own lab & classroom solely provided for our course, forum and discussion board to share ideas with others, etc. A particular thing that always sparkling in my mind is the warm refreshment provided in the Programme Office when we rush for our class after a whole day work without anytime to take our dinner beforehand.

During studying this course, we can learn various commercial knowledge and technical skills through different subjects in both ECom & IComp streams. This is specially useful for students who are working either in IT field or commercial field, so that they have a chance to learn the knowledge of the other field that they may not be so familiar with. Both streams of knowledge are important and necessary in order to run a successful business in the Internet. Indeed, it is hard to find a comprehensive E-commerce course which covers the knowledge in both streams in other universities except HKU. In the future, I hope that I can apply my knowledge and working experiences in the E-commerce industry and expect that the IT industry is becoming prosperous in the coming years which can be beneficial to all of you and me, The Graduates.

Tommy Lai Tim-ming (Class of 2009)

Congratulation to the MSc(ECom&IComp) program. Tommy Lai. It is my great honor to be the MC and performer at the 10th anniversary dinner. I am working in Police Force & a musician in major Saxophone & arraing. You are welcome to share music with me. Happy Birthday to ECom&IComp and we are waiting for the next decade. Congratulation to all graduates & my best classmates.

musicltm@yahoo.com.hk

Performers at the 10th Anniversary

We are having the 10th Anniversary Dinner celebration at the historical site of the Loke Yew Hall on January 3, 2010. Three 2009 graduates, Janice Chiu, Tommy Lai and Roman Cheng will have some performance at the dinner.
Roman Cheng Man-ho (Class of 2009)

Hi! My name is Roman Cheng and I have been taking the roles as a professional magician, creative trainer and innovative public speaker for over 10 years. It is my pleasure to share some of my passions in this anniversary issue.

My training experience ranges from the training of Memory Skills, Performing Magic, and Electronic Commerce to the Art of Music. I have met friends everywhere and trained people to use music and magic as interactive tools to enhance their charisma and presentational skills in a magic way. I have a strong passion in the future of training and creative showmanship using magic as a profession.

Nowadays, many professionals are always busy with their jobs and people are working in front of the computers all the time. These working styles have deprived people of opportunities to have face-to-face interaction with others; this leads to an under-development of their social skills - a common situation which is faced by the Generation Y.

In 2008, I started the training business of 2LearnMagic.com -- 魔法魅力學堂, a consultancy in incorporating magic into events attraction marketing and professional training in the area of personal charisma and kids creativity. In August 2009, a series of charisma seminars called “The Magical Charisma in 7 minutes” (7分鐘的魔法魅力) was successfully kick-started. The seminars were aimed to provide the tools for professionals to meet prospective personal and business partners by the use of MAGIC. More importantly, it equipped participants how to leave a lasting impression in the very first 7 minutes for networking purposes.

To share an exciting news with you all, I published a book 《魔法魅力，你擁有嗎？》; 作者：鄭文浩 in April 2009. The launching ceremony of this book has been successfully completed in the Hong Kong Book Fair 2009. The publication of the book is my dream and the book is a top item on sale in my shows and training workshops.

Thanks to my parents. I was encouraged to sing in front of over 40 people at nine during a travel time in a shuttle bus and this debuted my staging journey. Through music and magic, I am regularly invited to perform in wedding banquets, private parties and corporate events. Besides magic, I am a great lover in classical guitar and singing. I was lucky enough to win a number of awards in various singing contests since high school. Perhaps it is the reason that keeps me from teaching guitar classes to the youngsters. In the past, I have worked for prestigious tertiary institutions including the University of Hong Kong, HKU SPACE and Open University of Hong Kong.

Roman Cheng
Certified Professional Trainer
roman@2LearnMagic.com
Leo Lo Yuen-kai (Class of 2003)

After 20 years’ B2B experience on industrial systems, Leo has recently opened his own medical equipment company serving hospitals and healthcare sectors. It’s always not easy to start a business from scratch; nevertheless everything is going smoothly with promising opportunities. Leo has recently lined up with HKCSS (社聯) and HK Sheng Kung Hui (香港聖公會) as a volunteer by providing an ultrasound bone densitometer and offering free tests to elderly on osteoporosis (骨質疏鬆症). A event was held on 17th December at Chuk Yuen Canon Martin District Elderly Community Centre (竹園社區長者綜合中心). Similar service is under discussion with Tung Wah Group of Hospitals (東華三院) as well.

