



Hong Kong Social Entrepreneurship Forum

Social Entrepreneurs Newsletter

edited by KK Tse

www.hksef.org

kakuitse@gmail.com

Ashoka in China, Food, Inc. and Micro-finance

Three pieces of exciting news:

1. By far the most exciting one is Ashoka's appointment of Patrick Cheung as the Country Representative for China
2. Food, Inc. 毒食難肥 is a movie that you could not afford to miss
3. Social Ventures Hong Kong is presenting a seminar on micro-finance

Patrick Cheung as Ashoka's Country Representative for China

This is a major milestone for the development of social entrepreneurship in Hong Kong and China.

The following is Ashoka's announcement earlier this week:

Welcome Patrick Cheung

Ashoka's new Country Representative for China!

Patrick is a long term entrepreneur and intrapreneur. Throughout his extensive career he has always worked with start-ups: either with a multinational corporation, his own businesses or with social enterprises. Patrick was first recruited to Ashoka as an ASN (Ashoka Support Network) member by Chris Cusano and will now be the Country Representative for our expansion into China, a priority of Ashoka that we will be accomplishing this year.

Patrick started his career working for a multinational and grew the business from scratch to USD12 million in 8 years before his relocation to Canada in 1989. Three years later, he founded his own company, a flexible packaging business in China, and grew it into USD100 million in 15 years, and then sold it to ALCAN, a Fortune 200 company. Patrick is also one of the founding Directors of the Hong Kong Social Entrepreneurship Forum; set up to promote social entrepreneurship in Hong Kong. Additionally, together with KK Tse (an Ashoka ASN member), Patrick took Dialogue in the Dark to Hong Kong and acted as the honorary managing director for DiD HK Ltd. He now joins the Ashoka staff as the first Country Representative in China, graciously accepting to perform this duty pro bono.

Patrick graduated from Hong Kong University and earned a B.Sc. degree. He has attended the PMD program at the Harvard Business School, and the Management Training from INSEAD. He just completed a masters degree in international relations and public affairs at Hong Kong University. Please extend a warm Ashoka welcome to Patrick Cheung!

Ashoka is the world's largest and most influential organization supporting social entrepreneurs around the world. For almost 30 years, they have been identifying and electing budding social entrepreneurs as Ashoka Fellows. Once elected, these Fellows would gain from the multi-faceted form of support that Ashoka offered, including the sharing and learning from among leading social entrepreneurs from different countries. Up to 2008, Ashoka has elected more than 2,100 Fellows from 68 countries.

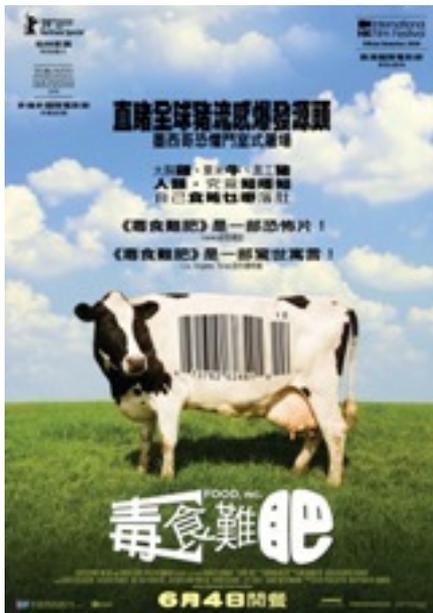
Unfortunately, there is not a single Fellow from the Greater China region. Patrick's appointment is a strategic move by Ashoka to change this situation. As we know well in Hong Kong, Patrick is already extremely busy because of his commitment to introduce **Dialogue in the Dark** to Hong Kong and the mainland. This new appointment will make him even busier but he is more than happy to take up the challenge. This makes him so much a role model for all of us.

Personally I feel the significance of this appointment will be manifested in at least three ways:

1. It will be a big boost for the development of social entrepreneurship in the Greater China region;
2. It will mean civil society in Hong Kong can play a part in contributing to the development of social entrepreneurship in China; and
3. Hong Kong social entrepreneurs will also benefit from a closer association with a world-class organization promoting social entrepreneurship.

We have invited Patrick to share with the readers of this Newsletter his feelings and aspirations regarding this appointment. Coming soon to these pages.

Food, Inc. 毒食難肥 -- The Movie



This is a movie that is likely to change your eating habits forever and for the better. After watching this movie, you will look at food in an entirely new way and you will hate yourself for having already consumed so much poisonous food. This is a movie that you should not go to see alone; bring your dear ones along, your spouse, children and parents. They deserve a good entertainment and an education that will benefit them for the rest of their life. If you are a father, or want to give your father a unique gift on Father's Day, this movie is your best choice!

Here is one film critic's comments:

Had Food, Inc. been released before the recent swine flu outbreak, it might have struggled to convince us of its global relevance. As it is, we're all ears. A distinctly American documentary, Robert Kenner's film sets out to reveal the horrifying truth about the nation's food industry. Driven by streamlined oral accounts of popular authors and eloquent farmers, this straightforward message film delivers with consistent proficiency a range of appalling discoveries, from the origins of diabetes outbreaks, the systematic oppression of farmers and exploitation of meat factory workers, to the country's preposterous food safety legislation, and the industry's reckless disruption of the planet's ecological balance. – Edmund Lee

The movie is shown only at **Broadway Cinematheque**, Prosperous Garden, 3 Public Square Street, Yau Ma Tei, Kowloon, Tel: 2388 6268



Social Ventures Hong Kong Seminar:

“How Micro Finance changes the world?”

In Brief: Activity aims at inspiring participants through introducing the concept and practicality of micro finance. Grameen Bank, founded by Nobel Peace Prize Winner Muhammad Yunus, demonstrates the best social innovation of micro finance. Format: short film sharing, presentation and discussion with practitioners/ experts on micro finance.

Date : 19th June, 2009 (Friday)
Time : 7: 15 - 9: 30 pm
Venue : Room 607, Boys and Girls' Club Association, 3 Lockhart Road, Wan Chai
Fee : \$100 (Non SVHK Affiliates / Non HKSEF Members)
\$ 80 (SVHK Affiliates / HKSEF Members)

Registration: Send email to Edmond Cheng, SVHK at edmond.svhk@hotmail.com, attached with your Name, Company, Phone No and Email Address.

Background: The global finance market is still suffering from the unprecedented challenge; the poverty issue would just get worse. Besides, small entrepreneurs, even with good business ideas, are not easy to get start up support. The concept of micro finance has been proven in many countries; would that be a way out for underprivileged in Hong Kong?

Target Participants:

Primarily management and professionals from business sector, university students, social entrepreneurship stakeholders and general public who are interested in micro finance.

Program:

- 7: 15pm **Short Film Sharing – Story of Grameen Bank and Muhammad Yunus**
By Ms. Jennifer Meehan, CEO, Asia Region, Grameen Foundation
- 7: 45pm **Award-winning Micro Finance Initiative in Australia**
By Mr. Andrew Macintosh, General Manager of Banking, National Australia Bank
- 8:00pm Q&A
- 8:15pm **Kiva.org – Award-winning Online Micro Finance Platform:
In User's Perspective**
By Mr. Bryan Wong, SVHK Director-Consultancy
- 8:30pm **Micro Finance in Asia**
By Ms. Xania Wong, Director, Seed Impact
- 8:45pm **Participation Workshop for Micro Financing**
- 9:15pm Q&A
- 9:30 pm End

Organizer:



Co-organizer:



Media Sponsor:

