

SPHERE

22

SPORT FOR ALL

Catching the
Olympic spirit



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NUMBER 22 AUGUST 2008

A Few Words from the Editor

THE EYES of the world will be on Beijing in August when thousands of elite athletes seek gold medals and glory at the 2008 Olympic Games as China plays host to the greatest sporting show on earth for the first time. In this issue, we look at how the spirit of the Olympics can serve as an inspiration to Hutchison staff around the world. Sport and physical exercise have an important part to play in contemporary corporate culture as they help improve health, enhance teamwork and boost corporate branding.

We also take you to Australia where a remarkable health service called The Royal Flying Doctor Service is celebrating 80 years of helping people in remote parts of the Outback. There's also a look at how staff training programmes are improving customer service at Watson's Wine Cellar stores as well as a mouth-watering piece on why today's chefs are warming to the delights of induction cooking.

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

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Newsbites

HISTORIC OCCASION

UNITED STATES US Congressman Eni F H Faleomavaega, Chairman of the Asia Pacific Subcommittee of the US House Foreign Affairs Committee, presents HWL Chairman Li Ka-shing with a letter signed by 20 members of the US House of Representatives recognising Mr Li's "extraordinary life, distinguished career, humanitarian service, achievements, and legacy as a global philanthropist and entrepreneur." The letter, along with a statement by Mr Faleomavaega honouring Mr Li on his 80th birthday, was recorded into the Congressional Record and made a part of American history on 13 June 2008. 



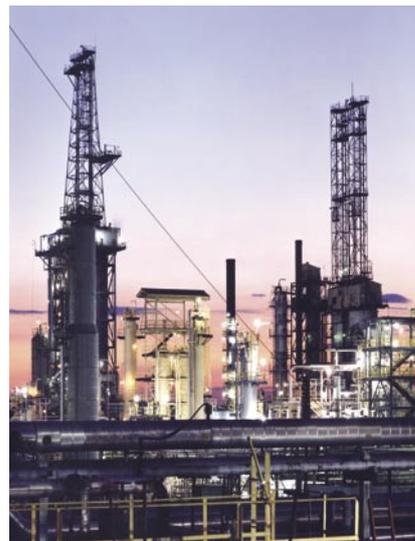
CONGRATULATIONS!

HWL has received an award from *Corporate Governance Asia*, the region's most authoritative journal on corporate governance.



Joint Venture

CANADA Husky Energy has formed an integrated oil sands/refining joint venture with BP involving Husky's Sunrise oil sands project in Alberta, Canada, and BP's US refinery in Toledo Ohio. 



Getting Started

CHINA Nearly 200 people attended the ground-breaking ceremony for Hutchison Whampoa Property Limited's first large-scale luxury yacht, vacation and resort complex in Jiangmen. 



iPHONE ARRIVES

HONG KONG The Apple iPhone 3G is available in Hong Kong thanks to Hutchison Telecom. The iPhone 3G combines all the revolutionary features of iPhone with 3G networking that is twice as fast as the first generation iPhone and built-in GPS for expanded location based mobile services. 

Power Play

NEW ZEALAND Cheung Kong Infrastructure Holdings Limited (CKI) has added a new country to Hutchison Whampoa's global presence, New Zealand, with the acquisition of Wellington Electricity Distribution Network Limited. Commenting on the transaction, CKI Group Managing Director H L Kam said: "It will extend our geographical reach. CKI's energy business will span Hong Kong, Mainland China, UK, Canada, Australia and New Zealand." **I**



OLYMPIC CHEER

HONG KONG Cheering Lady, one of the official Olympic cheerleading squads, performs at Wonderful Worlds of Whampoa to celebrate the 100-day countdown to the Beijing Olympics and the arrival of the torch relay in Hong Kong. **H**

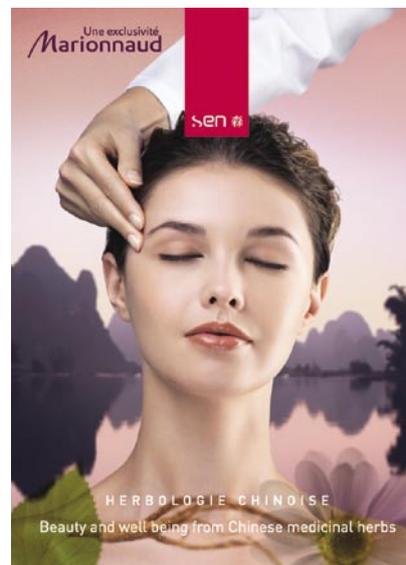


YEAH!

HWL is ranked 286th in the 2007 Fortune Global 500 list of the world's largest companies.

Tapping into the Water Business

ISRAEL Hutchison Whampoa Limited (HWL) has launched a new division, Hutchison Water, to provide water production and treatment solutions. With offices in Hong Kong, Mainland China and the Middle East, Hutchison Water is looking to tap into the rising global demand for water. "Increasing demand coupled with depleting natural resources from global warming, over usage and contamination has created significant opportunities in this field," said HWL Group Managing Director Canning Fok. "Hutchison Water intends to rapidly develop its business in this burgeoning market." **I**



Sen Expands

FRANCE Sen is distributing its Traditional Chinese Medicine consumer products in France through Marionnaud's network of stores. Sen develops and markets a premium range of herbal tea, body care and skin care products at its seven central London shops and selected third party luxury outlets. **I**

On schedule

THAILAND HK Electric's first power generation project outside Hong Kong – the two 700MW blocks of the Ratchaburi gas-fired combined cycle power plant in Thailand – has started commercial operations on schedule. **I**



CHARITY VISIT

HONG KONG A group of volunteers and chefs from the Harbour Plaza North Point spent a happy and sporty morning with children from the Precious Blood Children's Home. The children made delicious cream puffs and also met members of the Hong Kong rugby team. **H**

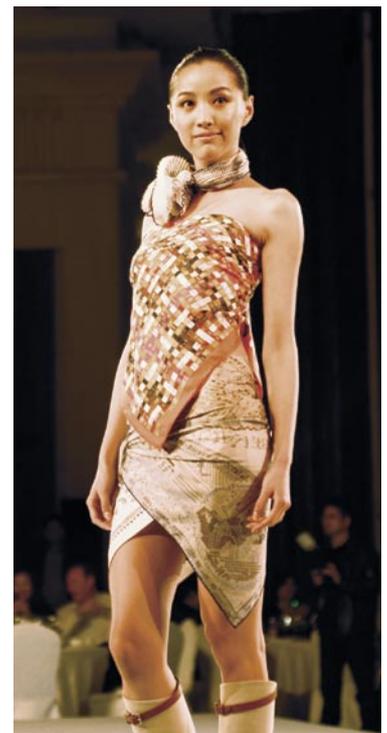


RED ALERT

IRELAND 3 Ireland is launching its latest must-have accessory – the classy hot red Sony Ericsson W910i, named best handset at the Global Mobile Awards. Apart from looking great, the W910i also boasts the ultimate entertainment, music, video and web access. **T**

Green campaign

CHINA PARKnSHOP's Zhongshan store was the venue for the launch of the "Say No to White Pollution" campaign that saw 500 environmentally-friendly bags given to customers. PARKnSHOP has also launched a series of initiatives to encourage customers to redeem an environmental bag for RMB4 (about HKD4.5) for purchases of over RMB68. **R**



Shanghai Celebration

CHINA Hutchison Whampoa Property Limited stages "Art De Living Nite" for 400 guests to promote its two Shanghai projects, Regency Park and Maison des Artistes. The banquet, at the Shanghai Shangri-la, mixes music, dance and opera, and is rounded off by the Hermes Spring Summer Scarf Show 2008. **H**



SPORTING OFFER

ITALY 3 Italia is offering free Internet access and DVB-H television channels to enhance its cross-media mobile package for its 850,000 customers. This will allow them to watch top sports events, including the Beijing Olympics, and a selection of information and entertainment programmes, live, free and in digital quality. **1**



A real TREAT

HONG KONG HWL Volunteer Team members join students from different backgrounds at the TREATS Journey to Integration 2008 at the piazza of the Hong Kong Cultural Centre. **C**



APPLAUSE!

