

HALF-YEAR REVIEW

JAN-JUNE 2022

About CIM Hong Kong

CIM Hong Kong was founded in 1996 by Professor Michael J Thomas, with our first office opening in May 2000. A few years later in 2002, the Hong Kong branch was granted Regional status and continues to maintain its fine record for promoting and developing marketing education and best practice in South East Asia.

We provide strong support to businesses in Hong Kong, helping to maintain the economy's position and success as a regional economic and trading hub. With globalisation and the rapid expansion of e-marketing, further diminishing trading borders and the need for raising marketing awareness will continue to grow. We foresee the role of marketers in the region to be more challenging and crucial to motivate the advancement of marketing expertise.

With the support of our members, we'll continue seeking out new markets, building market share, increasing customer satisfaction, delivering the returns stakeholders expect and maintaining Hong Kong's reputation as one of the key areas of the world to do business.

Vision

To be the global leader in enabling professional marketing and business advantage.

Mission

Creating marketing advantage for the benefit of professionals, business and society.

Values

Collaborative

We work together to create a resilient, successful CIM through a united network.

Passionate

We believe marketing is a key driver of business success and promote its value.

Purposeful

We set clear goals for our internal and external landscape, ensuring key outcomes.

Relevant

We adapt our offering to the changing needs of professional marketers with an agile approach.

Responsible

We promote responsible practices to create an environment of integrity, empowerment, and shared ownership.



Mr. Johnson Lo

FCIM, MBA, CMktr

Chairman



Dr. Eric Poon

FCIM, PhD, MBA, BBA (Econ), IPGA, USGTF, WGTF

Honorary Treasury



Dr. Louis Poon

DBA, MSc, BA, MCIM, CMktr

Honorary Secretary



Miss Sherry Shi

MCom(Mktg), BComm (Mktg&BIntBus), MCIM, CMktr, BGS

Vice Chair (PR, Marketing Communication)



Dr. Aris Lam

PhD, MSc, MEd, PgCert, BSocSc, MCIM

Vice Chair (Education)



Dr. Joseph Leung

DBA, MBA, MMgt, MEd, PgDipBPsy, PgDipArb, PgCertMPsy, FCIM

Vice Chair (Business Engagement)



Miss Ada Tong

MSc, MFin, MCIM, CMktr, SHKIM

Vice Chair (Events)

MEET THE AMBASSADORS 2022-2023

Mr. Nalin Pushpakumara

Ambassador of PR Marketing



Mr. Benny Liu

Business engagement Ambassador (SME)



Miss Eva Lim

Business engagement Ambassador (Corporate)



Miss Iris Lam

Business engagement Ambassador (Public sector)



Dr. Anita Leung

Ambassador of Education



MESSAGE FROM OUR HONG KONG CHAIR



Dear CIM Hong Kong Members,

Welcome to our 2022 Half-Year Review. The effects of the pandemic continue to put pressure on all businesses with the difficulties being experienced in certain sectors of the economy including marketing. However, market conditions are recovering progressively in difficult times.

I shall take this opportunity to apologize for not hosting any networking event in between. But that doesn't mean we shall stop working for a better future in the marketing industry. By leveraging technology we are able to interact with the marketing community via online seminars, workshops, and training. Meanwhile, this masterpiece of publication has been created by our marketing student intern team this year with our guidance.

You will see in this report that our team has done a tremendous job on contributing positive actions to support our younger generation, promoting CIM as well as sharing industry knowledge and update information with students and professionals around the city.

This could not have been achieved without the contributions of our Committees Members and Ambassadors with new faces and the staunch support from our key stakeholders. The trust and confidence that all of you have in us will propel us to move forward to support our marketing profession.

Last but not least, I wish you all, your families and friends, good health. We shall overcome and be back on the track of success in the near future.



Mr. Johnson Lo

FCIM, MBA, CMktr
Chairman, CIMHK



MESSAGE FROM THE COMMITTEE

Dear CIM Hong Kong Members,

2021 is a very challenging year to all of us and 2022 as well.

CIM HK executive committee has faced the new norm and challenges but being professional marketers, we will be as flexible as we can.

I would like to share the quotes from Elon Mask: “When something is important enough, you do it even if the odds are not in your favor.” “If something's important enough, you should try. Even if - the probable outcome is failure.”

Let's work together and make things happen!