Samson Tam Chi-leung (Class of 2005)

Hello, Fellow Meicom Alumni,

I graduated from this post-graduate course in 2005. Though I am engaged in the e-commerce industry, I have applied what I have learned from Professor Paul Cheung and other teaching professors, in asking quality questions in e-commerce application projects in my company. I worked in the Professional Cosmetics sector in China Mainland, based in Shanghai. We are engaged in exclusive distribution of world-class cosmetics brands from Europe, establishment of a franchise chain of boutique spa, and providing consultancy services to international brands to enter the China market. In your next trip of Shanghai, please drop me a line at europa.beauty@gmail.com. I’ll show you one of the best tea houses in town. And, I also need some help for constructing a corporate website for the spa franchise. Please contact me if you are interested in this project.

Thank you and best regards,
Samson Tam
CEO China, Euro-Bellezza Spa Group

Dennis Ho Wai-keung (Class of 2005)

After graduation, I participated the first of its kind, e-commerce project in the aviation industry, alliance with the Airport Authority Hong Kong and Cathay Pacific to bring the new experience to the PRD citizens traveling around the world.

Afterwards, I joined the HK-listed company, CNAC, the major shareholder of Dragon Air, its investment team involving to the aviation infrastructure projects, which include airport, catering, logistics center, aircraft maintenance and passenger handling in the Greater China region.

To share my experience in the aviation, highly appreciated if you could visit my blog in the Hong Kong Economic Journal (信報)
Samuel Kwok Kim-kwong  
(Class of 2007)

I really enjoyed the study! The atmosphere is warm, the interaction between Professors and students are much. All these keep my passion on the subjects I learnt go on still now!

Samuel Kwok Kim-kwong  
CEO, SAMARK COMMERCIAL LTD.

Angela Yau Shing-yam  
(Class of 2002)

After working in years in IT, I am now working in the finance field. Now the General Manager of GuocoCapital. The knowledge I learnt in the programme had enable me to transform GuocoCapital into a company focused on online trading. Over 60% of our trades are Online now.

Matthew Ip Wai-kit  
(Class of 2004)

A warm regards to the class of 2004!

Remembered how frightened we were in the first ECOM course (WWW) by Professor Roger Clarke? Stayed home for the IT law exam because of SARS! Discussed the E-payment assignment on how to estimate the total number of daily emails in the world in the Ecom lab? Rushed for after-class/exam dinner? All these sweet and painful experiences turn into memories!

May I wish the class of 2004 and other alumni every success!

Edwin Ng Kam-bor  
(Class of 2009)

2009 is a memorable year for me as it is full of achievements and joys. I finally completed all courses in Ecom-Icom. In December, I may feel life is bore after completion of Ecom-Icom, I decided to make another challenge by proposing to my girlfriend, and luckily I did it.

2010 is another year I am looking forward to, world cup 2010, world expo in Shanghai, my wedding party.

Jet Li Yongjie  
(Class of 2009)

The ECom&IComp programme is an excellent programme that brings in not only top notch professors in their field of expertise, but also highly-experienced and diverse students.

As my previous background and education were predominantly around information technology, the learning not only allows me to catch up with the latest technology development, but also to gain new perspectives and insight into business. Going far beyond expectation, I am inspired to explore what optimal experience means in my life. I would say it has been one of the most wonderful experiences in my life.

After years of working in a leading wireless company in Canada, I asked myself ‘what if the company makes a move into the emerging markets in Asia Pacific, am I ready to take the challenge?’ In no time I decided to pursue a master’s degree in e-Commerce at one of the prestigious institutions – The University of Hong Kong, and found there has never been a better place to unleash your potential, passion, innovation and leadership.

I am proud to communicate this message to the world - It’s truly where amazing happens!
The Master of Science in Engineering [MSc(Eng)] programmes in Electronic Commerce and in Internet Computing were launched in September. It was jointly organized by the Departments of Electrical and Electronic Engineering and Computer Science and Information Systems within the Faculty of Engineering, and the Authorized Academic Java Campus (AAJC) of the University, and the Western Institute of Computer Science of Stanford University.