Harbour Plaza Resort City is voted the Best Family Resort Hotel at the Three Weekly Parent Choice Awards 2008.



Austria Calling

AUSTRIA 3 Austria launched its new mobileTV and ShowTime services with an advertising campaign featuring footballing "heroines of the green pitch" and the slogan "mobileTV as much as you want, call as much as you need." **T**

UNIVERSITY CHALLENGE

CHINA More than 2,000 people attended the first Watsons Lifestyle Cultural Festival at Peking University. A charity T-shirt sale raised money to help children and students suffering from leukemia. **R**



Green Trails

HONG KONG Visitors to Lamma Island can now enjoy three new eco-trails developed under a three-year Green Lamma Green project organised by HK Electric and the Conservancy Association. More than 2,000 seedlings have been planted and 20 educational panels have also been installed along the route. **I**



STAR ATTRACTION

CHINA A four-day cheerleading team performance thrilled crowds at the Shanghai Westgate Mall. The star attraction was the Shanghai team that will perform at the Beijing Olympics. **H**

1,000,000

**One
in a Million**

SWEDEN Evelina Sande Idenfeldt will never forget the day she walked into 3 Scandinavia's flagship store in central Stockholm's fashionable Stureplan district. As she stepped through the door she was told that she was 3 Scandinavia's millionth customer. After flowers and champagne, she had her pick of a free handset (she chose a Sony Ericsson W890) and was given a "One in a million" subscription allowing her three years of free calls and a lifetime of VIP support. "Of course I'm happy but I'm also a bit shocked," said Evelina. "I choose 3 because I'm a heavy caller but this exceeds all my expectations." **T**



HUSKY MISSION

CANADA The CGG Veritas Vantage is carrying out the largest-ever seismic programme undertaken by Husky Energy in the Jeanne d'Arc Basin off the east coast of Canada. The ship will acquire 2,500 square kilometres of data during a four and a half month period south and east of the Terra Nova field. **I**



OPEN FOR BUSINESS

HONG KONG After a HKD10 million refurbishment project, The Kowloon Hotel hosted the grand opening of The Window Cafe, The Middle Row Bar and the Chinese restaurant, Loong Yat Heen. **H**



Carbon Neutral Videophone

ITALY 3 Italia is introducing the Rigenerazione 3, the first environmentally-friendly carbon-neutral videophone. The programme involves replacing damaged parts instead of disposing of the phones and also planting trees to compensate for the greenhouse gas emissions of the regenerated products. **T**





FROM PARIS TO HONG KONG

HONG KONG Guests and VIPs at the opening of the A S Watson Group's first Hong Kong branch of Marionnaud Paris, the luxury perfumeries and cosmetics store. The retail outlet on Nathan Road, Tsim Sha Tsui, features 11 internationally renowned luxury beauty brands. **R**

Port Expansion

UNITED KINGDOM Work has started at the Port of Felixstowe on phase one of the Felixstowe South Reconfiguration scheme. Scheduled to be ready by April 2010, the deep-water quay will be equipped with seven state-of-the-art quay cranes able to accommodate the largest container ships in the world. Felixstowe South will be the first major UK port development to provide much-needed additional capacity for deep-sea container operators. **P**



YEAH!

TOM Outdoor Media Group won the 2003-2008 Outstanding Company Promoting China Outdoor Advertising Prosperity award at the Fifth China Outdoor Advertising Conference 2008.



WEDDING BELLS

HONG KONG Hong Kong's leading wedding information provider, wedding.esdlife.com, already provides the most comprehensive wedding-related information and services to Chinese people around the world. Now ESDlife, in partnership with the Hong Kong Productivity Council, has developed the ground-breaking Quality Wedding Merchant Scheme (QWMS) to give brides and bridegrooms-to-be opportunities to identify excellent service providers in Hong Kong. **I**



Online Safety Tips

IRELAND 3 Ireland is helping to raise awareness about IT security amongst Irish Internet users. The "makeITsecure campaign" educated consumers about issues such as Phishing, Spyware, identity theft and security when social networking. A booklet with IT security information and advice was distributed to over 900,000 people. **T**



Green Giant

New crane a real HIT!



A WHOLE RAFT OF GREEN initiatives has been launched by Hongkong International Terminals (HIT), earning the company official plaudits for its increasingly eco-friendly approach.

In Hong Kong, as in other advanced jurisdictions, there is more and more concern about the environment; the public increasingly scrutinises the eco-friendly credentials of major corporations.

HIT is taking a lead in the industry with a programme that ensures there is as little wastage, or pollution, as possible during all stages of the terminal's round-the-clock operations.

The most recent initiative was to deploy 17 electric rubber-tyred gantry cranes (known as eRTGCs), the first phase of a USD18 million (HKD140 million) crane-electrification programme that will reduce emissions at the city's giant Kwai Tsing Container Port. HIT is the first terminal operator in Hong Kong to deploy eRTGCs, a project that is part of an ongoing series of initiatives to help protect the environment.

To celebrate the green efforts, HIT organised a "Green HIT" ceremony in the container yard, attended by Edward Yau, the Secretary for the Environment, who jointly officiated the event with HIT Managing Director Eric Ip.

The new cranes are more energy efficient, with no noxious gases or black smoke. There is no engine maintenance which, in turn, reduces waste disposal of lubrication oil, filters and engine parts.

Another environmentally-friendly move is to introduce hybrid versions of eRTGCs which have lithium batteries, with the power coming from the engine and the battery during the loading of ships and trucks. The batteries are recharged while the engine is working, or idling, which means the energy is recycled with no wastage.

In addition, HIT has switched to the cleaner ultra-low sulphur diesel, at an annual cost of USD500,000 and introduced variable engine speeds to reduce noise and fuel consumption.

This year will also see the installation of electronic ballasts on 1,350 crane floodlights, a move that will result in energy consumption being reduced by 40 per cent. All quay crane floodlights will be switched off when idling.

A look at other areas at the HIT operation has resulted in even more eco-friendly changes. A drainage system now collects emulsified grease water generated by the maintenance workshop for off-site disposal; petrol stations have been fitted with underground oil interceptors; waste such as batteries and scrap metal is collected for recycling; chemical waste is stored in a central compound; and used lubrication oil and hydraulic oil are now recycled using dynamic oil purifiers, a change that has cut consumption by 46 per cent annually.



