

# 2018 Summer Innovator and Management Trainee INTRODUCTION





# OVERVIEW

Over the past years, HKBN's "Co-Owners of the Future" summer internship programme has been designed to challenge and engage current tertiary education students who have the desire to learn from top professionals. At HKBN, we strongly believe in constantly changing and improving in order to fulfil our company's core purpose, to 'make our Hong Kong a better place to live'. Therefore, we encourage our Talents to make positive 'disruptions' both within and beyond the company to achieve our common purpose.

The selection process has been extremely rigorous this year. We received 2,700 applications from 10 countries for 21 available positions, from students of top-tier universities such as the University of Cambridge, University of Edinburgh, University of Toronto, Reutlingen University, USC, HKU, CUHK and more. At HKBN, we embrace both diversity and individuality. Therefore, we welcome applicants from different nationalities and disciplines.

At HKBN, we always strive to be 'the best out of the best'. As such, being summer interns do not mean that they are less capable or belong at the very bottom of the company's hierarchy. Instead, we expect interns to learn, explore, and innovate as much as possible. In fact, starting this year, summer interns are referred to as 'Summer Innovators' to truly reflect their role at the company. We hope these future Co-Owners can stand out for being leaders while constantly having the appetite and desire to grow and shape the world around them.

In this 8-week journey, we hope they can go above and beyond to challenge themselves through exceptional experiences and learning opportunities offered by HKBN and external parties. Our aim is to expand our innovators' horizons and open more doors for our future leaders of Hong Kong. We hope that our summer innovators can go the extra mile and continue to contribute towards HKBN's core purpose of 'Making our Hong Kong a Better Place to Live'.

In the following pages, you can get to know our exceptional innovators through their introductions and core purposes.







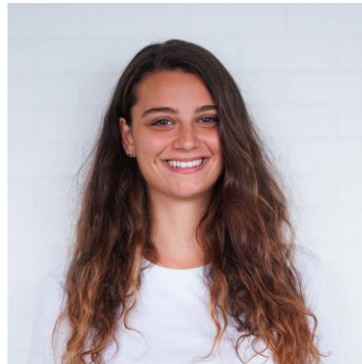
## RYAN KAO

*Summer  
Innovator,  
COO Reverse  
Mentoring*

"I will strive to be a listener to make our Hong Kong a better place to live."

My name is Ryan and I am about to enter my third year studying Psychology and Economics at Wesleyan University. Apart from academia, I enjoy doing volunteer work during my free time. I have had experiences in doing volunteer work in St. Stephan's Society for the underprivileged and recovering drug addicts. Furthermore, I have also had the privilege to volunteer as a tutor at Wilbert Snow Elementary School for primary school students in the United States. **I believe education and providing additional care to students and aspiring individuals are key factors in empowering individuals to become positive contributors in making our society a better place to live.** Furthermore, my passion in sports such as basketball, cross country running and road cycling has enabled me to develop higher self-discipline, perseverance and responsibility.

Above all, I believe teamwork is the most important trait in achieving great things in life. I am confident that being a strong team player would be highly beneficial to my HKBN summer innovator experience.



## LUCY VILLANI

*Summer  
Innovator,  
COO Reverse  
Mentoring*

"I will strive to get out of my comfort zone to make our Hong Kong a better place to live."

Hi! I am Lucrezia (Lucy), a second year student of the World Bachelor in Business program, a triple-degree business course created by the University of Southern California, Hong Kong University of Science and Technology, and Bocconi University. **Originally from Italy, I have had the privilege to live, learn and work in four different continents in the past two years, getting to know diverse people and cultures.**

During my first year two years of university, I was introduced to a wide range of opportunities which gave me the chance to learn more about myself. Having been exposed to different realities, in terms of companies and cultures, has made me realize that no matter what I do, I will always be committed to creating positive social impact. My analytical skills, developed through my consulting experience, as well as my drive for purpose, make me a hard-worker who always has in mind the final effect of an action. I strive to make the world a better place, and now I am starting from Hong Kong by working at HKBN.



## EMILY CHOW

*Summer  
Innovator,  
Talent and  
Organizational  
Development*

"I will strive to always improve to make our Hong Kong a better place to live."

My name is Emily and I'm an intern under HKBN's Talent and Organizational Development department! My role includes helping with internal marketing campaigns and conducting research on organizational development.

