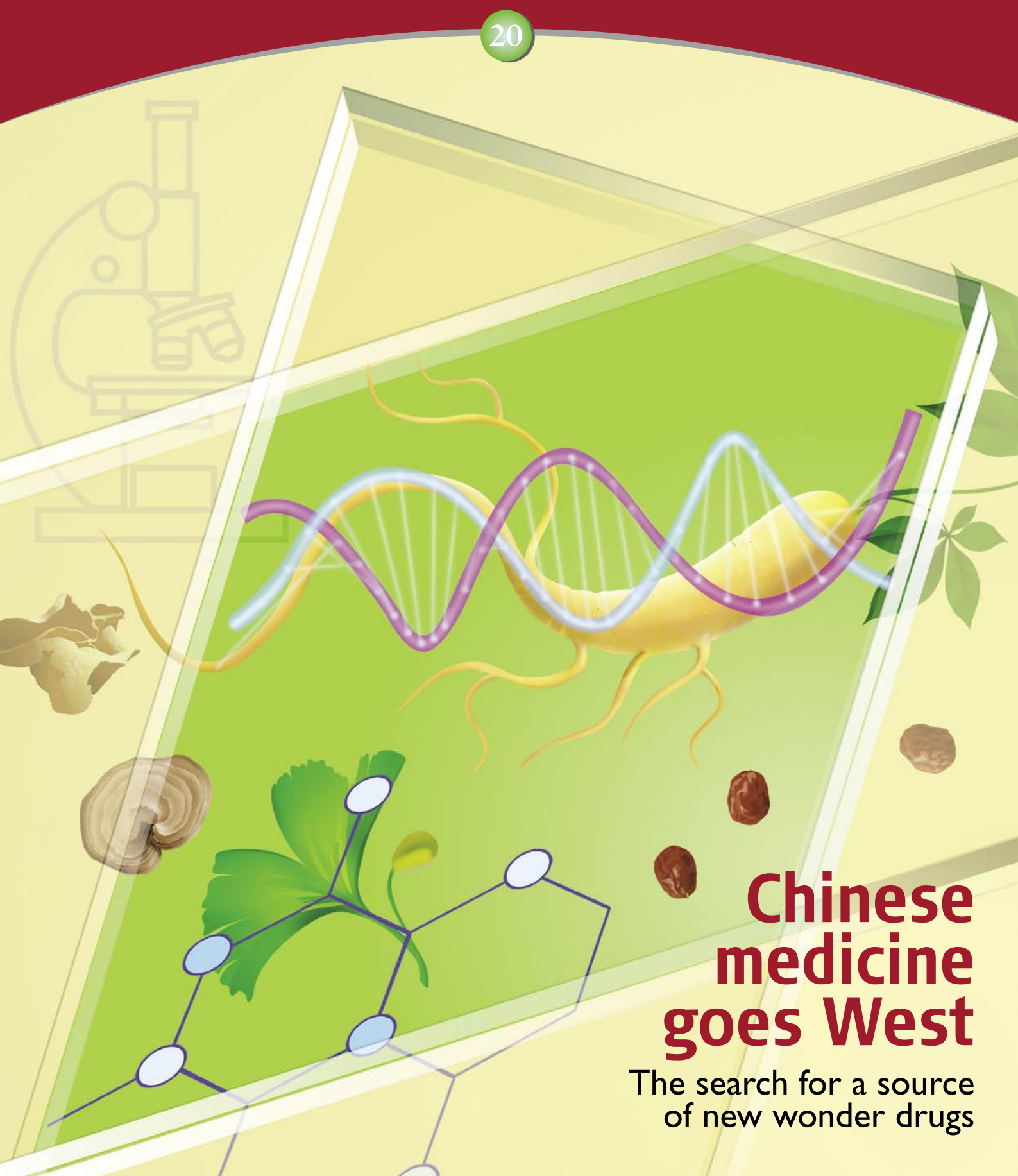


SPHERE

20



Chinese medicine goes West

The search for a source
of new wonder drugs

S P H E R E

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NUMBER 20 NOVEMBER 2007

A Few Words from the Editor

IN THIS ISSUE we visit the world of traditional Chinese medicine, where a Hutchison company is breaking new ground in researching which remedies might hold the secret to the next Western wonder drug. It's a fascinating story, as, until recently, there was little scientific data about these centuries-old treatments.

There's also a first look at 3's groundbreaking new mobile phone that is being launched in partnership with Skype. Elsewhere, we focus on how millions of newly-affluent young women are transforming the beauty business in China and also talk to leading Hong Kong hotel chefs about the secrets of their success. There's also time to visit Malaysia, a land of diversity and harmony, and share the inspirational message that Victor Li passed on to a group of Hong Kong youths.

We hope you enjoy the magazine. Please send feedback and suggestions to info@hutchison-whampoa.com.

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Hutchison Whampoa Limited 

Newsbites



HUSKY EXPANDS

CANADA Husky Energy Inc has completed the acquisition of a refinery in Lima, Ohio, in the United States, from Valero Energy Corporation. The Lima refinery has a throughput capacity of 165,000 barrels of light crude oil a day and produces gasoline and diesel fuels. "The acquisition of the Lima refinery represents a significant step in Husky's ongoing strategic move of expanding our downstream business and supports Husky's objective as a fully integrated energy and energy-related company," said John C S Lau, President and Chief Executive Officer of Husky Energy Inc. **I**

Pretty in Pink

UNITED KINGDOM Superdrug has been turning the British high street pink as it rolls out its Next Generation beauty store format to stores across the country. Pink makeovers offer customers a fashionable beauty playground that focuses on new products every week, bigger beauty bays, a fun and interactive fragrance area, in-store beauty specialists, a skincare area and regular demonstrations of new products. By the end of 2007 there will be 11 pink stores, rising to 150 over the next two years. **R**



SWEET SUCCESS

AUSTRALIA American pop sensation Gwen Stefani was a huge hit on her tour Down Under and **3 Australia** presented her with a platinum award for the number of music downloads **3** customers made to their handsets. **T**



Fun in the Sun

LATVIA The Drogas annual Sun & Fun Day saw some 400 colleagues from Latvia, Lithuania and Estonia enjoy the beautiful Latvian countryside. They had a great time rock climbing, trampolining and dancing as well as enjoying foot massages and hat and kite making. **R**





Double Celebration

PANAMA & CHINA Panama Ports Company and Xiamen International Container Terminals, both part of the Hutchison Port Holdings Group, celebrated 10 years of successful operations. **P**



NUPTIAL BLISS

HONG KONG More than 140,000 people voted in the 2007 **ESDlife** wedding awards that honour the best wedding service providers in Hong Kong. The three grand prizes – Best of the Best, Wedding Photography and Wedding Banquet – went to Chow Sang Sang, France Bridal and InterContinental Hong Kong, respectively. **I**



CONGRATULATIONS!

Hutchison Whampoa Limited won a gold award in the international ARC awards honouring excellence in annual report design.



OPEN FOR BUSINESS

EGYPT Alexandria International Container Terminals, part of the Hutchison Port Holdings Group, has celebrated the official opening of its two new terminals at Alexandria Port and El Dekheila Port in Egypt. The two terminals have been converted from general cargo facilities to container terminals. **P**



Happy Anniversary

CHINA Metropolitan Plaza Chongqing, a Hutchison Whampoa Properties Limited development, celebrated its 10th anniversary with a presentation of the famous "Ballet in the Air", a production which combined Western ballet skills with Chinese acrobatics. **H**

Dance Fever

HONG KONG More than 1,000 fans attended the **Watsons Iso-Tone Hot Dance Fever** event, which saw teams from Hong Kong, Mainland China and overseas compete for honours. **R**



FRESH IDEAS

HONG KONG **PARKnSHOP** has inaugurated a new retail concept, **Living Ideas**, in Heng Fa Chuen, Hong Kong. It incorporates elements of style, health, leisure and comfort, covering everything from bedding and kitchenware to bath towels and audio-visual equipment. "We cater to the unique tastes and requirements of Hong Kong consumers by providing creative products for building a truly personalised home environment," said Philippe Giard, Managing Director of **PARKnSHOP** Hong Kong. **R**

Melting Pot

HONG KONG **Hongkong Electric's** Home Management Centre celebrated the opening of its cooking classroom with a competition involving the preparation of popular dishes from different countries. The 1,500-square-foot classroom can accommodate up to 24 students. **I**



New Autism Centre

CANADA The new **Husky Energy Centre for Autism** has opened in Calgary to meet the needs of children suffering from the disease. **I**



MAISON DES ARTISTES GLAMOUR PREMIERE

CHINA A **Maison des Artistes** glamour première was held to promote **Hutchison Whampoa Properties Limited's** elite new project in Shanghai's Gubei District.

Participants flocked to the prestigious event and enjoyed a preview sales video as well as a series of entertaining stage performances. **H**



TAKE THE INTERNET WITH YOU

AUSTRALIA **3** Australia has unveiled a new pricing strategy for Mobile Broadband so more Australians can get super fast access to the Internet or e-mail when at home or on the move for a lot less. "3 Mobile Broadband changes the way customers think about and use the Internet," says Head of Broadband, Klaas Raaijmakers. "It's all about taking the Internet with you and having it at your fingertips." **T**



On Tour with Marionnaud

FRANCE The Marionnaud Beauty Tour was a resounding success. The tour stopped in seven French cities, setting up health and beauty stalls that attracted a total of more than 10,000 visitors. Meanwhile, the "M Rugby Team" toured 45 stores to celebrate the staging of the World Cup rugby tournament in France. **R**



YEAH!

Hutchison Whampoa Limited (HWL) is ranked 176th in the latest Forbes Global 2000 list of the world's biggest companies. HWL is rated 290th in the Fortune Global 500 – it is ranked No 5 in the Specialty Retailers section and No 12 in the China Companies category.



NEW TOM EACHNET LAUNCHED



CHINA The new transaction platform Eachnet (www.eachnet.com), co-developed by TOM Group's Internet arm, **TOM Online**, and eBay has been launched. The locally adapted platform is tailored to the needs of Chinese users and will grow to become an online shopping centre. **I**

Work Starts on Vietnam Port

VIETNAM Construction work has started on a new Hutchison Port Holdings (HPH) container port in southern Vietnam. HPH and joint-venture partner Saigon Investment Construction & Commerce Company Limited expect Saigon International Terminals Vietnam Limited (SITV) to come on stream in 2010.

The modern container-handling facility will have a total quay length of 730 metres, dredged to a depth alongside of 14 metres and with a total yard area of 33 hectares. "HPH supports the Vietnamese Government's vision of pursuing economic prosperity by investing in the country's port infrastructure, as well as in other strategically important projects," said John Meredith, Group Managing Director of HPH. "SITV is an important addition to the HPH network of ports in Asia." **P**





FLYING HIGH

HONG KONG The Acroback Bouncers from New York showed off their amazing tumbling skills at **Wonderful Worlds of Whampoa**. 🇺🇸



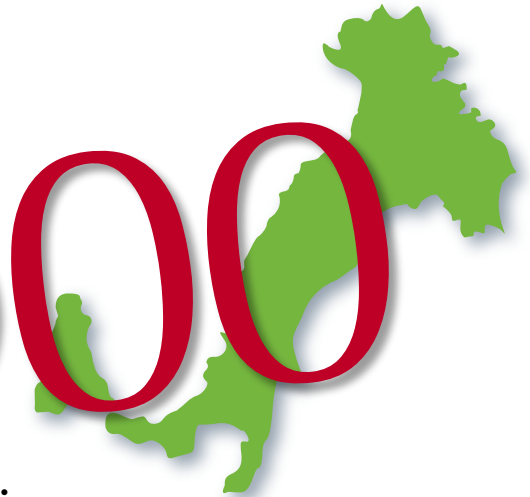
CONGRATULATIONS!

The Harbour Plaza Metropolis in Hong Kong received the Best Unique Venue award at the inaugural Travel Weekly (Asia) Industry Awards. About 300 guests from more than 15 countries attended the awards ceremony.



Thinking Big

ITALY 3 Italia is thinking big. It plans to open 1,000 new stores by the end of 2008 to give it one of the largest distribution chains in Italy. 🇮🇹



DISTINGUISHED PERFORMANCE

HONG KONG Nine staff from Hutchison Telecom Hong Kong's mobile business 3 Hong Kong and fixed line operation Hutchison Global Communications were among the winners at the 39th Distinguished Sales Person Awards and the Outstanding Young Sales Person Awards. 🇮🇹



Purple Power

HONG KONG Mr Juicy Mix launched a new television commercial featuring a cute bunny wearing a purple cloak to introduce its exotic flavoured juice, Purple Carrot Vegetable Mix + Aloe Vera. Originating in Turkey and the Middle East, purple carrot contains antioxidant properties 18 times higher than Vitamin C and 50 times higher than Vitamin E. 🇮🇹





Talking Football

IRELAND Controversial football pundit Eamon Dunphy is back with **3 Ireland** for a second season. The popular Dunphy's Last Word on Football show supplies in-depth analysis of all the top games and also allows customers to air their views. **T**

*** APPLAUSE!**
Hutchison China Meditech Limited won a bronze award in the international ARC awards that honour excellence in annual report design.



BARCODES BOOST QUALITY

HONG KONG

PARKnSHOP Hong Kong has pioneered a new barcode tracing system that will give customers unparalleled confidence in the traceability,

safety, quality and freshness of all Mainland China vegetables on sale at local stores. The new system enhances PARKnSHOP's long-established Farm Check programme. The "Vegetable ID Card" shows the names and addresses of the farms where vegetables were grown, the dates they were picked and to which store they were delivered. **R**

The High Life

CHINA More than 2,000 guests were treated to a "Life at the Top" presentation at Zhuhai Horizon Heights, a



Hutchison Whampoa Properties Limited development. The impressive programme included fashion shows and Latin dancing. **H**



ON THE RIGHT TRACK

CHINA TOM Group's subsidiary, **TOM Outdoor Media Group**, has taken its first step into the railway media market by obtaining the advertising rights to Chongqing Light Railway Train in western China. The move is in line with the company's strategy to build a nationwide media asset network on the Mainland. **I**

Team Spirit

SWITZERLAND An eight-strong team from the **A S Watson Group** competed in the energy-sapping Iron Man triathlon in Switzerland. Inspired by great team spirit, they completed the challenge of swimming 1.5 kilometres, cycling 40 kilometres and running 10 kilometres. **R**

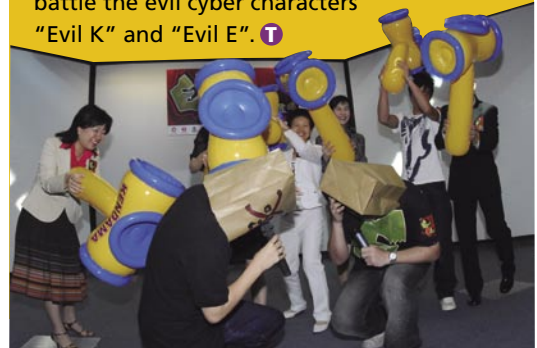


EDUCATIONAL CRUISE

HONG KONG **Hongkong Electric's** new Cruise and Learn scheme aims to promote young citizens' knowledge of Hong Kong through educational boat trips. The first participants were 200 teenagers and their parents, who sailed around Hong Kong harbour and watched the spectacular Symphony of Lights while learning about the city's social and economic developments. **I**

Fighting Drug Abuse

HONG KONG **Hutchison Telecom Hong Kong** is helping to promote an anti-drug message through a game played on mobile phones. Evil Killer is designed to combat the use of Ketamine and Ecstasy, the two psychotropic drugs most commonly abused by young people in Hong Kong. Players learn about the harm these drugs can do as they battle the evil cyber characters "Evil K" and "Evil E". **T**



Shooting Stars

HONG KONG Liverpool players took time off from the Barclays Asia Trophy soccer tournament in Hong Kong to visit **Fortress** in Central. **R**



APPLAUSE!

Hutchison Telecom Hong Kong was voted the Most Innovative Mobile Operator Service by *Asian Mobile News* magazine.

TALKING TURKEY

TURKEY A consortium comprising Global Yatirim Holding, EIB Limas and **Hutchison Port Holdings** has been selected to hold the concession rights to the Port of Izmir in Turkey. Izmir is one of Turkey's major container ports, with potential to cater for the strong growth in the volume of trade with Asia. **P**

Bali Calling

INDONESIA A traditional Balinese dance marked the extension of **Hutchison Telecommunications International Limited's** Indonesian footprint to Bali. **T**



The personal touch

Tailor-made offers mark the future of shopping

IMAGINE a shop that knows what you like to eat, the type of wine you enjoy drinking and even your dog's favourite pet food. Then imagine that this shop tailors special offers and promotions to match these needs and also offers you a way to save money at the same time.

It sounds too good to be true, doesn't it? But this is exactly what four of the most trusted names in Hong Kong retailing are doing as the result of an exciting new loyalty programme. In a first for Hong Kong, PARKnSHOP, TASTE, GOURMET and GREAT have launched the MoneyBack programme that offers customers great savings and individually tailored offers at the same time.

MoneyBack costs nothing to join and customers can register as members on the spot and start earning points immediately.

Each card set comes with a main card and three mini-cards for family members. Cardholders can earn a MoneyBack reward point for their common account for every HKD5 spent at any one of the four supermarket outlets. MoneyBack members will also gain extra points for purchasing certain items.