MOBILE BROADBAND is here. After being packaged into physical data pipes and then transmitted at WiFi hotspots, broadband is now available through a mobile phone near you. And that's good news for customers whose days involve a non-stop stream of e-mails, "google" queries and Facebook browsing, while keeping up with their friends by instant messaging.

Mobile broadband is a relatively new term that has only recently crept into the ever-expanding IT vocabulary. What it really means is that you can surf at high speeds over the same frequency as your mobile phone. It is extremely convenient, especially for people on the road as it solves the problem of finding that Ethernet jack in a crowded coffee house.

WiFi was the previous answer for those mobile consumers who wanted or needed broadband access over the air. However, WiFi was only a partial solution – it released you from the need for wires, but you still had to find a WiFi hotspot.

Mobile broadband unshackles you from needing to find the right location since it is available wherever your mobile phone works. Setting up is a breeze – no cables, wires or unwieldy installation menus. It is also very fast, allowing you to zip through a 3MB music track download in as little as 20 seconds. Best of all, with

3 Mobile Broadband, you can enjoy all these conveniences without paying a huge bill.

Currently you have three options to use 3 Mobile Broadband: a USB modem, PC card or your phone.

Installing a USB modem – 3's sales are now over a million – is as simple as plugging it into the USB interface on your laptop. A PC Card is the same, except it uses your laptop's PCI or PCI Express slot. The mobile phone version simply uses the phone as the modem, while connected to your laptop, either using Bluetooth or with a wire. This allows you to freely receive or make calls, while speeding through the Internet at broadband speeds.

So how fast is fast? 3 Mobile Broadband, for example, uses HSDPA so you can achieve theoretical download speeds of up to 7.2Mbps, although typical speeds will average slightly less. That is similar to or even faster than WiFi. No HSDPA? Then the modem uses the available 3G or GSM to connect to the Internet. Although 3G speeds are a shade slower, they allow you to retrieve your e-mails or surf your favourite Websites with ease.

Best of all, you only pay for what you use or download. Like your mobile phone, you choose the package you want, depending on your lifestyle. For instance, 1GB will give you 100 hours on the Web, 50 music tracks, 50 hours of instant messaging and allow you to send 1,000 emails – enough data for an average consumer who wants to be connected to the world.

Take Terry Harmer in Ireland, for example. "I have tried every option for broadband," he says.

"I learned about 3, picked up a broadband pack from their store and it worked immediately. I was so impressed that I bought another one for my wife."

Now that's what you call a satisfied customer! 



GET *Mobile broadband – it's the future*
CONNECTED

OUTBACK CHALLENGE

*The Royal Flying
Doctor Service celebrates
80 years of helping
people in remote
parts of Australia*

By Peter Morgan



THE DAUNTING VASTNESS of Australia's ancient, sun-burnt landscape poses huge logistical problems for the provision of essential services, especially health care.

The Royal Flying Doctor Service (RFDS) was formed in 1928 to combat the isolation of communities, both Aboriginal and non-Aboriginal, throughout the Outback.

And now the Flying Doctor is celebrating its 80th anniversary by launching a major health programme for the remote areas of South Australia, thanks to vital funding from the Li Ka Shing Foundation.

The Foundation has agreed to fund the 10-year Healthy Living Programme that promotes, encourages and supports healthy lifestyle changes throughout the Outback.

The basic strategy is to actively promote the benefits of increased physical activity and improved dietary intake while providing regular access to important health education.

The AUD3 million (about HKD22 million) funding is the largest sponsorship of its kind in the distinguished



The Healthy Living Programme is targeting 1,000 participants

history of the Flying Doctor, which is recognised as the largest and most comprehensive aero-medical organisation in the world.

“The RFDS provides a crucial lifeline to those who live, work and travel in rural and remote Australia,” says Peter Tulloch, the Chairman of the programme’s management committee.

“With a long history of promoting educational, health and humanitarian initiatives around the world, the Li Ka Shing Foundation is committed to supporting pioneering projects that foster a better society. We believe that this long-term initiative will bring immense benefits to the remote communities of the Outback.”

Mr Tulloch is also the Chairman of South Australian electricity

company ETSA Utilities and two other Australian power companies, Citipower and Powercor, which are all jointly majority owned by Cheung Kong Infrastructure Holdings Limited and Hongkong Electric Holdings Limited.

The Flying Doctor has recognised the invaluable contribution by its latest benefactor by branding a fully medically equipped Pi-latus PC-12 aircraft with the name of the Li Ka Shing Foundation. However, as the programme targets many small communities, its two full-time health professionals usually criss-cross the north and northwest regions of South Australia by vehicle.

The programme is targeting 1,000 participants in remote com-



The Royal Flying Doctor Service provides a lifeline for those who live in rural and remote Australia by treating the sick and encouraging healthy lifestyles.

in remote communities

munities such as Oodnadatta, Woomera and Marree, where the combined total population is about 10,000. As the project becomes established, new families and participants will be recruited.

“Some changes in lifestyle habits may appear simplistic but their effect can be quite dramatic,” says Dr John Setchell, General Manager Health Services, RFDS Central Operations. “Even basic forms of physical activity such as walking can achieve significant beneficial outcomes. The long-term support offered by the Li Ka Shing Foundation will allow us to facilitate the generational changes necessary to improve

FACTS AND FIGURES				
	Central Operations*		National	
Service Area (million sq. km)	2.3		7.15	
Number of Staff	120		705	
Number of Aircraft	11		47	
Number of Aircraft Bases	3		21	
Number of Health Facilities	3		6	
	Daily	Annually	Daily	Annually
Patients Attended	141	51,391	665	242,547
Aeromedical Evacuations**	21	7,604	96	35,089
Distance Flown (km)	12,330	4,500,336	59,492	21,714,595
Number of Landings	35	12,706	178	65,074
Healthcare Clinic Visits	10	3,506	34	12,247
Telehealth Consultations	37	13,439	207	75,439

* Based in South Australia

**Aeromedical transfers includes emergency evacuations and hospital transfers

the overall health of people in these communities.”

The RFDS identified a gap in the provision of this kind of information in remote communities and, just as importantly, the resource commitment needed to make a real difference.

RFDS Central Operations CEO, John Lynch, says: “It was one issue to identify the need for the project and then another to obtain the financial resources to implement a meaningful programme.

“The contribution of the Li Ka Shing Foundation is truly extraordinary. This area of proactive health promotion will become an increasingly important priority for the RFDS.”

Each person involved will be regularly monitored to assess changes in their condition and be provided with guidance and support to encourage on-going commitment to the programme.

In Australia, significant differences exist in the health status of Australians living in remote areas versus those in metropolitan areas, and also between Aboriginal versus non-Aboriginal Australians. Reducing these differences is a priority for this programme.

By addressing a range of obesity-related issues, improved health outcomes anticipated include reduced complications of diabetes, improved blood pressure control and reduced levels of cardio-vascular disease. These outcomes will support the broader aims of the Flying Doctor to improve health through enhanced preventative health care programmes.