I am also an honors accounting student at the University of Massachusetts Amherst, but I am pursuing a minor in Chinese as well. This summer is my first time living and working in Hong Kong, as I was born and raised in the United States. However, my family is originally from HK, so I can speak a bit of Cantonese (in addition to English, Spanish, and a little Mandarin and Korean!) Learning different languages is one of my hobbies, along with graphic design and music. In my free time, I do freelance design work for different clients. I also really enjoy playing the piano, clarinet, guitar, ukulele, and the djembe – an African hand drum.

**My long-term goal is to find career opportunities that align with my passion of helping other people wherever I go, using my leadership and creative skills.** My short-term goal is to eat as many Hong Kong egg waffles as possible before I fly back home to Boston.





## JASMINE CHIU

*Summer  
Innovator,  
Talent  
Management*

"I will strive to listen and understand needs with compassion and respond with innovative solutions to make our Hong Kong a better place to live."

Hello! I am soon to be a final year student major in International Business Management at The Chinese University of Hong Kong. I was in Canada for 2 years back in junior high school, and that carefree and refreshing environment developed my hobbies in appreciating nature and having fun with sports like frisbee and floor hockey. I love dancing and touring in supermarkets, especially Yata Supermarket, to study their layouts and new products that reflect on consumer behavior. As an ongoing project, I have been engaging in youth innovation and development, promoting SDGs and have interest to explore more in education. I also enjoy influencing others positively through exchanging stories and creating the best experience for them at events. I am currently in Talent Management at HKBN, and looking forward to contributing practical insights while maximizing my exposures to interests that could be my next step upon graduation.

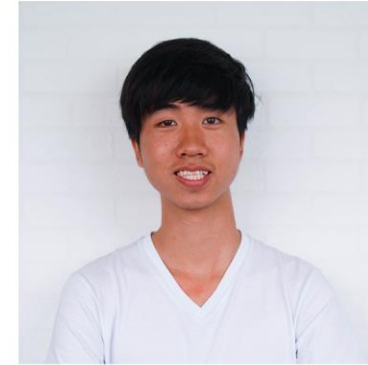


## MELANIE HSU

*Summer  
Innovator,  
Talent  
Management*

"I will strive to always be a better version of myself to make our Hong Kong a better place to live."

I am Melanie, a second year student at the Hong Kong University of Science and Technology with a major in Professional Accounting. I have a great passion for travelling, since I like to look at the world through my eyes and be immersed in cross-cultural environment to broaden my horizons. I am also a keen learner who is enthusiastic about rising to different challenges. I always believe that your learning curve is the steepest when you are willing to step out of your comfort zone. That's why I am now in Talent Management Department, an area which is completely out of my major field of study. Echoing with the Talent-first culture in HKBN, I have the opportunity to review the current LIFE-work priority arrangements and propose suggestions for improvements. I believe that it is a great opportunity for me to explore and develop my potential in this subject, and I am excited to enrich my learnings with the various opportunities in the upcoming weeks.



## ALSON SZETO

*Summer  
Innovator,  
Administration*

"I will strive to promote green environments in companies to make our Hong Kong a better place to live."

Hello, I am Alson from the Administration Department. Currently, I am a year three student majoring in Government and Public Administration at the Chinese University of Hong Kong.

One motto I would keep in mind whenever I decide programs for my college as well as the future strategies of HKBN is that our long-term strategies should align with mitigating the environmental crisis of the world. Evidently, the negative effects of global warming are intensifying as reflected by increasingly adverse weather globally. Therefore, reducing waste and the emission of greenhouse gases are fundamental to HKBN. One of the major tasks for me is to set up the short-term and long-term greenhouse gas reduction targets for HKBN. Other tasks include reviewing the waste reduction guideline and organizing workshops for our colleges. Every task seems to be tiny and the actual results are unknown at this moment. However, as long as we have set up a purpose of HKBN, we hope we can positively influence other competitors in our industry, hence creating a unique corporate culture at HKBN.





## NIRAV JETHANI

*Summer  
Innovator,  
Marketing —  
Digital Platform  
Innovation*

"I will strive to innovate to make our Hong Kong a better place to live."

I am a penultimate year Business Operations Management major at City University of Hong Kong. Presently, I'm working as a summer intern under the digital marketing department at Hong Kong Broadband Network Ltd. In the past, **I've had experience working as an intern in Dubai and working as an entrepreneur in India.** I've also worked as a contractual employee of the World Federation of United Nations Association (WFUNA) to organize youth camps and model UN conferences in South Korea and the United States of America. My plans for the near future are to graduate with first class honors and work in Hong Kong for a couple of years, after which I'd like to pursue a master's degree in the USA.

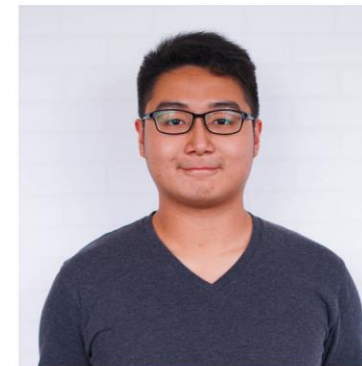


## ROCKY SIU

*Summer  
Innovator,  
Marketing —  
Digital Platform  
Innovation*

"I will strive to be a pioneer in my field to make our Hong Kong a better place to live."

Hi! My name is Rocky and I went to an international school for high school and am currently studying Philosophy and Economics at the University of Edinburgh. I previously worked at HKBN full time for a half year so I am more familiar with the company and its culture than most. I believe what makes me stand out from the crowd is that I'm not afraid to ask the big questions. **Studying Philosophy has made me much more understanding of root problems and has equipped me with a refined and analytical mind.** This skill has helped me greatly with the work I'm doing now, augmenting my insights for analytics and digital marketing. I plan to finish my current degree then perhaps pursue a master's in the States afterwards. HKBN has really given me motivation to make change within the company. I look forward to the future where possibly one day, I will be able to lead my own talents with wisdom, openness, and strength.



## THOMAS CHOW

*Summer  
Innovator,  
Marketing —  
Communications*

"I will strive to do volunteering to make our Hong Kong a better place to live."

Hi, I am Thomas. I am currently studying in a dual degree programme in Integrated BBA (Marketing) & Journalism and Communications in CUHK. What I have learnt in my university is the practical way to create marketing strategies and campaigns, such as learning technical skills in multimedia production.

I often do volunteering. I can meet different minority groups or individuals to understand their needs. Every one of them has their unique story behind. **Volunteering is dual-sided learning, and I always make discoveries through my volunteering experience.**

I am doing with the shop and social media promotions of HKBN related services, ATLs and advertising. Last year, I was the president of The Society of Business Administration in CUHK and being a marketing intern in Green Monday, which anchors my future career plans in advertising and multimedia production industry.





## ANSON CHAN

*Summer  
Innovator,  
IT – Application  
Development*

**"I will strive to bring more new technical applications in our daily life to make our Hong Kong a better place to live."**

I am Anson, a third-year business undergraduate of the Hong Kong University of Science and Technology. I double major in Information Systems and Marketing. I will say I am a fast-learner and willing to take up challenges to test my limit. Due to my study area, I have built up a strong interest towards the technology field. Before getting into HKBN, I have always set my future career goal in cyber-security industry. However, as an intern at HKBN, I am attached to the IT department and currently working on a project of Chatbot. This is actually a very precious opportunity for me to explore some other new ideas such as artificial intelligence technology and machine learning, and perhaps it is a chance for me to develop a new interest. I am impressed by the core value of HKBN – 'Make our Hong Kong a better place to live' and I am determined to contribute my best to help to achieve it. **Not only do I wish to bring innovations to the team, but I also aim to grasp each opportunity and reach out to different Talents to learn the successful formula for my future career throughout the whole internship.**



## MICHELLE CHAN

*Summer  
Innovator,  
IT – Application  
Development*

**"I will strive to learn new technology to make our Hong Kong a better place to live."**

My name is Michelle. I'm a penultimate student studying in the Applied Statistics Specialist Program and pursuing a Mathematics Minor at the University of Toronto. I enjoy playing guitar and harp, and listening to EDM. I am also a part time eyelash extension technician who aspires to make everyone feel pretty and confident about themselves.

I consider myself as a fast learner and self-motivated person. Apart from learning statistical methodologies and computation at college, I am learning more techniques to build intelligent system, such as machine learning (ML) and advanced data visualization, on e-learning platform during my spare time. Being an intern at the HKBN's ITAD department, I'm currently learning some hands-on ML application. **The world keeps changing, and we must keep up with the current technology to avoid elimination by the society and increase our competitive advantage. Therefore, I believe that eagerness to learn is the key to success, there is always room for learning and improving ourselves.**



## JACKY CHOW

*Summer  
Innovator,  
Network  
Dept.*

**"I will strive to be a proactive learner to make our Hong Kong a better place to live."**

I am Jacky, currently a year one Mathematics student at the University of Cambridge. Mathematics students are often thought to be nerdy, unsociable and with a sole interest in science, but people often consider me as an atypical one: energetic, passionate and have a broad scope of interest. Although I may not be a good player, I love to play basketball and snooker when free. I am also fascinated by hiking and photography, in which I can discover and capture the beauty of our beloved city.