With the reward points, customers can redeem cash vouchers or products and services such as Ocean Park tickets. More redemption choices are set to be launched in coming months. Members will also be offered free product samples and gifts from time to time.



Each card set comes with a main card and three mini-cards, allowing customers to earn savings faster via a common account.



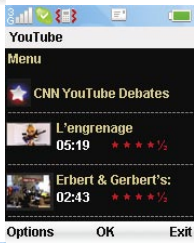
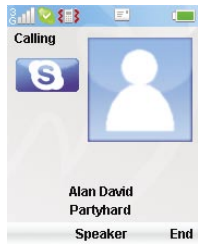
But here's the really special part. When customers scan their cards at MoneyBack member privilege kiosks on the way into the store, they receive a shopping list of tailor-made offers based on their purchase history and lifestyle.

"We felt the previous loyalty programme of collecting stamps that can be cashed in for special offers was a bit too passive," says PARKnSHOP Customer Relationship Manager, Jessica To. "This programme is about understanding your customer better – who they are, where they shop, what they buy.

"As we know more about a shopper's purchasing history we can send them more information about particular products by post or e-mail. For example, if we know someone has a preference for organic food we can send them cooking tips to try."

The beauty of it is that as the stores gather more information about their customers, the more accurately they can tailor the personalised shopping lists to match shoppers' preferences. "It is a constantly evolving process," says Ms To. "As our database expands we will be able to understand their needs more readily and provide them with the products and services they want.

"Hong Kong consumers are very sophisticated. Price is of course fundamental but the range of goods and quality of service is also very important to them. MoneyBack is now among the largest loyalty programmes in Hong Kong and has so far received an overwhelming response of over one million membership registrations in just a few months. Going forward, it will be expanded to include more retailers. It really is the future of shopping."



Introducing the 3 SKYPEPHONE

*The hottest
new mobile phone
on the market*



SMALL, SLIM AND STYLISH, the brand new 3 Skypephone packs a real punch. This breakthrough phone developed exclusively by 3 and Skype, the global

Internet communications company, combines the best of Internet telephony with the convenience and portability of the mobile broadband network.

The 3 Skypephone is the world's first fully integrated Voice over Internet Protocol (VoIP) handset. Making complex Internet technology easy to use was the project team's key objective when working with Skype and Qualcomm to develop the phone. Now calls made over the Internet are as simple as a regular mobile phone call. And since 3 charges a flat rate for data, calling other Skype users is free whether they are in England, Hong Kong or Australia.

"We wanted to make the Skype calling experience no different from any other call the user makes," said Frank Meehan, Director and General Manager of Global 3G Handset & Application Group, Hutchison Whampoa Limited. "We wanted to make it easy so that anybody can use it right out of the box. We are looking to set Skype free!"

Weighing about 90 grams, the 3 Skypephone is the new poster boy for the convergence of Internet applications and mobile broadband technologies. In addition to bringing access to the Skype user's contacts and presence information, 3 Skypephone also enables users to quickly access popular social networking

sites such as Facebook through a fast Internet browser.

The popularity of VoIP communication software, that allows people around the world to make unlimited voice and video calls for free through the Internet, has grown in leaps and bounds since its advent just a few years ago. Today, there are 246 million registered Skype accounts and the number is growing fast.

Because most Internet communication software is run over a broadband network, Skype users previously had to have access to their computer. That has changed thanks to 3. With the world's most extensive mobile broadband network, 3 Group provides the ideal conduit for users to take their Internet applications with them.

"3 Skypephone is the ultimate proof that Skype is now truly mobile," said Michael van Swaaij, acting CEO at Skype, "This new handset is incredibly easy to use and lets you make free mobile Skype calls when you are on the move to other Skype users all over the

world no matter where they are. It couldn't be simpler – put Skype in your pocket and make free Skype mobile calls and send free Skype instant messages at the touch of a single Skype button.

"Skype began by offering free PC to PC calling and now we're doing the same with mobile calls with 3. Thanks to 3, Skype has now taken a giant step forward in the mobile arena. It takes an innovative operator like 3 to challenge traditional thinking and offer the kind of product other operators are still shying away from."

Kevin Russell, Chief Executive Officer of 3 UK, where the 3 Skypephone was launched in November, said, "This sets Skype free from the PC. It is exclusive to 3 and is the clearest demonstration to date of 3 bringing the real advantages of the Internet to our customers. The 3 Skypephone is an affordable 3G handset and marks the next logical step in the ongoing partnership between our parent, Hutchison Whampoa, and Skype/eBay."

The swift and nimble phone, which changes between traditional and Skype calling at the touch of one button, also ushers in a cutting-edge business strategy for 3. Challenging the traditional mobile phone's business models, 3 is leading the way in the mobile Internet sector as a pioneer in making Internet applications easily accessible to its customers on the move.

The 3 Skypephone will be available in most 3 Group markets and through Skype and 3's Websites in late 2007.





Chinese medicine goes West

The search for a source of new wonder drugs

By Mark Graham



FOR THOUSANDS OF YEARS, the Chinese have used soups, pills and lotions extracted from herbs and plants to treat illness and cure disease. Even though the new affluence in China has made Western-style pharmaceuticals eminently affordable, traditional remedies handed down over the generations have maintained their popularity.

Many of the ancient ways of dealing with medical ailments clearly work well, but until recently there was scant scientific data that would force sceptics to take a hard look at the efficacy of these centuries-old treatments. That is no longer the case.

Hutchison China MediTech Limited (Chi-Med), a company that straddles both the ancient and modern worlds of Chinese medicine, has set out to establish, once and for all, what works and what doesn't, using the precise, thorough and long-term testing that Western-style pharmaceuticals undergo before reaching the market.

To date, the results have been nothing short of sensational, producing solid evidence to show that certain botanical compounds do indeed help in the treatment of cancer and other serious diseases. A number of the drugs are at the final stages of the exhaustive trials demanded by the United States' regulatory body, the Food and Drug Administration (FDA), and could be on the market in just a few years.

"This is pioneering work by any standards, it is inspirational work and we are very excited," says Dr Samantha Du, the China-born, United States-trained scientist in charge of research and development for Chi-Med. "We are beginning to attract a lot of attention."

Dr Du's team works in a state-of-the-art research lab just outside Shanghai and is attracting some of the best talents in the country, ambitious individuals lured by the siren-call



Tests show that one of the compounds can be

of serious funding, modern working conditions and groundbreaking discoveries. All the work, she stresses, is done in accordance with international standards, using impartial and exhaustive tests. “This is not folklore-based research,” she says emphatically.

The technicians have not yet come up with a cure for cancer, but tests have shown that one compound in particular, known by its code name of HMPL-002, taking the acronym of Hutchison MediPharma Limited, Chi-Med’s wholly owned drug research and development (R&D) subsidiary, can be an enormous help during the chemotherapy and radiotherapy stages of treatment. In tests carried out in both the United States and China, it has been shown to help break down the outer coating of the cancer cells in head, neck and lung cancer, allowing the chemotherapy and radiotherapy to be around 30 per cent more effective. That translates into severely ill patients spending less time undergoing the painful,

traumatic and debilitating treatments.

In China, the tests on HMPL-002 are moving towards phase three, putting them perhaps only a few years away from going onto the market, while another compound trial, using the code-name HMPL-004, is also proving remarkably effective. Tests on patients in the United States suffering from Crohn’s disease, an inflammation of the digestive tract, are in phase two, while in China, the same drug showed positive results on people suffering from ulcerative colitis and is entering the crucial phase three stage.

In other words, there is real evidence that certain traditional Chinese medicines (TCM) can help cure potentially terminal illnesses. “All our efforts are directed towards discovering and developing innovative therapies for the global market with the initial focus on cancer and auto-immune diseases,” says Dr Du. “We are pursuing this



HERBAL REMEDIES A BIG HIT IN CHINA

MANY PEOPLE in China do not need the evidence of modern drug trials to convince them of the effectiveness of traditional remedies. Take Ban Lan Gen for example, a herb widely available in China that helps people suffering from colds, viral flu, fever and respiratory tract infections.

Hutchison Baiyunshan, a joint venture with Guangzhou Baiyunshan, a pharmaceutical company listed on the Shenzhen stock exchange, produces the herb in granule form and sells more than 330 million doses a year.

Products derived from the herb were used extensively during the Severe Acute Respiratory Syndrome (SARS) outbreak of early 2003 as a preventative measure. As a result of that exposure, Baiyunshan’s Ban Lan Gen granules became one of the leading herbal brands of its kind in the nation.

Traditionally, herbs needed lengthy preparation by boiling and simmering raw materials according to ancient recipes, with the medicine consumed in the form of soup, or as pellets. Usually each recipe combined several herbal ingredients tailored to the individual patient, with each herb performing a specific role.