Dr. Louis Poon

DBA, MSc, BA, MCIM, CMktr

Hon. Secretary, CIMHK



YOUR TIME TO SHINE

CIM VOLUNTEER AWARDS 2022

CIM Hong Kong Chairman Mr. Johnson Lo has won the Volunteer of the Year for Hong Kong. At global level, he was also awarded the highly commended volunteer out of 13 nominations around the globe including UK and Ireland, UAE, and Sri Lanka. Highly commended volunteer together with Mr. Terry Nicklin from East of England. The winner is Miss Rachel Emson from North West of England.

“Without a professional volunteer team here in Hong Kong, I couldn't make things happen on my own. To me, this is an award to all committee members as well as all supportive members! This is something meaningful not just to myself but also to the whole Hong Kong Chapter as one” Johnson Lo

This is the first time the volunteer of the year award has been extended to the global level. It is “Awarded to the volunteer who shows real passion and commitment, consistently goes the extra mile, and is a real driving force behind the successful delivery of their allocated project or role on the Regional Group/SIG.”

Winner: Volunteer of the Year



Rachel Emson
(North West)

VOLUNTEER OF THE YEAR

The CIM Volunteer Awards 2022 recognise and celebrate the efforts of individuals and teams from across CIM's volunteer network.

On 18 July, the CIM Volunteer Awards 2022 ceremony recognised and celebrated the efforts of individuals and teams from across CIM's volunteer network and this is first time being extended to all global chapters. Hosted as an online event due to the coronavirus pandemic, judges and nominees gathered for the second virtual awards ceremony. Mr. Andrew Yuille, Vice-chair of the CIM board of directors hosted the event and announced the individuals and teams who were highly commended or had won the prestigious awards.

Once again a big congratulations to our Chair of the Hong Kong Team - Mr. Johnson Lo

Highly Commended



Johnson Lo
(Hong Kong)



Terry Nicklin
(East of England)



CIMHK & MMI : Marketing Conference



CIM Hong Kong, Macau Marketing Institute (MMI) joint online conference - Hong Kong and Macau Market Updates 2022 has already completed successfully.

A big thank you to our honorable speaker: Mr. Danny Chau (Chairman, MMI), Miss Jenny Chung (President of Supervisory Committee of MMI) as well as Dr. Louis Poon (Hon. Secretary of CIM Hong Kong), Miss Sherry Shi (Vice Chair - PR, Social Media of CIM Hong Kong) and our Chairman Mr. Johnson Lo.

All participants from Hong Kong, Macau, Taiwan, Shanghai, Beijing, and Myanmar enjoyed the fruitful sharing with all speaker's insight and updates over their respective profession/market, including Retail & Catering | Events & PR | Financial | Innovation & Startup, Entrepreneurship in Macau & GBA.

Virtual Marketing Conference
 Hong Kong and Macau Market Updates
 Retail & Catering | Events & PR | Financial | Innovation & Startup Entrepreneurship in Macau & GBA

January 27, 2022 (Thursday)
 19:30 - 20:30
 ZOOM LINK : TO BE RELEASED 7 DAYS BEFORE WEBINAR
 Online registration: <https://qr.page/g/2Q7e7vfgXpb>
 Get to know the committee members of CIM Hong Kong and MMI

Honorable Guest Speakers

Dr. Louis Poon
 Vice Chairman CIM Hong Kong
 Executive Vice Chairman Association of Family Offices in Asia

Miss Sherry Shi
 Founder of Novosphere Media
 Co-Founder of SFY
 Vice Chairman of the CIM Hong Kong
 Vice Chairman of the Association of Family Offices in Asia

Miss Jenny Chung
 President of Supervisory Committee
 Macau Marketing Institute

keynote speakers :
Johnson Lo
 Chairman,
 CIM Hong Kong

keynote speakers :
Danny Chau
 Chairman,
 Macau Marketing Institute

Enquires (Hong Kong): email to Mr. Johnson Lo - johnson@kolib.life
 Enquires (Macau): email to Mr. Michael Lou - michael_lou@yahoo.com.hk

CPD 1HR

DATE: January 27, 2022
 TIME: 19:30 - 20:30
 Format: Online via ZOOM



Johnson Lo FCIM, MBA, CMktr
Chairman, Chartered Institute of Marketing
Hong Kong (CIMHK)

Starting from zero, many famous brands developed their scales step by step, then became outstanding and prosperous businesses. At the same time, adopting MarTech is also a market trend. It is hoped that students could learn about the key to success and achieve innovation in Marketing through this seminar to widen their career perspective.

Our Chairman - Mr. Johnson Lo was invited to be the guest speaker for the HKBUSU BMS Academic Festival seminar - The Secret of Brand Marketing and MarTech Adoption.

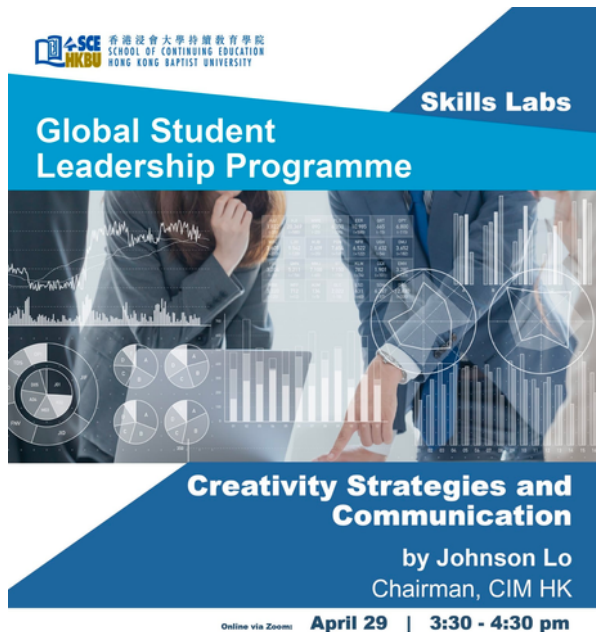
The seminar was successfully completed on 22nd April 2022 was commented as extremely informative and entertaining. The seminar earned a huge positive response.

We hope that with our continuous hard work we can engage our future talents and inspire as many students as possible. We are looking forward to more collaboration with different universities in the future.

DATE: April 22, 2022 (Friday)
TIME: 19:00 - 20:30
Format: Online via ZOOM



HKBUSU School of Continuing Education Global Student Leadership Program(GSLP) Skills Lab Creativity Strategies and Communication



Join to learn about

Enrich your mentality with fruit – Lemon Marketing, Orange Learning and Mango Operation. By making use different fruit to elaborate how to think positive and being creative over marketing, learning and operation aspect of business.

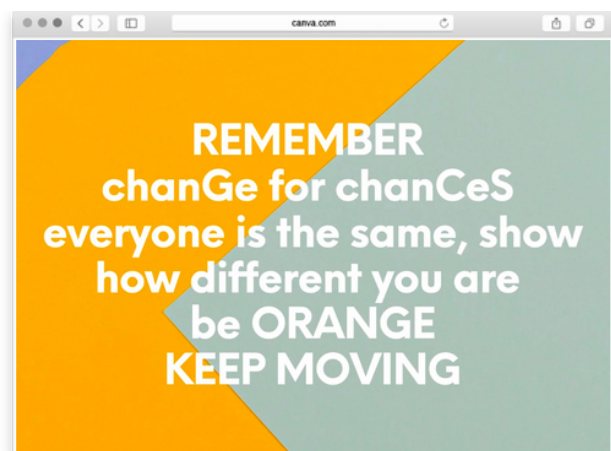
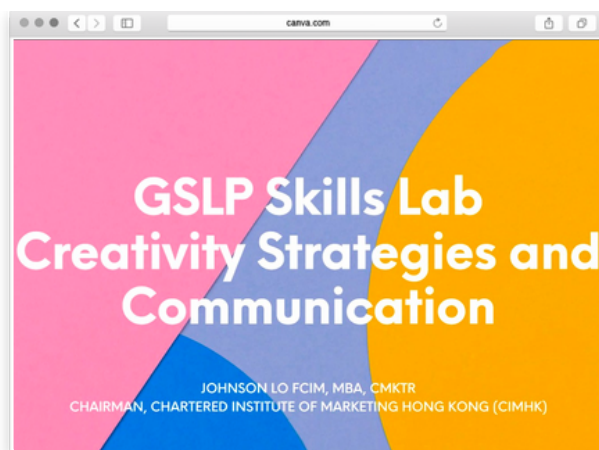


Register Now!!

Our Chairman - Mr. Johnson Lo was invited to be the guest speaker for the HKBUSU School of Continuing Education Global Student Leadership Program (GSLP) Skills Lab - Creativity Strategies and Communication.

The seminar was successfully completed on April 29, 2022 was commenteed as an extremely informative and entertaining. The seminar earned a huge positive response.

We hope that with our continuous hard work on engaging our future talents, to inspired as many students as possible and its all good for our future. We are looking forward to more cooperation with different university in the upcoming future.