Before the Foundation became involved in the programme, Mr Tulloch spent two days visiting the remote communities. “The communities were surprisingly deprived and there was a real sense of isolation,” he says. “With red earth everywhere, the people can’t grow anything. It was an eye-opener to see the challenges, including health challenges, of people living out there, trying to live in traditional ways.

“These communities are just crying out for progress. There are lifestyle issues like malnutrition. I kept wondering how this could happen in an affluent country like Australia.”

Mr Tulloch says he came away convinced it was necessary and important for health initiatives to be introduced. “It’s basic stuff we are talking about but it’s important and makes a difference to a lot of people. The cycle needs to be broken,” he says.

He was immediately attracted to the reputation and track record of the Flying Doctor in delivering Outback “miracles.” “I saw the strength of the RFDS to these wider communities. It’s not just about treating broken legs, but lifestyle, exercise, and diet,” he says.

For the second time in the past four years, the Flying Doctor has been awarded the title of Australia’s Most Trusted Charity in an independent national survey conducted by *Reader’s Digest* magazine.

“I think there is a heartfelt belief out there in the community that the RFDS can always be relied upon and this is reflected in the survey results,” says Mr Lynch. “We may not be the most prominent organisation in terms of everyday public exposure, but our crews are always there – 24 hours, every day of the year, come rain or shine.”

It’s not just about treating broken legs,



PHOTOS: RIGHT, THE AUSTRALIAN; TOP LEFT & RIGHT, THE ROYAL FLYING DOCTOR SERVICE

Clockwise from left: **Peter Tulloch, Chairman of ETSA Utilities, talks about the Li Ka Shing Foundation funding for the RFDS healthcare programme – “These communities are just crying out for progress”;** Children receiving check-ups from RFDS staff, who travel huge distances to reach remote communities.



but lifestyle, exercise and diet



HOW IT ALL BEGAN

THE gradual development of Australia's vast Outback was made easier with the establishment of the world's first comprehensive aerial medical service.

The Royal Flying Doctor Service (RFDS) was established by a cleric, Reverend John Flynn, in 1928. In its first year, it flew 28,000 kilometres, providing medical help to 255 patients and saving four lives.

Previously, serious illness or accident often meant death for those living, working or travelling through the Outback. Many would have lived had they received medical aid quickly enough.

Today, the RFDS remains unique for the range of primary health care and emergency services it provides and for the huge area of sparse population and climatic extremes over which it operates – 24 hours a day, 365 days a year.

In its 80th year, the Flying Doctor will fly more than 21 million kilometres and provide medical assistance to around 250,000 people – that's one every two minutes.



The RFDS, a not-for-profit organisation, today:

- Operates 21 aircraft bases across Australia
- Manages six remote health facilities
- Maintains a fleet of 47 aircrafts, each costing AUD6 million
- Employs a staff of more than 700

While supported by Australia's national and State governments, the Flying Doctor relies heavily on fundraising initiatives and the support of valued benefactors such as the Li Ka Shing Foundation.

SPORT FOR ALL

Catching the Olympic spirit

By Mark Redvers

WATCHING THE OLYMPIC GAMES brings out the amateur athlete in everyone: kids who watch the athletics and swimming events immediately want to head down to the local track or pool to emulate their heroes, adults vow to fit more exercise into their schedule.

This summer's Olympics, to be held for the first time in China, promise to have the most success ever in persuading people to incorporate some kind of sport into their everyday lives. The two-week feast of sport in Beijing is certain to notch up record global audiences, with the vast majority of the host nation's 1.3 billion population glued to their television sets for the duration of the Games.

When local hero Liu Xiang, he of poster-boy looks and lightning stride, makes his expected appearance in the 110 metres hurdles final, the entire nation is likely to come to a standstill as people watch an anticipated gold-medal performance from the nation's best-ever track star. Likewise, superstar basketball player Yao Ming and his team-mates are under immense pressure to deliver, as are the nation's swimmers, divers and gymnasts, disciplines where Chinese sportsmen and women have excelled in recent years.

Their success – along with the continuing brilliance of badminton and table tennis players – has had an impact on sports participation nationwide. The increased affluence of recent years has seen more and more people take up golf, join gyms and play tennis, activities that are, in addition to providing significant fitness benefits, clear signs of having made it to the ranks of the middle classes.

Corporate encouragement has also played its role in popularising sport both in China and other parts of the world. Setting up sports-assistance programmes, as Hutchison does worldwide, has the multiple benefits of fostering goodwill, helping team building and bonding among the workforce and, of course, ensuring that employees are fitter, happier and more productive.

At its most basic level, sport is about running, walking or swimming in a non-competitive way, a means of



ensuring that the heart and lungs are given a thorough, and regular, workout. It is highly unlikely that anyone living in the modern age is unaware of the extensive medical proof showing that regular exercise, and a healthy diet, can significantly reduce the risk of heart problems and, ultimately, promote longevity.

For modern-day kids, participating in sport is a far more stimulating pastime, in mental and physical terms, than long hours spent in front of a monitor playing computer games. Among the leading world sports figures who are passionate about encouraging youngsters to play real, not cyberspace, games, is multiple Olympic medallist Sebastian Coe.

“Today’s children live in a world of conflicting messages and competing distractions,” says the man who was one of the world’s best ever middle distance runners, excelling in the 800 and 1,500 metre distances and winning four Olympic medals, two of them gold. “Their landscape is cluttered. Their path to sport is often obscured. When I was growing up, my heroes were two Olympians who lived in my home town. These days, young peoples’ heroes change from week to week.

“For many, they are not even real people but cartoon or video game figures. Young people in the developed world have a range of what a friend of mine calls SBAs – ‘Screen Based Activities’ – to entertain them, to keep them occupied, to soak up their leisure time: computers, DVDs, game consoles, videos, and TVs.

“Using the undeniably strong forces of the Olympic movement, I want to build a much stronger global alliance, using government and sports organisations, and businesses to inspire youth to get into sport, to get into recreation to make sure they enjoy it enough to stay into it; to strive to make clear the benefits of such involvement for them and their communities. To me, sport is the hidden social worker in the community. It’s also a great educator and motivator.”

Sports participation and sponsorship are both integral parts of the Hutchison approach. Apart from the obvious advantage of having employees who are fit, healthy and active, helping promote sport in the community generates enormous goodwill and, at the same time, acts as a subtle marketing device. In Hong Kong, for example, people immediately associate Watsons Water with athletics because of its close relationship with local track and field through the Watsons Athletic Club, which was founded in 1989 to promote the wellbeing of local youth through participation in sports. Here we look at examples of Hutchison’s three distinct approaches to supporting sport – marketing, lifestyle and sponsorship.

Marketing

Golf is a sure-fire winner for a relaxed and convivial day out and, when clients are asked along, it allows the chance to build stronger customer relations. Last year a number of such events were held in Tianjin and Shanghai by the Hutchison Whampoa Property



**Sports participation
and sponsorship
are both integral
parts of the
Hutchison approach**



Group, with the aim of getting to know customers and clients better and to raise awareness about the various Hutchison brands.