Modern factory techniques used by manufacturers such as Hutchison Baiyunshan have speeded up those production and extraction processes, resulting in a new lease of life for the medicines. Increasing worldwide interest in homeopathic and natural medicines has also helped.

Hutchison Baiyunshan’s best-selling products include:

- Fu Fang Dan Shen tablets: More than 1.6 billion doses are sold a year; treatment for chest congestion and angina.
- Kou Yan Qing granules: Annual sales of more than 30 million doses; for the treatment of mouth ulcers and periodontitis.
- Xiao Yan Li Dan tablets: 200 million doses sold a year; promotes the functions of the liver and gall bladder.



a great help during chemotherapy.

mission with passion, imagination, creativity and dedication.”

The seeds of the Chi-Med project were sown when CEO Christian Hogg was working for a US multinational in Guangzhou in southern China. It was there that the Scotsman met his future wife, a Frenchwoman working in the cosmetics business, and became intrigued by the potential of the Chinese consumer market, in particular its traditional medicine industry.

His interest in the industry dovetailed with work initiated in 1998 by Hutchison Whampoa China under its Managing Director, Simon To, to explore the potential of TCM.

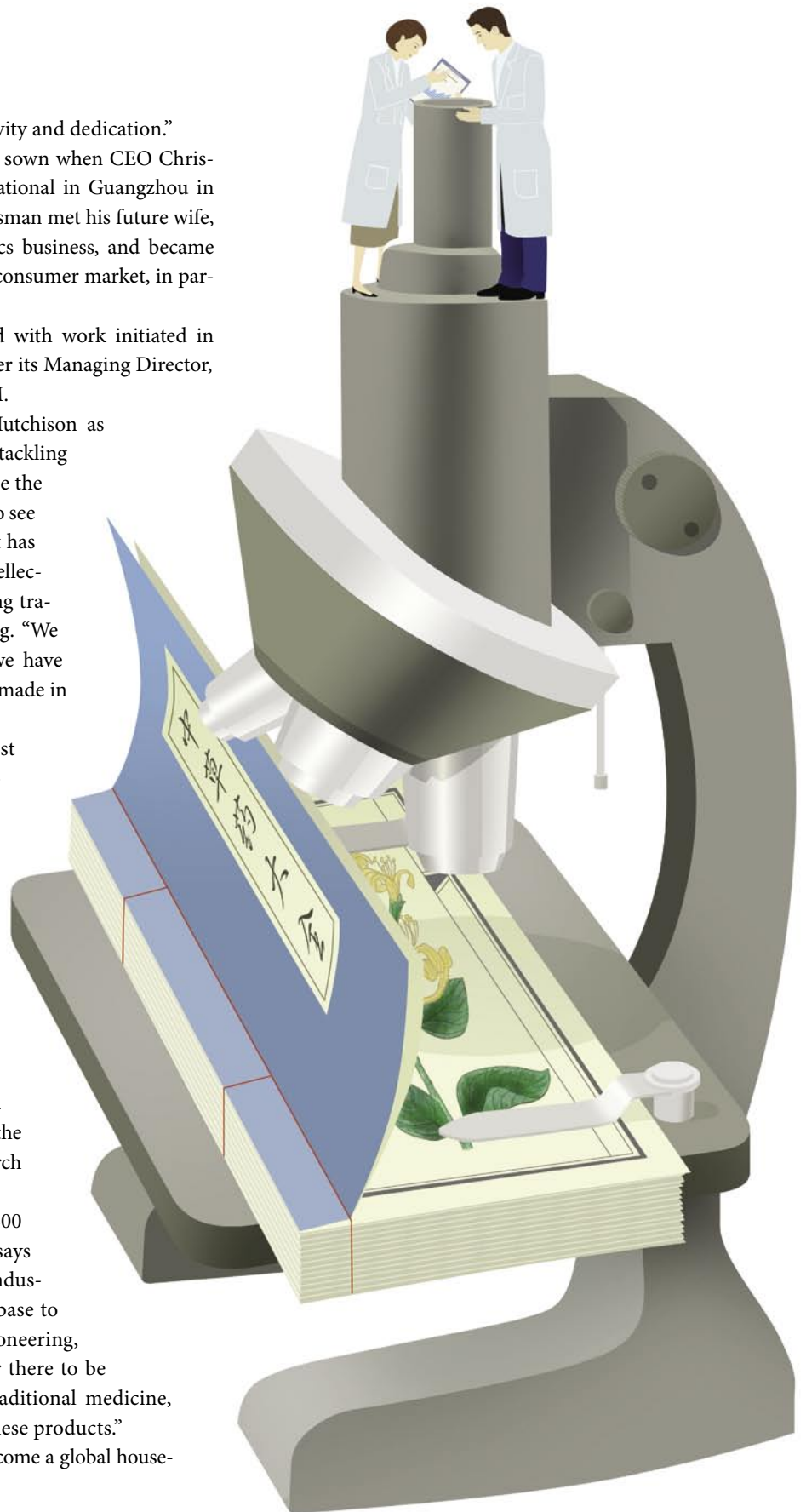
Chi-Med was formed in 2000 with Hutchison as the major shareholder and it was soon tackling the enormous task of helping to modernise the TCM industry and carrying out research to see which compounds were most effective. “It has never been done before. It is a massive intellectual challenge modernising and globalising traditional Chinese medicine,” says Mr Hogg. “We believe there is a big opportunity and we have been encouraged by the progress we have made in the past seven years.”

The fledgling company decided the best way to learn about TCM was from experts on the inside, so it went on a spree of buying existing companies, with the aim of upgrading their production, distribution and marketing facilities to the international standards practised in Hutchison Group companies.

It was decided the headquarters for the China operations would be at one of the newly acquired companies, Hutchison MediPharma Limited in Pudong, Shanghai, which later became the site for a USD30 million world-class research and development laboratory.

“We built our own organisation of 400 medical representatives across China,” says Mr Hogg, 42. “We got a foothold in the industry and it gave the R&D a bit more of a base to start from. If we were going to start pioneering, we had to be in the industry. We felt for there to be a USD15 billion industry in Chinese traditional medicine, there must be some efficacy in some of these products.”

To date, no China medical brand has become a global house-





hold name but the groundbreaking work done at Chi-Med may, ultimately, lead to a pharmaceutical product that is recognised around the world. As and when the drug passes final FDA tests, its usage will be licensed to the major drug companies, with all their formidable marketing and sales skills.

Already there are provisional tie-ups. A deal has been signed with Merck of Germany to collaborate on cancer drug discoveries and Chi-Med has a similar arrangement with Procter & Gamble to work on possible skincare products. In August, Hutchison MediPharma also entered a drug discovery and development agreement with Eli Lilly. “This is a landmark deal for both Hutchison MediPharma and Chi-Med,” says Dr Du. “We aim to discover and develop innovative medicines to meet global market needs with big pharma quality. We have built a strong drug discovery and development platform focused on oncology and auto-immune indications in the past few years.”

The process of doing the research, creating a product, testing it and finally putting it on sale, is a slow one. The clinical trials are by nature extremely complex but, put in simple terms, the onus is on the researchers to prove that the drugs are not dangerous, and really do help cure people. The tests are in three different phases, and the closer the trials move successfully towards the end of the third stage, the more likely it is that permission will be given by influential bodies such as the US FDA for the drug to go on the open market.

“You can get to the end of phase two of tests and still be five years away from market,” explains Mr Hogg. “While the ultimate objective is to get new drugs to market, the day-to-day focus is about progressing candidates through the pre-clinical and clinical phases where great intellectual property-driven value can be created in the short term.”

It is the research though, that is generating the real buzz, particularly as the words cancer and cure have been linked together. The testing procedure was given an extra fillip when the FDA ruled that existing evidence of a compound’s

It is inspirational work and we are very excited.

HOW THE WEST WAS WON

PIONEERING comes with potential pitfalls, as Chi-Med discovered with its initial attempts to make TCM user-friendly for Western customers. The Sen chain in London is now a thriving business, but it took time to get the formula just right, ensuring that customers felt comfortable and relaxed in the stores.

While it succeeded in presenting the modern face of Chinese medicine, the initial Sen store proved to be over-designed, to the extent that casual customers were reluctant to pop their heads around the door.

The decision was taken to go back to basics. The flagship outlet was given a more welcoming look so customers could saunter in and browse, perhaps opting for a treatment from the in-house doctors, seek advice from staff on appropriate pills and lotions or have a foot massage.

Business boomed. It proved to be a question of presentation, pitching the products in the right way to the appropriate market. "It has gone from strength to strength," says Chi-Med CEO Christian Hogg. "We put in a seating area with nice red carpets and lovely leather chairs and did a much better job of merchandising the products.

"Now we have expanded from 43 products to 250 in body care, bath and beauty skincare; all very high-end products. We offer acupuncture, foot reflexology and now have five shops."

The success of Sen confirms that there is a huge potential market in the Western world for traditional Chinese medicines.

Sen now has outlets in prestigious London stores such as Harvey Nichols, reaching customers from all over the world, and a further seven shops in the British capital are scheduled to open before the end of next year. Also on the drawing board is a plan to offer the Sen beauty and skin products through the A S Watson-owned Marionnaud chain, which has over 1,200 stores in Europe.

"We thought Western consumers were increasingly interested in complementary and alternative medicines, especially herbal medicines, and we felt that TCM represented the biggest pool of knowledge in botanical medicines," says Mr Hogg. "We felt if we packaged it right, Western consumers would go for it. You have to understand the customer."



safety would help it to breeze through the first series of trials. That was music to the ears of scientists, who could confidently point to the substances being safely in use for hundreds, even thousands of years in China.

Paradoxically, or perhaps appropriately, the scientist heading up the project did not originally have a particular interest in TCM. Dr Du grew up in China where traditional remedies for coughs and colds, cuts and bruises were prescribed but during her professional life in the United States the focus was purely on Western-style pharmaceutical remedies.

When Chi-Med first came calling, she was only mildly interested. Over time, it became clear that this was a unique opportunity, heading up a well-funded project that could even become a history-making one and she moved her home and family to Shanghai.


Once there, Dr Du, 42, realised the scale of the task ahead. The scientist scoured the country for the brightest and the best,

determined to assemble a team capable of working to demanding, American levels of professionalism. It proved to be a tough task.

"After six months travelling around China, I realised that research and development was at an early stage," she recalls.

"It was impossible to set up any operation with global ambition. I proposed that we build the R&D facility and now we have global quality and are the best in China.

"We have 66 different patents and eight discovery programmes at different stages and two clinical trials in the United States. We have a technical platform that is first class in the world, not just in China, and have gone from zero to 150 staff."

The large capital investment and diligent professionalism is clearly beginning to pay off. All the tests so far indicate that tens of millions of people suffering from serious, life-threatening illnesses may be helped on the road to recovery through the medium of TCM. 



This is not folklore-based research.

LIVE the DREAM

Victor Li encourages youths to follow their dreams



RUBBING SHOULDERS with a star radio DJ, sampling the delights of a five-star hotel, receiving career advice from one of Hong Kong's top business leaders – not exactly the average day in the life of a kid. But that is exactly what a group of youngsters from the Youth Outreach crisis centre experienced thanks to the Cheung Kong Group.

Apart from enjoying a day they will never forget, the youngsters were also given an inspirational message from Victor Li, Managing Director and Deputy Chairman of Cheung Kong (Holdings) Limited, that could change their lives: Live your dream and anything in life is possible. “The human spirit and imagination are powerful forces,” said Mr Li. “Human beings are amazing. You can do stuff that you can't even imagine is possible.”

Thirteen youngsters aged between 10 and 16 staying at the Youth Outreach crisis centre in Sai Wan Ho started their special day at the Metro Radio studios in Whampoa Garden. They were shown around the station and given an insight into the different operational units that support a thriving radio business. The group had the chance to chat with popular DJ and pop star Barry Ip about his career, as well as record their own radio advertisements and entertainment news programmes with Metro Radio staff.

Then it was off to the Harbour Plaza Hong Kong hotel where the youngsters were given the full five-star treatment and a rare chance to go behind the scenes and see what makes a top-class hotel tick. Besides visiting a deluxe harbour-view room, the Presidential suite, the spectacular rooftop pool and gym, they were also shown how the housekeeping and laundry facilities operate, as well as given a tour of the main kitchen and an opportunity to make the hotel's speciality, chocolate covered candied ginger.

It was then time to sit down and have a chat with Mr Li and Father Peter Newbery, founder of the Youth Outreach organisation. During the session, Mr Li emphasised the importance of having dreams and following them.

“Without dreams, a lot of things would not happen – a lot of progress and developments originated from dreams. Hong Kong's success today is built on the dreams of the generations before us. If you look at the old photos, Hong Kong really did used to be a barren rock. Look at it now,” Mr Li said.

“The best dreams are the ones that other people think are impossible. It doesn't matter if your dreams don't come true – just work hard to achieve them. The process is what is important.


The effort you put in will take you to new grounds, enabling you to see your goals. During the process, if the goal does not seem realistic or attainable, despite putting in your greatest efforts, have another dream.”

While working hard to achieve one's dream, perseverance is an important attribute. Mr Li recalled the day he met a man

in his seventies on a ski lift in Canada. “This man was a great example of the human spirit,” he said. “After losing his leg in the war, he refused to let his life be compromised by his perceived disability. He had his heart set on learning to ski, and with only one leg he mastered this art. Despite his age and his physical setbacks, he was an outstanding skier. This man's commitment to his goals and his perseverance are an inspiration.”

When it came to work, Mr Li discussed the value of doing something one enjoys. “If you enjoy what you do, it is not hard work,” he said. “But if you don't, even a simple task can be a pain. Whether the work is tough or not is a matter of perception. Don't let that hold you back.”

At the end of the session, one of the youngsters asked Mr Li about his dreams for the future. “My dream is to keep on dreaming,” he replied. “It's dangerous to stop dreaming.”

By giving youngsters a real insight into his philosophies on work and life, Mr Li taught them a valuable lesson about pursuing their dreams. 



After a tour of Metro Radio and the Harbour Plaza Hong Kong hotel, youngsters from Youth Outreach met with Father Newbery and Victor Li.

REACHING OUT

YOUTH OUTREACH is a crisis intervention centre for youths established in November 1991. Its services include Crisis Centres for both boys and girls, a 24-hour emergency hotline, an all-night Outreaching Programme that scours the streets of Hong Kong for “Runaways and Throwaways”, and many other initiatives to foster the development of young people in need. The Li Ka Shing Foundation contributed HKDI million to Youth Outreach earlier in the year.

The MALAYSIAN Melting Pot



A celebration of diversity and harmony

By Danny Lim



CRIES OF “MERDEKA!” – Independence – reverberated throughout every city, town and village in Malaysia on 31 August as people celebrated the 50th anniversary of their country becoming an independent nation. The pomp and pageantry of parades and dance spectacles were matched by the fun and excitement of motorcycle stunts, light shows, food festivals and jet fighter displays, putting the whole country in a party mood for the climax of Visit Malaysia Year 2007.

This multi-ethnic, religiously-tolerant nation has become one of Southeast Asia’s most vibrant economies, the fruit of decades of industrial growth and political stability. Mirroring this development, the face Malaysia presents to the world has undergone a rapid revolution, from picture postcard scenes of rustic eastern exotica to the gleaming testaments of modernity of the Petronas Twin Towers.

Today, Malaysia is the 18th largest exporter globally, has one of the highest per capita median incomes in Southeast Asia and one of the most open and forward-looking economies in the world. Oil production exceeds the country’s domestic needs, and the electronics sector represents more than half of exports; tourism is the second largest foreign exchange earner after manufacturing.

But what makes Malaysia and its people tick? How do we best define this eclectic ethnic mix of cultural diversity? One symbol that springs to mind is the classic Malaysian delicacy called Rojak, the Malay term for mixture.

This unique combination of fruits and vegetables comes in many varieties even within Malaysia, with ingredients ranging from cucumbers and pineapples to bean curd and cuttlefish, crushed and combined with a zesty curry sauce or prawn paste to create a blend of multiple textures and tastes within a single dish. For a nation defined by diversity, Rojak aptly describes in verbal, visual and culinary terms the unlikely harmony of so many disparate elements.

“Malaysia is unique in Asia in my experience because it is a truly diversified yet integrated nation,” says Neil Maffey, General Manager of Watsons Malaysia. “The Malay, Chinese and Indian communities on peninsular Malaysia and the various ethnic groups in East Malaysia live together in a harmonious way and relish one another’s diversity.”

The roots of this diversity can be traced to the rise of Malacca, the 15th century port and eastern hub of the spice trade. Traders from Europe, Arabia, India, Thailand, Java and China not only exchanged goods but left their cultural influences to linger, mingle and bloom. Hinduism and Buddhism were first introduced by Indians, who came to this land more than two thousand years ago, followed by the introduction of Islam by Arab traders.

In the colonial age, the Portuguese, then the Dutch and eventually the British found the sea trade routes around Malacca and the neighbouring ports of Penang



The independence celebrations put the whole country in the mood to party. Top right: The national delicacy Rojak, which means mixture in Malay.

PHOTOS: LEFT, GETTY IMAGES; TOP RIGHT, STOCKFOOD/OTHK

and Singapore irresistible. These three key ports subsequently became known as the Straits Settlements and by the end of the 19th century, the states of Perak, Negeri Sembilan, Selangor and Pahang formed the Federated Malay States.

An influx of labourers from China and India came to work in the tin mines, rubber estates and urban centres of the peninsular that was then known as Malaya. They joined an already eclectic ethnic mixture which had already integrated the Thais from the north, Bugis from the south, and the products of mixed marriages from earlier settlements of Portuguese, Dutch, Arab and Chinese.

Malaya gained independence from Britain in 1957 and the idea of Malaysia, that brought the states of Sarawak and Sabah in Borneo into a federal union, was realised in 1963, further adding to the “Rojak”.

What has emerged is a success story against the odds. From a frail new national entity subsisting on an agricultural economy and the most basic modes of production, Malaysia has grown into a fast developing and progressive, pluralistic country thriving in peace and harmony.

It was during the 1990s that Hutchison Whampoa Limited (HWL) saw that Malaysia’s increasingly confident economic climate was ripe for investment. HWL’s presence today can be seen in the form of port facilities at Port Klang under Westports Malaysia and Watsons retail outlets.

Keith Lau, Chief Financial Officer of Westports Malaysia, highlights the strong legal and financial frameworks along with the educated work force that has a high proficiency in English. “Malaysia has positioned itself as the Islamic financial centre and supportive government policies are contributing factors for doing business here,” he says.

This commitment to develop a modern, democratic and multicultural society is also what makes Malaysia such a distinctive tourist destination. Old churches, mosques and temples of various religions dot the scenery. Wooden longhouses in rural Sarawak offer contrasting home-stay experiences to the narrow Dutch colonial era houses in urban Malacca and Penang.


For Visit Malaysia Year 2007, the country has set a target of attracting 20 million tourists by offering some 240 events and attractions, including the Malaysian International Aerospace Adventure, the International Fireworks Display, the Malaysian International Tattoo and the International Buskers Festival.

This is a country that really does have something for everyone – pristine, sandy beaches, cool mountain resorts, romantic island getaways, scuba diving, shopping and golf – and all come with traditional warm Malaysian hospitality and first-class service.

From the island paradise of Langkawi off the northwest coast, to the bustling capital of Kuala Lumpur, to the jungles and diving hotspots of Sabah and Sarawak, it is easy to see why Malaysia is one of the region’s key tourist destinations.

Just ask Filipino Ed Cabagnet, who came to Malaysia for the first time this year as part of the Asian Public Intellectual cultural programme that encourages co-operation among Asian nations.

“As a stranger in a new country, I don’t feel out of place because I see a lot of different cultures in one setting,” he says. “I just love the idea that I’m sitting in one place and there are Malays, Chinese, Indians, half-Malays, half-Caucasians, foreign tourists, all manner of ethnicities sitting with me.

“Success is not because of a single race or cultural perspective. It’s the ability of many perspectives to meld and try to work together. The ‘colours’ in Malaysia are more vivid.” 

Malaysia has grown into a fast developing and progressive, pluralistic country thriving in peace and harmony

RIDING THE TIGER

HWL’s INVESTMENT in Malaysia began during the economic boom that saw the country acclaimed as the fifth “Asian Tiger” after Hong Kong, Singapore, South Korea and Taiwan.

Watsons Malaysia opened its first store in the country in 1994. Today it has 211 personal care product stores in all 13 states, with a staff of 1,800. The stores even remained open on Independence Day to serve customers who wanted to go shopping on the nation’s special birthday.

Hutchison Port Holdings has been a partner of Westports

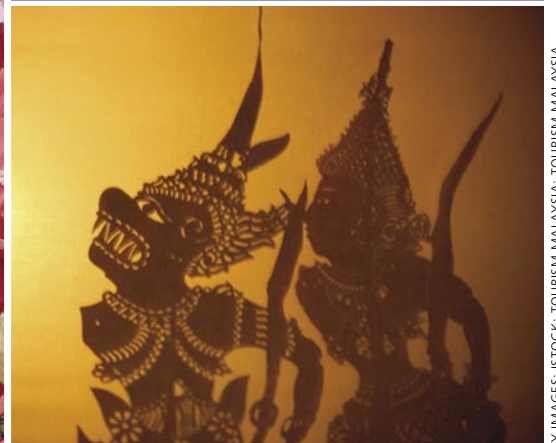


since 2000, operating Port Klang, the historical successor to Malacca as the nation’s premier port. Westports container throughput has grown from 1.4 million twenty-foot equivalent units (TEUs) in 2001 to 3.4 million TEUs in 2006. To mark the golden jubilee celebrations on 31 August, 36 Merdeka veterans, all parents or grandparents of

Westports employees, took part in a special gathering at the port to share their memories from that remarkable day in history 50 years ago.



Malaysia has something for everyone and it is easy to see why the country is one of the region's key tourist destinations.



RETAIL

BEAUTY and the EAST



Girls just want to have fun: Women in China have plenty of cash to spend on cosmetics.

*The beauty business is booming in Asia,
especially in China, where millions of newly-affluent young
women are flocking to cosmetics counters*

By Marc Redvers



A MERE GENERATION AGO the beauty business did not exist in China. During the nation's recent past, women were discouraged from expressions of individuality, whether it was with clothing, hairstyle or make-up.

How times change. Today, Chinese women are desperately keen to celebrate their beauty. They want to look pretty, have fun, be flirtatious and, for the first time, they have plenty of cash to splash at cosmetics counters.

The beauty business can barely keep up with the demand. Walk around any store in any major city such as Beijing or Shanghai on a weekend and the brightly-lit cosmetics counters will be besieged by twenty-somethings anxious to sample the latest products. Other developing nations in Asia are enjoying a similar surge of beauty-related consumerism but nothing on the scale of China. The figures are simply staggering.

China has 1.3 billion people, the majority of them living in the countryside, still many years away from spending their hard-earned money on such non-essentials as cosmetics. Along the coastal regions, in a north-south band from Dalian down to Guangzhou, it is a different story; young women who have well-paid jobs and minimal outgoings (most live at home) are not shy about spending money on cosmetics, clothing, jewellery and dining out.

This is why respected retailers such as Watsons are doing such a booming business. Watsons China, the flagship retail chain of A S Watson in China, was named "Top Ten Most Favourite Shopping Places" by Nanfang Metropolis News and "The Most Influential Brand" by the Beijing Shopping Guide, and has won the confidence of consumers and created an enjoyable, value-for-money shopping environment. "We have grown in China with the customers and they trust Watsons," says Andrew Miles, CEO Health and Beauty Asia for A S Watson. "We have built our success and reputation on quality and innovation. Watsons has become a good reference point for leading fashion styles."

Even modestly-paid white-collar workers can now afford to buy entry-level cosmetics and indulge in the fun of trying different brands. They are not set in their consumer-spending ways, as women might be in the West, and are likely to shop around before settling on a favourite.

All of which is music to the ears of executives from L'Oréal, Lancôme, Estée Lauder, Shu Uemura, Guerlain, Sisley and Clinique. In theory, a market leader should be able to measure customers in the tens of millions. Beijing alone has 16 million citizens, Shanghai is nudging close to 20 million and scores of second-tier cities boast populations of two, three, four, five and six million.

It goes some way to explaining why *Vogue China*, launched two years ago with an initial sellout run of 300,000 copies, generates so many beauty ads. The magazine sees a major part of its role as educating the young women of China, leading them slowly but surely down the road to sophistication.

"In *Vogue China* there is probably the biggest portion of beauty coverage of any other *Vogue* in the world," says editorial director Angelica Cheung. "We devote a lot more pages, around 50 out of 500, to beauty education, to introduce the ingredients of products and the basic skincare routine. You don't see that in *Vogues* in more advanced markets as supposedly, after generations of education, women already know.

"For years, women were not encouraged to wear any make-up at all. You can still see the shyness towards cosmetics





By the end of the year, there will be some 300 Watsons stores
in 40 different cities in Mainland China

PHOTOS FROM LEFT: ZHANG HEPING/MAGINE CHINA; GETTY IMAGES; LIU JIANMIN/MAGINE CHINA

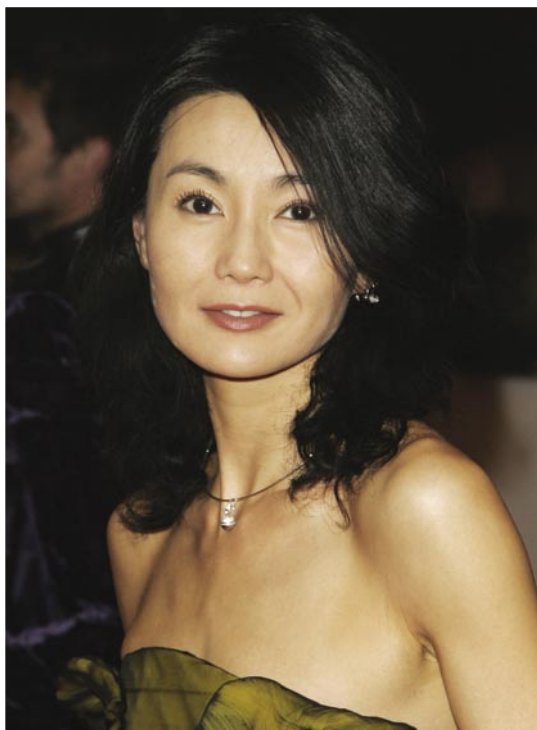


as a result of all these decades of women being without. Now it is the other way round, where mothers are learning from their daughters about make-up and skincare routines.”