HKBN is the first place that I have ever worked. As a summer innovator in the Network Department, **I wish to find out how could the massive network structure be maintained and expanded, and to learn to utilise my proactiveness in the business environment.** Moreover, I am here to find out why this hub in Kwai Chung can bring a great change in Hong Kong, ultimately making our city a better place to live. After the experience, I hope to gain understanding in the IT world and be prepared for challenges in the financial service industry.





## WINNIE IP

*Summer  
Innovator,  
Network  
Dept.*

"I will strive to learn continuously to make our Hong Kong a better place to live."

Hello! I am Winnie Ip, currently studying at HKUST. I was born and raised in Hong Kong. Being a business student studying marketing and operations management, I am especially interested in the pricing strategies used in different business model or industries as it is the only "P" that involves harvesting value for the company among the four major marketing components. It is very important for a company to sustain itself and make profit. Most importantly, many of us are concerned about it! My interests are writing and learning new things. My motto is "sometimes you may not be the best, at least you are better than those who do not even try it." That may also explain why I am working in the Network Department at HKBN. I have worked in start-ups in Singapore, a local coffee company and one of our competitors in the telecommunication industry. Although they are different industries, what I did is similar and all are about marketing. I would like to make some changes and gain more insights during this summer at HKBN. I am looking forward to learning something new and making as many friends as I can during the summer.

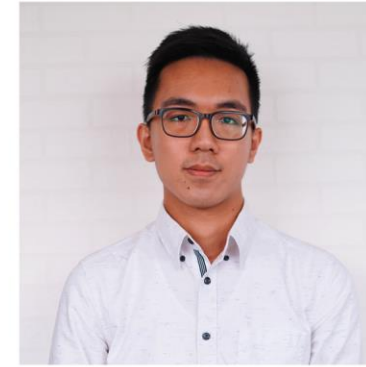


## KELVIN NG

*Summer  
Innovator,  
Legal  
Dept.*

"I will strive to connect with as many people as I can to make our Hong Kong a better place to live."

Hey guys! I'm Kelvin from the Legal Department. I have finished my 2<sup>nd</sup> year of a double-degree program, a BBA (Major in Accounting) and Law at HKU. At HKBN, I focus on preparing replies to recent consultations launched by the Office of Communication Authority. I'm so excited to learn at HKBN as this is my first time working in a corporate environment! What makes me special is my diverse background, skills and interests. I had experience working for multiple law firms and a fintech start-up. My interest also expands to business case competitions and mock-trial competitions. I also love fencing and voluntary activities. That's why I was a member of the St. John Ambulance and a social enterprise at my school. It is also why I'm attracted to HKBN as it devotes its core business to achieve social goals which is similar to the social enterprise to which I have devoted. Aside from my career goal to be a corporate lawyer, my life goal echoes with HKBN's, to make the world a better place. It is often difficult to do it alone. I want to connect with as many people as I can to make a positive impact on our society.



## CHRIS TONG

*Summer  
Innovator,  
Finance  
Dept.*

"I will strive to create diversity to make our Hong Kong a better place to live."

My name is Chris, a sophomore student studying International Business at Reutlingen University Germany, majoring in Finance and Accounting. I am thrilled to be onboard HKBN as my first internship experience. I strive to be a good listener who can easily acknowledge the full picture and also be the one who can provide constructive feedback to facilitate improvements for HKBN in the era of innovation being the only way to success. I consider myself a detail oriented person and a fast-pace learner which I hope to leverage at HKBN.

I value the importance of communication as a facilitator of relationship. I am also passionate in learning new languages and discover their uniqueness of expressing themselves. It also forced me to face unfamiliar territories which is always a chance to train myself. Moreover, it is lucky for me to study in a multi-cultural environment like our group of summer innovators, which I am sure we can take away more than expected.



## MACY HO

*Summer Innovator,  
Enterprise Solutions*

"I will strive to innovate to make  
our Hong Kong a better place to  
live."

I am Macy, currently a first-year business student from the Hong Kong University of Science and Technology.

Prior to working in HKBN, I have worked in a consulting firm in London and a multi-national financial administrative firm as well. My previous internship experiences have prepared me as a person with open mindset and sophisticated people skills. Proud to be one of the Summer Innovators, I will exert my competitive edges to this internship and devote myself into bringing innovations and new insights to not only HKBN, but also the Hong Kong society.

"Stay hungry, stay foolish", with this life motto in mind, I am open to all feedback and forever yearn for learning in an endeavor to become an entrepreneurial, ambitious, and passionate problem solver.