The Westgate Mall in Shanghai was also the scene of three totally different events – a squash tournament, a ping-pong competition and one of fencing’s most prestigious events, the Foil World Cup, featuring 119 people from 16 countries. Brand awareness and sales were raised and the mall was also more than happy with the increased volume of people passing through its doors.

Over in the city of Chongqing, the anniversary of the

HELPING TOMORROW’S STARS

CHILDREN showing promise in sports have been given a big pre-Olympic Games boost thanks to an A S Watson (ASW) scheme to help improve standards and awareness.

The Hong Kong Student Sports Awards have so far helped more than 2,000 youngsters from primary, secondary and special schools over the past three years. This summer, before the Olympic Games begins, a select group of 30 outstanding students was sponsored on a visit to the Chinese capital, Beijing, where they saw some of the Olympic Games venues, together with top training institutes used by the nation’s elite athletes.

The visit was a thrill for the students, who had a sneak peek at the fabulous Bird’s Nest national stadium, scheduled to be used for opening and closing ceremonies and major athletics events, and the aquatic centre, known as the Water Cube, where swimming and diving competitions will be held.

In addition, the students saw the top training institutes in the city that have produced the current crop of outstanding Chinese athletes. Visits to Beijing Sports University and Tsinghua University were also on the schedule.

Throughout the year, ASW actively encourages participation in sports through its award scheme. The 2007-2008 academic year saw 800 talented athletes selected for Sports Students Awards, which bring a cash scholarship, a certificate, the chance to participate in a leadership workshop and the opportunity to be selected for the Beijing sports exchange tour.

“We hope this will encourage students to pursue their dreams in sports and develop their potential to the full,” said Dominic Lai ASW Group Managing Director.





These programmes are great fun and really bring people together

Metropolitan Tower was marked by a badminton competition that aimed to reinforce corporate image and enhance the relationship with tenants.

Lifestyle

Seb Coe would heartily approve of the Hutchison Group's support for sport. Throughout the group, encouragement and sponsorship is given to in-house sports clubs and other community-based organisations that encourage people to swap the sofa for a few hours of vigorous activity.

Employees have the option of participating in a wide variety of sports such as golf, war games, keep-fit classes and athletics events. The TOM Group, for example, which has offices in Hong Kong, Beijing, Guangzhou, Shenzhen and Shanghai, has a broad spread of activities during the year that includes yoga, badminton, football, basketball, tennis and table tennis. "The feedback has been very positive," said a spokesman. "These programmes are great fun and really bring people together and encourage teamwork."

BUILDING FOR THE FUTURE

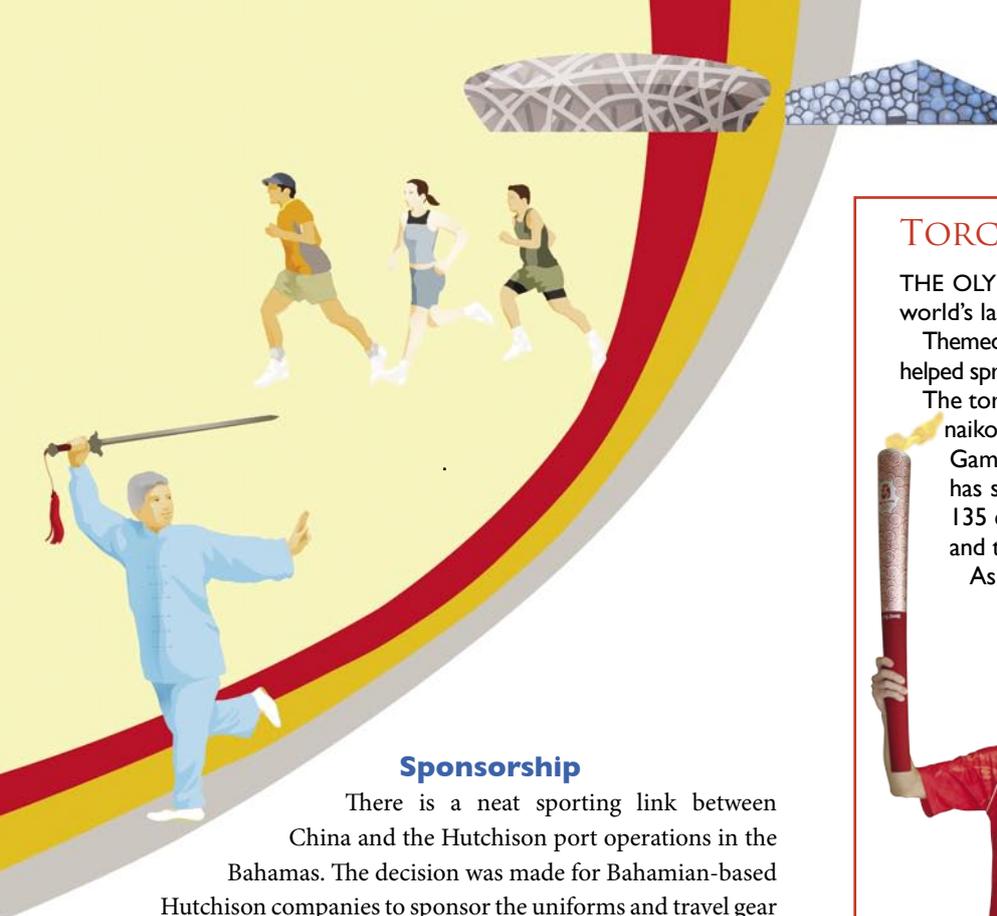
THE DETERMINATION of China to be viewed as a modern, forward-looking nation is reflected in the radically experimental design of the two main Olympic Games sporting venues in Beijing.

The national stadium and the aquatics centre are not just outstandingly inventive sports venues – they are two of the most imaginative architectural creations anywhere in the world. By the end of August, the entire television-viewing world will be familiar with the distinctive shapes of these iconic structures.

The national stadium was dubbed the Bird's Nest very early on in its construction life for its resemblance to...a bird's nest. The shell of the building is a series of interlocking steel girders; when viewed from a distance it looks like a giant spider's web.

The stadium, designed by Swiss architects Herzog & de Meuron and built at an estimated cost of USD486 million (HKD3.65 billion), is capable of holding a total of 91,000 spectators, and will be used for the athletics





Sponsorship

There is a neat sporting link between China and the Hutchison port operations in the Bahamas. The decision was made for Bahamian-based Hutchison companies to sponsor the uniforms and travel gear for the Special Olympics athletes and officials on their trip to the Shanghai Games last year. The athletes came back with a haul of 28 medals, including their first-ever gold medal.

Over in Canada, the energy company Husky sponsors a totally different kind of sporting event – world-class showjumping. The Husky Energy Classic Cup Competition, held near Calgary last year, is a popular competition now in its eighth year. The theme of last year's event was "Celebrating Husky's Community Partnerships".

Husky also sponsored an Olympic Gala to celebrate the

events and the opening and closing ceremonies.

Close by is the aquatics centre, another architectural marvel, in this case designed by the Australian company PTW. The Cheung Kong Group is one of the major sponsors. From the outside it looks as if it has been made of giant blue soap bubbles, hence its nickname, the Water Cube. The effect is made possible by the use of the translucent material ETFE that allows the colour to be changed.



IMAGINECHINA

During the two weeks of competition, the Water Cube, which has 6,000 permanent seats and 11,000 temporary seats, will see a total of 42 gold medals awarded.

TORCH SHOWS THE WAY

THE OLYMPIC torch relay is an integral part of the world's largest sporting event.

Themed the "Journey of Harmony", the torch relay has helped spread peace and friendship around the world.

The torch's journey began on 24 March at Panathenaikon Stadium, where the first modern Olympic Games were held in Athens in 1896. The torch has since journeyed through five continents and 135 cities, even making a stop on Mount Everest and taking a ride on a dragon boat.



As far as the Hutchison employees in Hong Kong are concerned, perhaps the biggest cheers were heard when the torch arrived in the territory to begin the Chinese leg of its journey. HWL Deputy Chairman Victor Li was among the 119 torchbearers to spread the Olympic spirit throughout Hong Kong. "I feel very privileged," he said. "It is an experience I will never forget."

achievements of athletes from Canada and China. The event was attended by Olympic medallists from both countries and included ethnic dance, music and martial arts.

Programmes such as these, using popular sporting figures, are effective ways of associating companies with positive, feel-good community events. A similar approach is taken in India, using the nation's most popular sport, the game of cricket, along with other fun sports such as pool and table tennis.

The latter sport helped ease China back into the international community during the 1970s. Ping-pong diplomacy, whereby China's stars showed off their dazzling skills overseas, proved to be hugely popular worldwide and was the catalyst for the nation to embark on a more ambitious sports-building programme, ultimately leading to participation in the Los Angeles Games in 1984.

The fact that China is now hosting the Games indicates the great strides the nation has made during the past two decades. There is even speculation that the nation could top the medals table but whatever the final result, sport will be the winner.

The past decade has seen rapid growth in largely middle-class sports such as golf and tennis, where a comfortable income is usually needed for participation. These days, it is the younger, office-bound generation who are probably in need of exercise; old timers can be seen doing their daily Tai Chi routines throughout the nation, knowing full well that stretching of the limbs and regulated deep breathing, ensures a happier and healthier life. 



THE PERFORMERS

THE BUSINESS of selling fine wine in Hong Kong has been transformed in recent years. The market has achieved a level of sophistication unknown in Asia outside Japan. The reason? Hong Kong wine expert and educator Simon Tam, Director of International Wine Centre, has no doubts.

“Watson’s Wine Cellar has single handedly created whole wine categories in Hong Kong, because of the way the business grew and the number of shops opening,” he says emphatically.

“There has never been more champagne sold in Hong Kong. There has never been more French wine. There was never decent quality German wine in the quantity and variety now available before Watson’s came. I think in the last five years Watson’s has really done Hong Kong a great big fat favour.”

Many things have changed in the Hong Kong wine trade since 1998 when Watson’s Wine Cellar opened its first outlet, but perhaps the single most notable difference is that the stores, and their competitors, now cater to much more discerning customers.

There is now a critical mass of well informed wine enthusiasts who buy on a basis of real product knowledge

– rather than purely on price or recognition of a famous label, as was so often the case in the past. Others who may not know as much are nevertheless keen to learn – especially now the health benefits of drinking wine, particularly red, are well known – and are asking more searching questions of the staff who serve them.

That's all good news according to James Hepple, Watson's Wine Cellar's Operations & Marketing Controller, who says that thanks to high-level staff training programmes the company's front-line personnel are more than ready with their answers.

"Since early 2004 we have been putting the majority of our staff through Wine and Spirit Education Trust (WSET) courses," explains Mr Hepple. "Before that we definitely did wine training, but it was more ad hoc."

The initiative coincided with the repositioning of Watson's Wine Cellar as a fine wines retailer, clearly differentiated within the group from PARKnSHOP as offering a premium, rather than a primarily cost competitive, product. Previously, there had been an overlap in the market positioning of the stores.

"It works really well," says Mr Hepple. "If you have staff who are knowledgeable about wine it positively affects your sales, but it benefits the customer as well because they get better service and better guidance on the wine they choose. It also aids with staff development, so everyone wins."

In his opinion a higher level of wine knowledge is essential for staff who interact with cus-

tomers on a regular basis. "They need to know at least as much as, if not more than, our most sophisticated customers, otherwise we lose credibility," he says.

British based WSET is an institution originally established to raise professional standards in the wine industry. Its courses are taught internationally by Approved Programme Providers of whom nine, including Mr Tam's International Wine Centre, offer the service in Hong Kong. Examinations are marked in London.

WSET is not the only educational and examining body offering wine education to the trade, and certainly not the cheapest, but is generally regarded as the best.

Mr Hepple has no doubt at all on that score. "Other options were considered, weighed and found wanting," he says. "The management team here has worked overseas and is in touch

FINE WINE AND ASIAN FOOD

THE MAJOR barrier to pairing western wine with Asian food is not, as tends to be thought, the powerful spiciness of some regional cuisines, but the fact that Asian meals tend to consist of multiple, shared dishes served more or less simultaneously. However, the problem of finding a suitable match is not insoluble with a sufficiently versatile wine.

White wines which complement Asian cuisines include Gewurztraminer, Riesling, Sauvignon Blanc and Viognier, go particularly well with the delicate flavours of Cantonese food. The spiciness of Gewurztraminer makes it a good partner for Thai or Sichuan dishes. Champagne is reckoned by many food and wine connoisseurs to be a perfect match for sushi and sashimi.

If a dish is delicately flavoured – abalone being a good example – it is important to avoid over chilling the wine, which tends to diminish appreciation of subtle taste sensations, and in the case of good whites also conceal their finer points. If, on the other hand, a dish is fiercely spicy with a lot of chilli, a simple well-chilled white can be the best option. There is no point in wasting a subtle wine on a strongly assertive dish or vice versa.

If choosing a red wine, it is best to avoid those with strong tannins which can be made unpleasantly bitter by soy sauce and salty flavours. New world Pinot Noirs are often a good match for a variety of different dishes, as are French wines from the Côtes du Rhône. Pinot Noir is a particularly good match for duck, while red Bordeaux or Barolo can go well with beef dishes.

If your taste is for heavier red wines it is important to make sure that the dishes on the table have a similar weight to them. It might be sensible to save your best Bordeaux and Burgundy for an occasion when you are eating western cuisine.





The Wine and Spirit Education Trust courses, generally regarded as the best, are available in Hong Kong.

internationally with the wine industry. It was unanimously decided that this was the most internationally recognised, reputable and stable wine course. It's more expensive and requires more organisation but that investment is worth it."

WSET offers foundation, intermediate and advanced wine courses with the option to proceed to a diploma. A new member of staff can generally expect to begin an intermediate course within three to six months of joining the company.

"We feel that by that stage that new joiner will have learned a lot on the job from the senior staff in the store. They are always tasting wines and are invited to join customer tastings for their own knowledge and experience. For that reason we feel that the intermediate level is a good place to start," Mr Hepple explains.

The staff's very high pass rate at that level would appear to justify his view. In 2007 all of the 18 students taking the course achieved passes – even though all were Cantonese speakers and the course was taught in English. There are, as yet, no WSET course materials offered in Chinese.

The tuition and study involved are intensive. The interme-

mediate course takes about three weeks, with a two week break for further study and revision before the exam.

The advanced course takes five weeks, with another fortnight's grace period before the moment of truth for the students, although the courses also include an element of continuous assessment. While the intermediate exam is largely theoretical the examining process for the advanced course also assesses the students' ability to taste and identify wines.

If you have staff who are knowledgeable about wine it positively affects your sales but it benefits the customer as well

"Since 2004 we have put 76 staff through the intermediate course, and 41 through the advanced course. That's a lot, given our total number of employees. Allowing for a certain turnover of personnel, almost all our staff have been through it," says Mr Hepple.

Not many of the chain's com-



ASIA'S BUDDING WINE HUB

THE DECISION to abolish all tax on wine is paving the way for Hong Kong to become the wine trading and distribution centre of Asia. The indications are that significant progress has already been made; between February 27 and mid-April, imports were up 78 per cent in terms of quantity and 215 per cent in value.

What's more, the 2008 Vinexpo Asia Pacific wine and spirits trade fair broke all records for exhibitor numbers and visitor attendance. And in August, the Hong Kong Trade Development Council is holding the inaugural Hong Kong International Wine Expo.

In April, Bonham's conducted the first wine auction held in Hong Kong for 10 years, realising HKD11.5 million (USD1.47 million) from 246 lots. On May 31, Acker Merrall & Condit held the biggest ever wine auction in Asia, with 922 lots realising HKD64 million.

petitors could make the same claim. In fact, Mr Hepple says he knows of no other wine retailer in the world with the same level of commitment to WSET training and qualifications.

Among the members of staff to have successfully completed both courses are Marketing Executive Janice Wong and Sales Assistant Cyrus Chung.

Both continued to work full time during their studies, and because the advanced course is considerably more demanding in terms of tasting challenges and in the amount of coursework to be assimilated, they had to surrender most of their free time for the better part of two months.

“There’s quite a big gap from intermediate to advanced,” recalls Ms Wong. “For the advanced course you really need time to study or you will fail.”

“It covers two papers, the theoretical and the practical. In each class there is the theory section from the tutor and then a lot of bottles of wine to taste. For example, we would talk about Italy for about an hour, and then have six or seven wines to taste – different kinds of Italian wines.

“The tasting part is hard because it depends on your palate rather than just your memory. We had to learn how to evaluate the wine and describe it well.”

Both Ms Wong and Mr Chung say they are now much more confident in their judgement. Mr Chung, who works in the Discovery Bay store, says the training has helped him considerably in advising customers. “I can give a professional opinion so I can help customers buy good quality wines and get value

For the advanced course you really need time to study or you will fail. We had to learn how to evaluate the wine and describe it as well

for money. But there is a lot of wine knowledge to absorb so I will continue to study hard,” he says.

For those who wonder whether staff training to this level can really make a difference to service standards, Mr Hepple has a very simple answer.

“We have an ongoing mystery shopper programme,” he explains. “Once a month, one of our mystery shoppers will go into each of our shops posing as a customer and asking some pretty dif-

ficult questions. Then we get a report sent back to us.

“In December 2007, Discovery Bay’s mystery shopper score was particularly good, and the comment about Cyrus was that he was very helpful, very knowledgeable, and answered all the questions correctly.”

Hong Kong’s ever-growing legion of wine lovers has long looked to Watson’s Wine Cellar for a good selection of high quality wines. And now, thanks to a firm commitment to the best possible staff training, they now have the certified assurance of service and guidance to match. 

HOW TO BECOME A WINE EXPERT

WHEN the Wine and Spirit Education Trust (WSET) was established in 1969 its courses were formulated to train people working or intending to work in the wine industry. As interest in wine has increased worldwide, however, more and more people from outside the trade have opted to study the subject formally. Today, WSET runs wine education courses, spirits courses and wine tastings in 42 countries worldwide.

In England it has become difficult to get a job in the industry unless you have a WSET qualification. While Hong Kong is moving in that direction, many WSET students in the city simply enjoy the experience of learning more about the finer points of a hobby that is clearly close to their hearts.

For absolute beginners the best starting point is the WSET’s Level 1 Foundation Certificate in Wine, although many people with an established interest in the subject opt to start, like Watson’s Wine Cellar staff, with the Level 2 Intermediate Certificate.

Those who wish to pursue their interest further move on to the Level 3 Advanced Certificate and in some cases take the Level 4 Diploma and Level 5 Honours Diploma. Beginners get a basic education in wine regions, grape varieties, and the principles of wine tasting and service.

Those who proceed to the Level 4 Diploma, which the WSET describes as its “flagship qualification”, will study different regions and wine and spirit categories in great depth, as well as learning about the business aspects of the wine trade. They will tend to be occupying or seeking responsible positions in the wine industry.



THE HIE



Roger Yuen demonstrates his skills at an induction wok station at the Harbour Plaza North Point Hotel's Hoi Yat Yeen restaurant.

PHOTO: KAY YUEN

AT IS ON



Why chefs are warming to induction cooking

By Robin Lynam



ROGER YUEN got a major shock when he took over as Executive Chef-Western at the Harbour Plaza North Point Hotel. He discovered he was to take over a flameless kitchen. "I had already been a professional chef for 20 years by then and had always used gas," he recalls. "It took me one or two weeks to get used to it, but after that there was no looking back".

Although all-electric kitchens featuring induction cookers are now popular in private homes, professional kitchen operators are only just beginning to recognise the potential of the technology. The Harbour Plaza North Point is a pioneer in this respect, and has used induction and conventional electric equipment exclusively in the kitchen for its international restaurant, Green's, for five years.

There are also two induction wok stations in the kitchen for its acclaimed Chinese restaurant, Hoi Yat Heen, which serves Cantonese, Sichuan and Shanghainese specialities.

"Because Green's serves Asian and Western food we have two wok stations, four electric ovens, and eight induction heads. It's safer, it's cleaner and it's much less noisy, so communication is much better. The equipment is strongly built and very reliable. Furthermore, using induction equipment saves around one quarter of the total cost of cooking with gas," says Chef Yuen emphatically.

He concedes that it took time to get used to cooking without a naked flame, but says that the cooking techniques he uses have required little or no modification, and that the quality of the dishes remains exactly the same.

Green's cuisine reflects Chef Yuen's wide-ranging kitchen experience gained over more than two decades. Born and raised in Hong Kong, his first love, naturally, was Cantonese cuisine, but he has learned the disciplines of the major Western styles and also spent a year and a half in Bangkok immersing himself in the art of preparing Thai food. He is renowned for his Hainanese Chicken Rice and Veal Chop with Strawberry Sauce – recipes perfected over an open flame and now executed, otherwise identically, over an induction head.

Surprisingly he also says that, contrary to what most chefs believe, induction can offer more intense heat than flame, and can, for some dishes, actually reduce cooking times. “After one minute you have heat which is stronger than gas,” he explains. “It’s not hard to re-train chefs to work with induction equipment, but you do have to concentrate. Because you don’t see a flame, you have to remember which pans are being heated. And because heat can be very intense, it’s easy to overcook.”

Kitchen accidents, however, are rarer. Because the induction heads themselves remain relatively cool, the risk of kitchen fires or of staff suffering burns is reduced.

Induction cooking technology has been around for longer than most people think. The technology is based on using an electromagnetic field to transfer or “induce” energy into a conductive cooking vessel, such as a wok, pot or pan, making the cooking utensil itself the generator of the heat which cooks the food. The idea was pioneered in the United States in the early 1970s and has gradually won acceptance in many private homes around the world, but has taken longer to catch on in professional kitchens.

Recent years however have seen the development of induction appliances – wok stations are a good example – sufficiently similar in appearance and operation to their gas-powered counterparts to appeal to even fairly traditionally minded

chefs. The rising cost of energy and a growing awareness of induction cooking’s environmental benefits have also helped put a spotlight on the technology.

HK Electric’s General Manager (Group Commercial) Dr W K Chu is encouraged by the level of adoption of electric and induction cooking in Hong Kong’s professional kitchens, but would still like to see more.

“The technology did not kindle much interest in Hong Kong until 2001 when HK Electric involved itself in the development of suitable appliances for the market,” recalls Dr Chu. “Induction became popular because the users realised the advantages of the equipment. This change indicates that electric cooking has now been successfully launched in the commercial sector, and is in use in around 30 per cent of the commercial kitchens in HK Electric’s supply area.”

He points out that kitchens which dispense with gas also dispose of the toxic by-products of combustion and that because the heads of induction cookers are completely sealed in ceramic glass, spillages are much easier to clean up.

The most persuasive arguments for induction cooking are probably the improvements it offers to the kitchen environment, and the savings it offers in energy costs. HK Electric stresses both advantages when talking to potential users of the technology about making a switch.

Contrary to what most chefs believe, induction can offer more intense heat than flame



Paella

(serves 8)

Ingredients

2 chicken thighs, cut into pieces	Rice, wash and drain 400g
8 mussels	Paprika 1/2 teaspoons
8 prawns, trim, keep the shell	Worcestershire sauce few drops
1 squid, cut into rings	Tabasco few drops
1 Onion, diced 100g	Saffron 1 teaspoon
1 capsicum, diced	Chicken broth 450ml
3 tomatoes, peel, deseed and dice	White wine 50ml
Green peas, 100g	Garlic Puree 1 tablespoon
Olive oil, 2 tablespoons	Salt, pepper pinch

Instructions

1. Season chicken pieces with salt, pepper, paprika, Worcestershire sauce and tabasco for 1 hour.
2. Fry the garlic with olive oil, add chicken, onion, capsicum and rice. Stir for a while.
3. Add white wine, cook until the rice is partly done. Add saffron, salt, pepper and chicken broth. Continue to cook in pan for about 5 minutes. Transfer to the electric rice cooker and cook for 8 minutes.
4. Place the mussels, prawns and squid on rice, cook for another 8 minutes. Sprinkle in diced tomatoes and green peas, keep covered for 5 more minutes and serve.



HOME COOKING

ALTHOUGH SINGLE-HEAD induction cookers have been available in Hong Kong for some time, a willingness to install multi-head units in place of gas burners is relatively recent. Younger people choosing to cook at home, and the popularity of designs featuring kitchens open to living areas, probably account in part for rising demand.

The units have the advantage of being easy to install, and there is an induction cooker to suit just



about every budget, with the more expensive units incorporating a variety of sophisticated extra features, such as programmable timers. All units are equipped with a high temperature cut-off function.

About 15 per cent of domestic electricity users who bought cookers for their kitchens in the last two years selected induction cookers, and property developers who previously favoured gas-only units have become amenable to installing dual fuel cookers in new apartments. Some developers have even accepted the concept of all electric kitchens in which induction units usually play a role.

Several initiatives have helped create this climate of acceptance, including cooking demonstrations at HK Electric's Commercial Kitchen Centre in North Point and road shows in various districts and department stores, made possible by the high degree of portability of the equipment.

"Hotels and other institutional commercial users, such as hospitals and universities, regard environmental issues as more important. On the other hand restaurants generally think of the operating cost as a more important issue," says Dr Chu.

In addition to the Harbour Plaza North Point, hotels now using induction wok stations include the City Garden Hotel, the Park Lane Hong Kong Hotel, the Grand Hyatt Hotel and the South Pacific Hotel. The Tung Wah Group of Hospitals (at its Fong Shu Chuen Social Service Building) and the Hong Kong Jockey Club have also installed similar equipment.

"There is not much difference between induction and conventional gas cooking. It is very difficult to distinguish between dishes cooked by the two different energy sources. In fact, the Chinese Cuisine Training Institute has already adopted electric cooking equipment in teaching their students various Chinese dishes," notes Dr Chu.

HK Electric has also been able to persuade a number of Chinese restaurants in Hong Kong to do without their old gas burners, as K K Lee, Managing Director of the Ho Choi Restaurant Group confirms.

"Consumption of various fuels was large in the past," Mr Lee explains. "After switching to electrical equipment we can save energy, raise the restaurant's productivity, and meet the requirements of environmental protection.

"The expert advice of HK Electric on the choice of electric kitchen equipment has enabled us to achieve a much lower overall operating cost, and working in the kitchen is more comfortable. This new generation of environmentally-friendly electric kitchen equipment should be adopted in this new era."

Induction equipment is also a logical choice for open kitchen environments, in which diners observe the chefs preparing their food. According to Chef Yuen, a considerable number of hotels now use induction heads on the egg-cooking stands of their breakfast buffets, while Dan Leonard, Food Hall Manager of GREAT, considers the equipment ideal for chefs to use in the food hall.

"The design of the GREAT food hall in Pacific Place is unique and modern, and the open kitchen style is adopted. A clean, hygienic quiet, smoke free and grease free environment is required in order to let customers dine peacefully. Electric equipment can solve all the problems and deliver a modern hygienic feeling," he says.

Chefs may need some persuading to swap their old fashioned gas burners for electromagnetic heat, but once the switch has been made, according to Chef Yuen, who has also installed induction cooking equipment in his home, few will want to go back to the time-honoured methods.

"Some chefs are conservative," he says. "After all, all food was cooked originally with flame, but I've shown friends who are chefs and who have been convinced. Converting kitchens can involve major renovation work though, so there is also a certain resistance for that reason. It's the way of the future, but it will take time."





Adding value

COUNTING IS one of mankind's most basic requirements and when the abacus was developed in ancient China several thousand years ago it was a great technological breakthrough that was later adopted by many other countries. While the modern scanner is now used in retail establishments around the world, the abacus can still be seen in some small shops in Hong Kong and the Mainland.

Then... As the retail industry developed in Asia, the abacus was gradually replaced by check out tills that were essentially mechanised adding machines. The operator simply punched in the price of each item and the till calculated the amount of money the customer needed to pay.

Now.. Computers play a vital part in the operation of today's modern supermarkets. Laser scanners read the bar code which contains information such as the price, country of origin and product code of each item being purchased. The modern check-out till also performs several other functions, from monitoring stock levels and customer loyalty programmes, to handling payments by credit and debit cards.



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