The editor says consumers are still lured by special offers, with brands spending heavily on advertising campaigns and aggressive promotions. “The brands willing to invest in getting their message across always benefit,” says Ms Cheung. “The market is very promotion driven. Freebies, discounts, or special promotions go down well. People do look at the prices compared to elsewhere. Because it is still developing, the brand loyalty is not as strong as elsewhere. Young women tend to go for the best offer, or the best promotion.”

The pioneer in the domestic beauty market is former television presenter Yue-Sai Kan, who established her brand more than a decade ago. The main selling point of Yue-Sai cosmetics is that they are manufactured with ingredients, tones and textures that flatter Asian skin tones. “She was the first in China to come up with a beauty brand designed by Asians for Asians,” says Ms Cheung. “She believed that a lot of the beauty products available on the market were designed for westerners and wanted to have a brand that was truly for Asians and be flattering to Asian skin.”

Supermodel Du Juan was signed up to act as the face of Yue-Sai and appeal to China’s ever-increasing legions of big-spending young women. Shanghai-born Ms Du, a drop-out at ballet school, today shoots for major European labels such as Louis Vuitton, Yves Saint Laurent and Roberto Cavalli. At the age of just 20, her record includes gracing the cover of *Vogue China*’s launch edition, being the first Chinese to make the cover of French *Vogue* and fashion shoots with legends such as Karl Lagerfeld.



Cosmetics are big sellers in a country where Maggie Cheung (centre photo) is regarded as the epitome of Chinese beauty.

Among the products that she will endorse will be a range of skin whiteners, a popular item with cosmetics brands in all parts of Asia. It is a popularity that puzzles people unfamiliar with the market, especially those from Europe and the United States, where women want to look bronzed.

The explanation is quite simple – pale skin is a status symbol and a sign of affluence. In Thailand and China, for example, women are likely to have dark skin from labouring in the fields, while those with more delicate complexions have the option of staying out of the sun.

There is also reluctance among younger women to use too much make-up. The rationale in China is that delicate, light skin needs only a smattering of help, in the shape of foundation; thicker make-up is traditionally the preserve of more mature women who need to disguise wrinkles and the inevitable by-products of ageing.

One recent trend that is something of a surprise, particularly in China, is the popularity of products such as face masks, more a luxury item than a cosmetics staple. It is partially a result of the market maturing at such a fast rate – consumers are now confident enough, knowledgeable enough and affluent enough, to buy such products.

“Basic products will always be the real heroes for us but niche areas are where we have had big success recently,” says Mr Miles of A S Watson. “People are willing to experiment and try other products. In the area of facial care we have had some real winners. For women in China, looks are incredibly important and there is a lot of peer pressure to look like movie stars and famous people.”

Again, the concept of what constitutes beauty is different from the Western world. The iconic figure for young Chinese is British-raised actress Maggie Cheung, who is attractive, confident, worldly and independent, rather than someone like Gong Li, whose sultry, alluring looks tend towards the Western concept of classic Chinese beauty.

Watsons also benefits from its long presence in China and its executives’ awareness of the beat of the street. And because Watsons is such a renowned name, consumers are happy to try its own labels, which are pitched at more affordable prices than the heavyweight international names.

Meanwhile, the pace of growth in China continues to stagger even retail-industry veterans. Watsons stores are opening here, there and everywhere: by the end of the year, there will be some 300 stores in 40 different cities in Mainland China. In the so-called second- and third-tier cities, the opening of a Watsons store can be a major event, the first chance locals have to encounter a wide range of elaborately-displayed beauty products, with the option of seeking advice from well-trained and knowledgeable staff.

Mr Miles sees no sign of a slowdown as China continues its relentless economic surge. Even he occasionally blinks with disbelief at the pace of change – and the speed of sales. “What Europe and the rest of the world went through in 50 years, they have done in five years in terms of catching up,” he says. “China is growing so fast...” 

SERVING UP SUCCESS

THE Watsons Health, Wellness and Beauty Awards is an important annual event for the beauty industry in China. This year, more than 500 suppliers and 50 media representatives were invited to the award ceremony where 107 awards were handed out to leading health and beauty brands. Apart from rewarding the industry leaders, the ceremony was also a fun event. The highlight of the evening saw Watsons China’s Managing Director Christian Nothhaft and Merchandising Director Peter Davies, along with the whole merchandising team, dress as chefs and serve the first dish to the guests. A key part of the evolving China beauty market, Watsons was named Most Influential Brand 2007 by the Beijing Shopping Guide. Watsons’ own label today carries more than 700 products in China.



*The kitchen secrets of
Hong Kong's hotel chefs*

By Scott Murphy



The CUTTING EDGE



FOOD IS THE VERY ESSENCE OF HONG KONG. It is a pervasive, all-powerful, presence overwhelming the senses wherever the resident or visitor turns. There is quite literally something for everyone here; there are estimated to be around 7,000 restaurants, from fine dining hotel outlets to small corner cafés, or approximately one for every 1,000 sets of taste buds.

No matter whether it is an afternoon snack, a buffet brunch, yum cha, dessert, an Italian feast or a Cantonese seafood banquet, the competition is intense. Nowhere is the pressure greater than in a hotel kitchen, where the very best Hong Kong has to offer must be matched or bettered.



PHOTO: HONG

Chefs' special: The men on a mission to please Hong Kong's gourmets palates (from left to right) Roger Luk, Alex Brand, Giancarlo Zoccoletto, Cesare Romani and Lau Chi-kit.

Director (Asia) of Quintessentially, the private members' club with more than 7,000 members worldwide.

"One can expect consistent and high quality food and service. Dining concepts at hotels are becoming more interesting

"About 30-35 per cent of our clients dine at hotels in Hong Kong as the five-star hotel restaurants are of very high quality and people like to go for the fine food," says Emma Sherrard, Managing

Director (Asia) of Quintessentially, the private members' club with more than 7,000 members worldwide.

through innovative menus with new food varieties and ingredients, star chefs, interesting concepts for younger generations and chic décor."

The competition is intense and an army of hotel chefs compete on the culinary battlefields of a city that takes its food very, very seriously. The challenge is to take the gourmet experience to unprecedented heights.

While most hotels in other cities cater to tourists, many Hong Kong establishments must meet the high standards demanded by the local population. This is a clientele with gourmet palates and a see-and-be-seen attitude.

And let's not forget the tourists; an extraordinary 11 million visitors stayed in Hong Kong in the first five months of the year, so it is not surprising that hotels have learnt to place their food and beverage department on a pedestal. According to the Hong Kong Tourism Board, tourists spend the largest part of their holiday budgets on hotel food and refreshment, so hotel chefs need to balance the demands of both local and overseas diners.

And, of course, Hutchison Whampoa Limited is there to help. In Hong Kong, the Hutchison property division operates the Harbour Plaza Hong Kong, The Kowloon Hotel, Harbour Plaza Metropolis, Harbour Plaza North Point, Harbour Plaza Resort City, Rambler Garden Hotel and Rambler Oasis Hotel. The behind-the-scenes expertise is second to none. Many of the chefs, pastry makers and even ice carvers have decades of experience, are winners of international awards and display a passion for their work that goes way above and beyond the call of duty.

We spoke to seven people on Hutchison's front line about how they plan their culinary campaigns and the special dishes that have customers coming back time and time again. Here are their stories.

Lau Chi-kit

Chinese Executive Chef, Harbour Plaza North Point

Chef Lau has worked at a variety of restaurants in Hong Kong as well as a five-star hotel in Shanghai, but the place he feels at home is the Harbour Plaza North Point.

He was cooking by the time he was nine and he has gone on to master the regional cuisines of Shanghai, Beijing, Suzhou and Zhejiang. Yet it was a simple train journey that inspired the dish for which he is best known – Stewed Beef Rib Wrapped with Straw.

"Four years ago, on a train ride from Shenzhen to Guangzhou, I saw someone working in a farm cutting wheat," he says in animated Cantonese. "They would take the wheat and throw away the straw. I remembered that people used to put that straw under steamed dumplings in Shanghai. When I got back to Hong



Kong, I came up with the idea of wrapping beef with straw and gave it to a long-term guest. I was nervous, but he was thrilled. As it turns out, the taste of the straw seeps right into the dish.”