The two separate Master of Science in Engineering degree programmes were merged to form one single Master of Science degree programme in Electronic Commerce and Internet Computing [MSc(ECom&IComp)] with two streams.

The first batch of students graduated under the old degrees in November.

HKU MSc. in E-commerce and Internet Computing Alumni Association was established in December.

The ECom&IComp programme was open for international exchange students. Mr. Sandoval Joel Aaron was the first exchange student from USA.

The ECom&IComp experts address series was introduced.

MSc(ECom&IComp) students are allowed to enroll in MSc(Eng) and MSc(CS) modules to meet their particular needs.

The MSc(ECom&IComp) programme logo was created.

The MSc(ECom&IComp) programme offered CPD (Continuing and Professional Development) courses for public and graduates enrolment in summer semester.

Some MSc(ECom&IComp) modules were approved by the HKSAR government as reimbursable course under the Continuing Education Fund (CEF).

Mrs. Angela Castro, the former Programme Manager, retired in October.

The China Postgraduate Scholarships for Electronic Commerce and Internet Computing was made available.

The Programme Office jointly organized with Shantou University and Cheung Kong Graduate School of Business at Shanghai in holding a video conferencing seminar “Conversation with Mary Meeker” in November.

MEICOM CONNECT, a newsletter published jointly by the MSc(ECom&IComp) Programme Office and the MEICOM Alumni Association, was first issued in December.

The MSc(ECom&IComp) programme had its 10th intake of students in September. 945 students were admitted for the past decade.

This year marked the 10th Anniversary of the Master of Science in Electronic Commerce and Internet Computing programme at The University of Hong Kong. The 10th batch of students graduated, totaling 769 students.

The MSc(ECom&IComp) programme had a major curriculum review. There will be no stream restriction starting at 2010-2011 academic year. The revised regulations have been submitted for University’s approval.
# List of Graduates

## 2000

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Other names include:

- Lam Chung To
- Lam Mei Sheung
- Lam Pui Tong
- Lam Sio Leong
- Lam Tak Ming
- Lam Wing Kin Lorie
- Lam Yu Kam
- Lao Kam Chung
- Lao Wai Shing William
- Lau Chi Ho
- Lau Ka Kuen
- Lau Kar Shing
- Lau Kim Wai
- Lau King Shan David
- Lau Kit Ming
- Lau Tat Hong Andrew
- Lau William John
2002 (Cont.)

Law Chung Leung Louis
Lee Kwok Yat Dickson
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Lee Tin Lok Joseph
Lee Wai Kit
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Leung Kai Chiu
Leung Kwong Fat
Leung Wing Lok
Leung Wing Lun Alan
Leung Yuen Ling Joanna
Li King Shing
Li Tsz Yan Frazer
Li Yuk Wah
Lim Pat Wah Patrick
Liu Hoi Keung
Lo Hei Tak Peter
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Loong Yu Sang
Lui Che Cheong
Lui Wai Ming
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Lung Ying Choi
Ma Ka Wai
Ma Shirley Che Wai
Mak Kam King
Ng Chan Ying
Ng Ping Luon
Or Siu Man
Pang Khong Yin
See Yiu Chuen
So Ka Fai
So Shiu Hung
So Wai Lin Weslie
Tam Wai Kam
Tam Wai Yee
Tam Yat Man
To Man Fai
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Tsang Yick Yan Miriam
Tsang Yuk Sheung
Tse Kam Yiu
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Tsui Hong Ping
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Wan King Dao Paul
Wang Tse Sheng Judy
Wat Kai Cheong Dennis
Wong Chin Wai
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Wong Yiu Fai
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Yam Weng Lap
Yau Shing Yam Angela
Yeung Chuen Ming
Yeung Wai Tim Patrick
Yeung Yuk Ching

2003

Au Yeung Keung Steve
Chan Chi Ping
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Chan Kwok Leung
Chan Lap Ping
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Chan Yee Kit
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Chan Yuk Man
Chau Pak Sun Gabriel
Cheng Suet Ping
Cheng Ting Hon John
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Ching Kerry Kim Wai
Chiu Sung Wai
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Fong Yip Ha Angela
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Fung Yuen Ling Alice Josephine
Grover Ng Yuen Lai Lorraine
Ha Fu Lam
Ho Chi Wai Benedict
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Ho Yuen Cheong
Hsu Hak Ming Bernie
Kam Yung Joanna
Kan Lap Yan Denis
Kwan Wei Ming Freddy
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Wong Hung Yung
Wong Tung Po Mabel
Wong Wai Chung Charles

* Graduated with Postgraduate Diploma in Science
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- **Hon King Sang Dennis**
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- **Lau Long Yin**
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- **Lee Chung Kan Kenneth**
- **Lee David**
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- **Lim Wai Wai**
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- **Lui Wing Sang**
- **Lung Mo Ivan**
- **Ma Kai Man**
- **Mok Yu Fai**
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- **Nga Lehtitia Mei Fan**
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- **Pun Shu Man Potato**
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- **Tsang Jo Yan Joseph**
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- **Wong Lai Na Liian**
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- **Tsui Siu Wai**
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- **Wong Yau Choi Rua**
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- **Yip Wai Chun**
- **Yip Yung Ngai**
- **Yiu Chi Pang**
- **Yu Chee Keung**
- **Yu Si Sum Amy**
- **Yue Shun Yee**
- **Tsui Siu Wai**
- **Wai Kok Ming**
- **Wan Kin Hing**
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- **Wong Lung Kei**
- **Wong Wai Kit**
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- **Wong Yau Choi Rua**
- **Woo Lap Fai Philip**
- **Wu Ka Man**
- **Yeh Yung Ming**
- **Yip Wai Chun**
- **Yip Yung Ngai**
- **Yiu Chi Pang**
- **Yu Chee Keung**
- **Yu Si Sum Amy**
- **Yue Shun Yee**
### Class of 2006

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<td>Tang Wing Chung Billy</td>
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<td>Tsui Cho Sui</td>
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<td>Leung Yiu Keung</td>
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<td>Wai Man Lok Geoffrey</td>
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* Graduated with Postgraduate Diploma in Science

### Class of 2007

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<th>Lam Yick Wai</th>
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<td>Chuk Yiu Fai*</td>
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<td>Sun Hon Yin</td>
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<td>Fong Ki Sum Aaron</td>
<td>Lee Rose</td>
<td>Tam Po Yee</td>
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<td>Leung Kai Shing</td>
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<td>Ho King Yip</td>
<td>Lin Hay Wo</td>
<td>Tong Chun Kwok</td>
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<td>Lo Ho Wing</td>
<td>Wan Cheuk Yin Michael</td>
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<td>Kwok Kim Kwong Samuel</td>
<td>Loong Kwok Fai Timothy</td>
<td>Wong Suk Yuen</td>
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<td>Kwok Lai See</td>
<td>Pang Yee Kit Amy</td>
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</tbody>
</table>

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**Class of 2004**

**Class of 2005**

**Class of 2006**

**Class of 2007**
Class of 2008

Graduate Profile

Age Group
(at the time of admission)

Sex

2008

But Ho Leung Alex
Chan Bun
Chan Nga Yu
Chan Yiu Yuki
Chan Yun Sang Patrick
Cheuk Kong Yung
Cheung Fung
Cheung Ka Ho
Choi Hok Lai
Choy Shuk Mei Vera
Chu Ka Ying
Collis Stephen Edward
Haalboom Christopher Aris
Ho Wing Yin
Huen Chi Fai
Hui Chun Tung
Koo Allison
Kwok Kam Wing
Lai Mei Lee
Lai Sze Kit
Lai Wang Hon Ivan
Lau Ho Yin
Lau Kwai Wah
Lee Ka Yam Danny
Lee Tak Wai
Lee Yan Yan
Leung Chun Sing Albert
Leung Pik Chi
Leung Wing Lun
Li Min
Lo Long Yee Christine
Lo Rex Cze Kei
Ma Linlin
Marinovic Martina
Ng Kwok Bo*
Ng Wai Kei
Or Wun
Poon Nga Wan
Qiu Cheng
Si Tou Chi Fai Raymond
So Hing Yiu
Tam Sik Fung
Tam Suet Ying
Tan Jean
Teng Lam
Wang Min
Wong Chi Hin Eric
Wong Hoi Yee Jane
Wong Ka Wai
Wong Sin Ting Cynthia
Yeung Wai Kin
Yip Yun Kwan
Yiu Ka Kit
Yiu Yan Wing
Yuen Siu Tsun