DATE: April 29, 2022 (Friday)

TIME: 15:30 - 16:30

Format: Online via ZOOM



PolyU SPEED Programme & Career Talk Series

Branding in the New Normal

PolyU SPEED
Weekly Programme & Career Talk Series

Register Now February - July
7:00 - 8:30 pm

Honours Degree Awarded by PolyU
Scholarships up to \$60,000

We will not miss any chance to promote marketing especially to the young talent! Our Chairman - Mr. Johnson Lo was invited to be a guest speaker at the PolyU SPEED Programme & Career Talk Series.

It was a successful webinar completed on 1st April 2022 (Fri) evening at 7:00 – 8:30 pm, we have received numerous questions from the audience and enjoyed the sharing session with everyone and introduced CIM to the young marketers.

Looking forward to have more opportunities to meet up our future stars!

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

SPEED

每周課程及就業講座系列

Branding in the New Normal

4月1日 (五)
7:00 - 8:30 pm
市場營銷 (榮譽) 文學士組合課程

Branding in New Normal

Johnson Lo FCIM, MBA, CMktr
Chairman, Chartered Institute of Marketing Hong Kong (CIMHK)

Video calls would be much better than AR/VR

- 1 on 1 direct communication;
- Focusing on individual customer at one time;
- Even better than at the shop;

拉近品牌與顧客的距離



DATE: April 1, 2022

TIME: 19:00 - 20:30

Format: Online via Microsoft Teams

PolyU SPEED Online Info Day 2022

Marketing Info Talk of CIM



Honours Degree
Awarded by PolyU
**New Scholarship
up to \$45,000**

PolyU SPEED

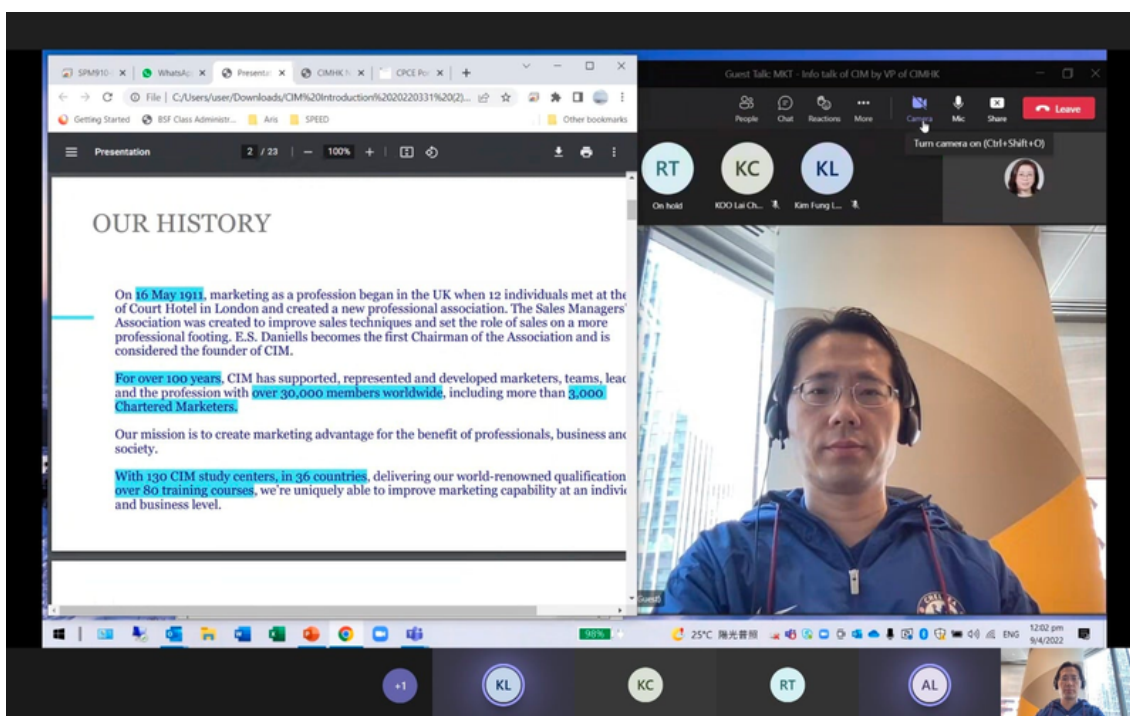
Online Info Day 9 April (Sat)

Chance to win
iPhone or iPad
(15 prizes)

40 degree programmes FT / PT
Application fee \$200
waived on the day

Programme Seminars
Career Prospects
Graduate Sharing
Programme Consultation
Workshops
Campus Tours

Our Honorary Secretary - Dr. Louis Poon was invited to introduce CIM to PolyU SPEED students on April 9 for their Online Info Day for the BA (Hons) Scheme in Marketing Programme. Let the young marketer plan for success at an early stage!