Since then, he has expanded this technique to a range of dishes that keeps customers coming back. “I’m very happy to be here,” he says of his working environment that sees him prepare 25 different dishes and new promotions every month. “I feel most relaxed when I’m strolling in the wet market in the morning, looking for the freshest ingredients to use that night.”

Giancarlo Zoccolotto

Executive Chef, The Kowloon Hotel

There was a point when Giancarlo Zoccolotto thought he would retire. He had just sold his restaurant, Giancarlo, after 21 years in Toronto and stints in Venice, Sardinia, Germany and Paris. But when the opportunity came to head up the kitchen at the



Pizzeria Restaurant in The Kowloon Hotel, he grabbed it.

“The reason I’m still in the business is because I have a lot of passion,” he says. “I work in the kitchen with 10 people. It’s a wonderful place with a good team. We want to see that when a customer comes in and leaves, they have a smile on their face and they have had a memorable evening.”

Northern Italian cuisine is the specialty at the Pizzeria Restaurant, where menus change five times a year and the emphasis is on simple, tasty dishes. “Seafood Linguini and the Veal Tender with Morelle sauce are among our best and most popular dishes,” he says. “The sauces here aren’t like other places. The sauce is made at that moment. When you make a fresh sauce, it gives an extra kick to that particular dish, whether it is veal, pasta or fish.”

These dishes have given the restaurant quite a following among local celebrities and Chef Zoccolotto believes his establishment is going from strength to strength. “We’re successful because we’re a good team,” he says. “And I hope we are going to do even better in the future.”

Roger Luk Kei-kwong

Pastry Chef, Harbour Plaza Hong Kong

Every day, this 11-year Harbour Plaza veteran, along with his 11 staff members, prepare up to 300 items for the eight different outlets under his command, ranging from bread and chocolate to cakes and desserts. “Our white chocolate cheesecake, chocolate cake and fountain are famous,” he says. “We mainly create the items by hand, but have even created chocolate showpieces that have taken over 10 kg of chocolate and a month and a half to make.”

The dedication and enthusiasm he has gained over 30 years as a pastry chef have certainly spilled over to his staff who have risen to every challenge presented to them. Their crowning achievement is making a birthday cake every year for Chairman Li Ka-shing.

“He likes fresh fruit cream cakes,” says Chef Luk. “It’s one of the real pleasures of the job. He always sends us a thank you letter every year.” In turn, the chef is constantly trying to encourage his team to challenge themselves and take pastry making to the next level.

“The Harbour Plaza Hong Kong has given me so many chances to build up my ideas about pastry production,” he says. “It has

A PIECE OF CAKE

ONE THOUSAND pastries and cakes – that’s how many dessert delights Barry Cheung and his team of eight make every day at the Harbour Plaza Metropolis.

“Truffle cakes are the most challenging items as I have to try numerous different flavours to suit my customers’ tastes,” says the pastry chef with a slew of awards to his name. “One time a customer even wanted a foot-high motorcycle cake, which was a tough one.”

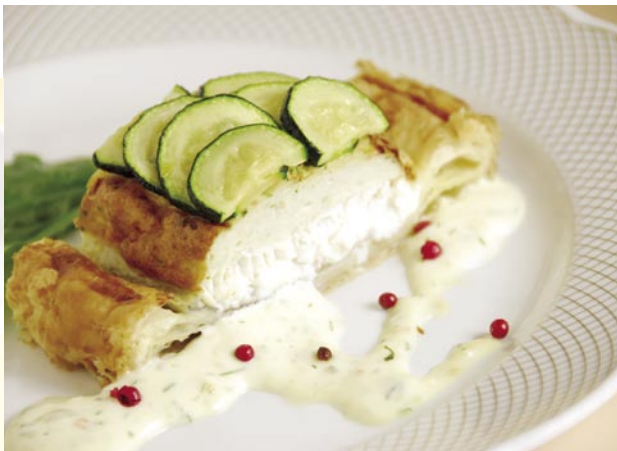
He has already won two gold medals for his Petit Fours but there is no way Chef Cheung is resting on his laurels and he often chats with customers to find out about their ever-changing needs.

“These days I’ve been putting less sugar in the desserts because I’m finding that customers want more of a healthy diet,” he says. “I’ve got to keep in touch with market trends because there are more and more hotels out there. I always have to be prepared.”

It could have all turned out so different. Before being consumed by his passion for pastry, Chef Cheung walked the beat as a Hong Kong police officer. With a family of chefs supporting his decision to change careers, he decided to become a confectioner in a hotel. That was 19 years ago and he hasn’t looked back since.



Pastry chefs Barry Cheung and Roger Luk are asked to make everything from Hermès handbags to Chinese gardens.



Whether it is with superb seafood, delicious desserts or delightful hors d'oeuvres, Hutchison chefs aim to keep diners coming back time and time again.

given me room to be creative in my job and my dream is to rise to the next big challenge.”

Alex Brand

Executive Chef, Harbour Plaza Metropolis
Swiss chef Alex Brand is a busy man. If he’s not ensuring that the “best buffet in Hong Kong” lives up to its name, then he and his staff of 32 are preparing dishes for 500 people at another of the restaurants at the Harbour Plaza Metropolis, the Promenade and Patio. “I make everything”, he says. “As a chef, you have to know all aspects of the kitchen.”

He has called the Harbour Plaza Metropolis home for the past five years. He’s won so many awards that he’s lost track. Favourite dishes? “I could talk about the Lobster with Mango Tropical Sauce, or the French Duck with Goose Liver,” he says. “I mean, we have so many things. It’s great when guests compliment us but if they are complaining, what’s important is that we figure out how to solve the problem.”

Having worked at some of the greatest hotels in the world,

FOOD FACTS *Every year, Hutchison hotels in Hong Kong serve up around*

- 4,000,000 oysters
- 2,500 kg lobsters
- 8,000 kg potatoes

Chef Brand believes that what he’s helped to accomplish at the Metropolis is already an achievement in itself. “It’s good to see this place growing up,” he says. “It’s great to see what this hotel can achieve.”

Cesare Romani

Executive Chef, Harbour Plaza Hong Kong

Cesare Romani has travelled the world of five-star hotels, often working under the tutelage of Michelin star chefs. He was recently handed his biggest ever challenge – running

the kitchens of the Harbour Plaza Hong Kong six restaurants, the Harbour Grill, Waterfront Bar & Terrace, The Promenade, Whampoa Lounge, Robotayaki, and Corner Café.

“I’ve worked in Italy, the West Indies, Dubai, the United Arab Emirates and even Albania, so I know a thing or two about different tastes and palates,” he says. “Hong Kong is a great place to work as standards are very high. I’m really looking forward to the challenge.”



THE ICE MAN

THE ICE SCULPTURES at the Harbour Plaza Hong Kong always look breathtaking but only the artist who created them, Lau Kam-cho, knows how much care and precision is involved.

“Each ice block weighs 300 pounds (about 136 kg),” says Mr Lau who tips the scales at less than half the weight of the ice. “The most challenging aspect is cutting off the right pieces to prevent the ice sculpture from breaking apart.” Ten years after he started learning the craft from his teacher Tam Wai-bong, he has won a gold medal at the prestigious HOFEX event in Hong Kong. Once, he took six days to create an elaborate pair of fish at an elite, invitation-only gathering in Korea.

“Every time I complete one I feel a sense of fulfillment, but since I do it every day, I’d like to be even more creative,” he says. He creates his designs using a small tool on the ice that shaves through the surface in the initial stages. That’s before the chainsaw comes out for the heavy work.

The simple designs for weddings take about half an hour, but special requests for hearts and swans can take several hours – that’s in addition to his other work preparing food in the kitchen. “It’s extremely demanding but prestigious at the same time,” he says. “It’s an honour to sculpt ice.”



PHOTOS: DEBBY HUNG

Learning Curve

THE ICONIC Watsons Water bottle represents one of Hong Kong's most successful examples of stylish design and dynamic branding. From humble origins, Watsons Water is now a market leader produced in Hong Kong, Beijing, Shanghai and Guangzhou and sold across the Asia Pacific region.

Then... The history of Watsons Water can be traced back to a Dr Watson, who practised medicine in southern China more than a century ago. Finding it difficult to source a regular supply of quality distilled water, the doctor started producing his own; the water was soon in such demand that commercial production started. The bottle changed shape over the years as the brand became a consumer favourite in Hong Kong and throughout the region.

Now... In 2003, Hong Kong designer Freeman Lau created the stylish new look, complete with sensuous curves that narrow at the bottle's "waist" to afford a better grip. The unusually large cap conforms to the contours of the bottle and functions as a handy cup, reminiscent of the trusty old thermos flask. The surface of the bottle is frosted, imitating the effect of condensation. Top it off with a vivid grass green and you have a bottle that attracts both the young and the young at heart.



Present



2000



1970



1950



1930



1920



1870