## CHRIS WAN

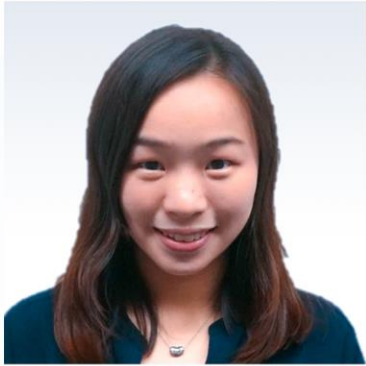
*Summer Innovator,  
Enterprise Solutions*

"I will strive to keep assisting  
'peonies' to make our Hong Kong a  
better place to live."

I am Christopher Wan, currently studying law in Brunel University London and I am working in Business Analysis and Sales Support Department of Enterprise Solutions in HKBN. Apart from working and studying, I enjoy playing football and volleyball in my spare time. I may not be a great athlete but I have learnt a lot as both of them require team spirit and cooperation. There is a Chinese idiom that I have experienced from team sports which is, 'Although the peony is beautiful, it depends entirely on help from the green leaves.'

I may not be superior in different aspects at this moment, but what makes me different is that I have learnt to be a great 'green leaf' and maybe I can be a 'peony' one day.





## TRACY CHAN

*Management Trainee,  
Marketing*

"I will strive to apply the spirit of a foodie to make our Hong Kong a better place to live."

Hey I'm Tracy, a graduate from The Chinese University of Hong Kong and currently a marketing trainee at HKBN. Graduated with concentration in management information system from business school, I did realize that I'm not really a coding person. Indeed, one of my favorite classes in college is "Introduction to Performance". Having a taste to act as a stern, suspicious, and cynical principal of a cathedral school, which is totally different from "Tracy", I've found the way to not only present my character, but also the character as "Tracy" in an effective way.

The only thing I like better than talking about food is eating. I'm actually also a part time foodie, majoring in Hong Kong local gourmet. It is an exciting process to search and try for new restaurants as the results are always unpredictable and interesting. Every trial and error is also an important experience for me to clear the stage for being a professional foodie one day.

I continue to apply my spirit of a foodie on my journey as a marketing trainee, always eager to take up new challenges though it may be tough and strive for every opportunity!



## SOIA LI

*Management Trainee,  
Marketing*

"I will strive to break out of my comfort zone to make our Hong Kong a better place to live."

This is Soia, a newly joined Marketing Trainee. I "will be" a fresh graduate from the City University of Hong Kong as my official graduation date is on 16 July. Anyway, I majored in marketing and that is why I decided to join HKBN as a marketing trainee.

Surely, I am interested in marketing, be it designing campaigns or coordinating events. With my curiosity, I tried various positions in different companies. For instance, I was the Marketing & Communications Intern in United Technologies Climate, Controls & Security which mainly handling with PR related issues and some event planning. I was also a marketing intern in a marketing agency that focuses on doing secondary market research.

Apart from my work, I have so many hobbies like cooking, baking, singing, traveling, doing sports, etc. I recently took up a new role as a backing vocalist for a live band. **In short, I am always willing to try new things. I would never limit myself or trap myself in my comfort zone, as you will never know whether you are really into something and there are too many possibilities in our lives.**





## KEVIN LUI

*Management Trainee,  
Finance*

"I will strive to stay hungry to  
make our Hong Kong a better place  
to live."

I am Kevin Lui, this year's finance trainee at HKBN. I always ask myself two questions:

- (1) How much have I learnt today?
- (2) How excited am I to learn more tomorrow?

As the world is moving and life could never be satisfied by what you have achieved yesterday, I always believe it is good to be adaptable to learn, move and change until the day I expire. If every day starts to seem the same, that's not a life, you wouldn't realize the way to improve yourself. So keeping myself hungry is always the way to better myself and the surroundings.



## CHRISTINE PO

*Management Trainee,  
Marketing*

"I will strive to volunteer to  
make our Hong Kong a better place  
to live."

Volunteering plays an important role in my life. I have a strong belief in a saying "When God blesses you financially, don't raise your standard of living, raise your standard of giving". At HKBN we have a clear yet ambitious mission, which is to make our Hong Kong a better place to live, to achieve this, I believe the first step is to understand our society by stepping into the lives of the underprivileged. Through voluntary work, it allows me to find out more "proudly made in Hong Kong" stories. The HKBN Talent CSI Fund is also a driving force for me to become part of HKBN as the company has made the best use of each Talent's capabilities and strength to contribute to society.

I always ask myself, do I have a personal J-curve? My personal J-curve investment is definitely volunteering locally and globally, this is how I make myself to be meaningful yet relevant to the society.