DATE: April 9, 2022
TIME: 19:00 - 20:30
Format: Online via Microsoft Teams

The Marketing Students' Society, HKUSTSU, MKSS Inauguration Ceremony



Congratulations, the 30th Executive Committee Of The Marketing Students' Society (MKSS), Session 2022-2023 of the Hong Kong University of Science and Technology Student's Union. Best of luck in this great endeavour.



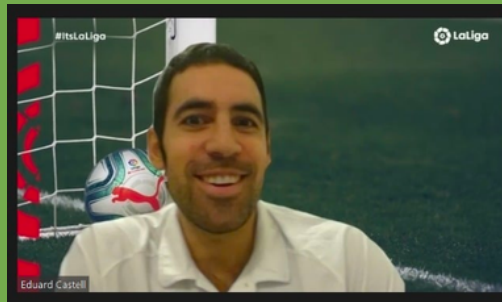
It is our honor to share the excitement with the future talent from MKSS. Our Vice-Chair (Events) Ms. Ada Tong, as one of the guest speaker for the inauguration ceremony. Together with our Chairman - Mr. Johnson Lo and our Ambassador (PR Marketing) Mr. Nalin Pushpakumara attended this meaningful ceremony to show CIM HK support to the young marketers.



CIM Webinar Series 2022

CIM WEBINAR SERIES 2022

THE LALIGA – ITS MORE THAN JUST A FOOTBALL LEAGUE



Organized by CIM Hong Kong, co-organized with HKU SPACE, The LaLiga – Its MORE than just a Football League webinar has already completed successfully.

A big thank you to our honorable guest speaker: Mr. Eduard Castell (Delegate, LaLiga Hong Kong SAR) and HKU SPACE for their support so as all participants. We have expanded our understanding on how a professional football league operates and promote internationally. And a real case on how the LaLiga Football school launched in Hong Kong.

DATE: January 19, 2022
 TIME: 19:30 - 20:30
 Format: Online via ZOOM

ESG MARKETING MODEL: MAKE AN IMPACT WITH INCLUSIVITY IN 2022

BEYOND ESG MARKETING STRATEGY



Ensuring a sustainable future is the biggest challenge we face today and one in which business and specifically marketing play a significant role. Join CIM and a host of expert speakers to explore how placing a sustainable lens on everything we do helps us address the challenge and opens up new opportunities that serve people, planet, and profit.

CIM Webinar Series 2022: ESG Marketing Model: Make an Impact with Inclusivity in 2022 - Beyond ESG marketing strategy happened on 7 April 2022, TIME: 17:00 – 18:00 has already completed successfully.

A big thank you to our honorable speaker: Mr. Alan To, APAC ESG Marketing Director, S&P Global, Mr. Roy Fung, CEO, Hexon Green Capital and our Honorary Treasurer Dr. Eric Poon as the Moderator.

All participants enjoyed the fruitful sharing with all speakers' insight and updates over ESG marketing strategy related matters.

The poster features the CIM Hong Kong logo at the top left. The main title is 'CIM WEBINAR SERIES 2022 BEYOND ESG MARKETING STRATEGY' in large, bold letters. Below the title is the subtitle 'ESG Marketing Model: Make an Impact with Inclusivity in 2022'. A central image shows two hands holding a green plant. The date and time '7 APRIL 2022 17:00 - 18:00PM' are displayed in a teal box. A paragraph of text describes the challenge of a sustainable future and the role of marketing. Below this, the 'SPEAKERS' section lists Mr. Alan To (APAC ESG Marketing Director, S&P Global), Mr. Roy Fung (CEO, Hexon Green Capital), and Dr. Eric Poon (Honorary Treasurer, CIM Hong Kong). The 'MODERATOR' section lists Dr. Eric Poon. At the bottom, it says 'OPEN REGISTER FOR EVERYONE NOW' with a QR code and 'ZOOM LINK WILL BE PROVIDED 7 DAYS PRIOR TO 7 APRIL 2022'. Contact information for email (johnson@kolb.life), CPD hours, and a registration link (https://forms.gle/XQmod77eC1ocwVx25) is provided at the very bottom.

DATE: April 7, 2022

TIME: 17:00 - 18:00

Format: Online via ZOOM

MARTECH

CIM WEBINAR SERIES 2022



CIM Webinar Series 2022: MARTECH has already completed successfully.

A big thank you to our honorable speaker: Mr. Ivan Ko, Technology Evangelist from SoftwareOne Hong Kong Limited.

All participants enjoyed such informative sharing with the speaker over the hot topic of the town – MarTech. Introducing Sutefinity, an enterprise digital experience platform (DXP) including content management, personalization, cloud deployment and more capabilities. It is a powerful and yet intelligent tool for marketers and flexible, extensible platform for developers, both teams can easily deliver unique experiences that drive ROI and reduce total cost of ownership.

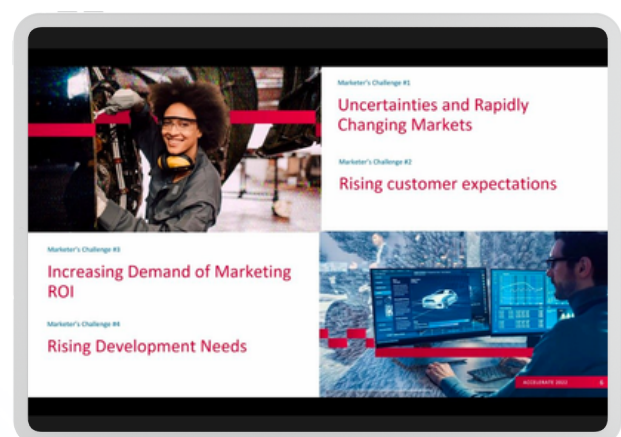
It is also our great pleasure to announce the exclusive discount offer at 10% off suggested retail price on a MARTECH solution - Sitefinity.



Date: 9 June 2022

Time: 19:30-20:30

Format: Online via ZOOM





CIMHK Supporting Event



HKTDC MARKETINGPULSE 2022

MarketingPulse

Asia's premier branding and marketing conference

MarketingPulse is an integrated branding and marketing conference where global marketers, brands, advertising agencies, e-tailing experts, media, enterprises and innovation professionals can discuss marketing trends, exchange information on best practices and explore collaboration in Asia. From defining marketing strategies to events that connect players and catalyse development, MarketingPulse is an inspiring rendezvous where attendees explore new frontiers in the markets.

The Chartered Institute of Marketing Hong Kong is pleased to be one of the supporting organizations of HKTDC MarketingPulse 2022.

Held on 16 – 17 March 2022 in Hong Kong in hybrid format, MarketingPulse will lead the discussion on how marketing and creativity can help attendees prepare for a world recovering from COVID-19 and operate in a marketing world of opportunities.

It will bring you inspirational input from brands, agencies, digital strategists and e-tailing experts, practical marketing know-how through a series of workshops, as well as networking opportunities connecting you with marketers in Hong Kong and around the world.





CIMHK SUMMER INTERNSHIP PROGRAM

Summer 2022

CIM Hong Kong in partnership with The Hong Kong Polytechnic University and Hong Kong Baptist University offers marketing students internship program in the summer of 2022. This program offers marketing students great opportunities to learn and gain practical marketing experience across industries.

During the program, students can work with a group of outstanding industry leaders. This collaboration allows our students to broaden their horizons and prepare for their future careers. We look forward to more collaborations with academia in the future to develop talent.



MEET OUR SUMMER INTERNS



Karen Lai
Summer Intern

”

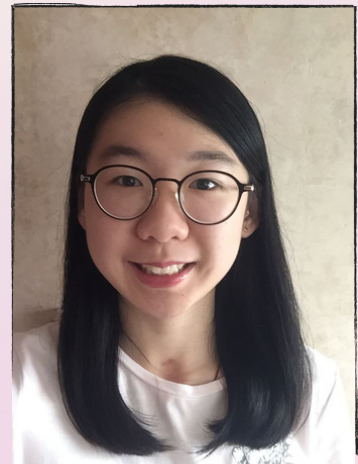
CIMHK Internship Program allowed me to recognize my interest and enthusiasm for marketing and our mentors were happy to share their industry experience with us.

“

”

The internship program allows me to explore different working environments and opportunities. This is a valuable experience for me to engage in related industries in the future.

“



Sarah Ip
Summer Intern

”

CIM Internship program provides opportunities to meet experienced professionals and learn more marketing skills from them. These experiences help me to develop in a right direction.

“



Kelvin Ma
Summer Intern

CIM Hong Kong

<https://www.cim.co.uk/international/hong-kong/>