2009

Amadei Jean-Francois Andre
Chan Tsui Hung
Chan Wan Sze
Cheng Chi Chiu
Cheng Ka Ho
Cheng Man Ho Roman
Cheung Kam Hon
Cheung Kin Leung
Chiu Yi Cheng Janice
Chow King Yung Lawrence
Chui Pui Kwan Henry
Chung Wai Ling
Fan Chun Yu
Fung Chi Hung
Guo Dongming
Ho Ka Keung Kanny
Ho Ka Man Betty
Ho Kee Cheung Louis
Hui Tak
Jiang Xue
Kwong Yuet Lai Rita
Lai Tim Ming
Lai Yu Kong
Law See Man Rita
Lee Man King
Leung Ka Wai
Leung Tak Wai
Leung Wai Lun
Leung Wing Lun
Li Kar Wai
Li Pak Kin Alvin
Li Yongjie
Lo Chun Yu Billy
Lo Edwin Man Cheong
Lo Wai Yin
Ma Theodore Heng
Mak Shui Hang
Mo Kim Tao
Ng Kam Bor
Ng Wai Ling
Ngai Chak Ming
Poon Ka Kit
Tam Kew Kong Philip
Tin Chit
Ting Ho Yin
Tong Kam Ming
Tse Tsun Ping*
Wong Chi Fung
Wong Hiu Ching
Wong Ting Chung
Wong Wing Hang
Wong Wing Hei
Wu Ka Ki
Yau Kwok Ching Vincent
Zhang Ling

* Graduated with Postgraduate Diploma in Science
Career Fields *(by industry)*

- Information Technology / Telecom
- Banking and Finance / Insurance
- Others
- Public Services
- Trading / Manufacturing / Retail
- Consulting and Professional Services
- Education
- Logistics
- Hospitality Industry / Travel / Transportation
- Media / Publishing / Printing
- Engineering
- Building / Construction
- Advertising / Public Relations / Brand Marketing
Completion of the MSc(ECom&IComp) Curriculum Review

The MSc in Electronic Commerce and Internet Computing programme had a major curriculum review over last summer and we decided to remove ECOM and ICOM streaming from the curriculum starting from 2010-11 academic year. The reasons for the change are to offer students more flexibility in their choices of subject and depth, and to give them a common entry threshold, so that they may develop a good overview of the development and application of technologies to electronic commerce. The coding of the modules will retain the ECOM and ICOM prefixes to denote the nature of the modules. We will continuously update and revise the existing modules and introduce new modules.

ECom-IComp Experts Addresses

The ECom-IComp Experts Address series is designed primarily to keep students and alumni of our programme up-to-date with the information technology and electronic business trends around the world, and given by our visiting instructors around the world.

Professor Renato Iannella started the series off for the new academic year of 2009-10 by presenting on 11 November on social networks. He explained the social profile portability needs and the policy (privacy and rights) directions needed to break down the “walled gardens” of social networks.

In December, Mr. Peter Looms gave the talk “Inclusive design for ICT - utopia or reality?” which was about the nature of social and functional disabilities and how usability and participatory design can come up with products that are attractive, useful and commercial viable.

The slides and video recording of the addresses are available on our web site:

Graduate Directory

To stay in touch with the Programme and with your fellow graduates, the Programme Office provides a graduate directory for you to update your contact information and look for other graduates. So don’t forget to tell us if you have moved, changed your telephone number or email address. You should check to make sure your information is correct and up-to-date.
http://www.ecom-icom.hku.hk/graduate-info/login.asp

Continuing Professional Development (CPD) Courses

Graduates are welcome to enroll in MSc(ECom&IComp) modules for continuing and professional development purpose. Information about CPD courses is published on the programme web site in September, December, and May. Watch out for our email notification if you are interested.

Admission 2010

We are now inviting applications for 2010 September admissions. Updated information can be found in the programme web site and brochure. If your friends or colleagues are interested in our programme, please ask them to contact the Programme Office.

Class Notes

Share your whereabouts, career changes and promotions, joys and experiences with us! You are welcome to post your Class Notes at
http://www.ecom-icom.hku.hk/?link=ClassNotes