

# HONG KONG FOCUS



## HONG KONG NEWS



### Airport City Blueprint with New Brand “SKYTOPIA”

Airport Authority Hong Kong (AAHK) presented the Airport City blueprint to the business community at a major event today as the new brand of the development, “SKYTOPIA”, was unveiled.

The event showcased the development potential and investment opportunities at “SKYTOPIA”, with themed exhibition zones introducing the major projects, attracting over 300 business leaders from Hong Kong, Mainland and international business community.

Integrating commercial activities, popular culture, art trading, entertainment and leisure, “SKYTOPIA” features projects that capitalise the unique advantages of Hong Kong and leverage the land and marine resources near Hong Kong International Airport (HKIA).



## Cantonese Opera Promoted in California

The 2025 California Hong Kong Cantonese Opera Festival was successfully held in San Francisco on February 8-9. Featuring seven up and coming young talents from Hong Kong, the performances were greatly applauded by the audience in the Bay Area.

Following last year's success, the Hong Kong Economic and Trade Office in San Francisco (HKETO San Francisco) continued to support this year's festival, promoting Cantonese opera which forms an important part of Hong Kong's culture.



## Application opens for Administrative Service Summer Internship Programme 2025

Application for the Hong Kong Special Administrative Region (HKSAR) Government's Administrative Service Summer Internship Programme 2025 is now open. The program provides an early opportunity for Hong Kong students to gain hands-on experience of working with serving Administrative Officers (AOs), as to enrich their understanding of the roles and missions of an AO and facilitate their future career planning. Successful candidates will be assigned to one government bureau or department with similar duties to those of AOs. They will also have the opportunity to visit various government offices and/or relevant public organizations. The application is open to students who possess permanent resident status in the HKSAR and who are currently undergoing full-time undergraduate or postgraduate studies at a local, mainland or overseas tertiary institution in the 2024-25 and 2025-26 academic years, with a view to obtaining by summer 2026 or 2027 a bachelor's degree or higher qualifications. Overseas applications have to be submitted by postal mail or email by Feb 28, 2025 (Hong Kong time).

For full articles, please visit Hong Kong Economic and Trade Office, San Francisco  
<https://www.hketosf.gov.hk/>



Hong Kong Association of Southern California

# UPCOMING EVENT

## San Diego 20th Annual Banquet

**Date:** Thursday, March 13, 2025

5:00PM to 8:00PM

**Location:** Golden Island Dim Sum

10660 Camino Ruiz

San Diego, CA 92126

**RSVP:** [bit.ly/hkascSD2025](http://bit.ly/hkascSD2025)



## An Exclusive Evening with Mr. Ronnie Chan, Honorary Chairman of Hang Lung Properties Limited

**Date:** Thursday, April 3, 2025

5:00 to 8:00PM

**Location:**

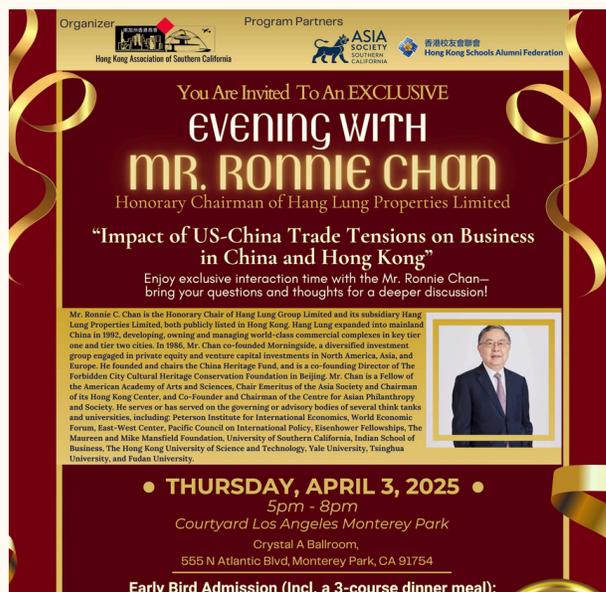
Courtyard Los Angeles Monterey Park

Crystal A Ballroom

555 N Atlantic Blvd

Monterey Park, CA 91754

**RSVP:** [bit.ly/hkasc\\_ronnie2025](http://bit.ly/hkasc_ronnie2025)



## Sunset Cruise Party

**With the Young Executive Club**

**Date:** Thursday, March 27, 2025

5:00PM to 7:30PM

**Location:** FantaSea Yacht

4215 Admiralty Way

Marina Del Rey, CA 90292

**RSVP:** [bit.ly/hkascsetcruise](http://bit.ly/hkascsetcruise)





**The Hong Kong International Jewellery Show is on March 2-6, 2025!**

**The World's Preeminent Jewellery Marketplace**

A dazzling rendezvous

Stepping into a world-class exhibition of timeless elegance, the HKTDC Hong Kong International Jewellery Show presents the glamour of the jewellery industry's sparkling elites. This festival of radiance is recognised as the preeminent annual marketplace for stunning masterpieces, timeless classics and visionary creations. Beyond everlasting beauty and grace, the line-up of industry seminars, jewellery parades and networking sessions delivers exceptional insight.

More details on the official website: <https://www.hktdc.com/event/hkjewellery/en/fair-at-a-glance>

Register Now!

## *Event Highlights*



**~4,000 Exhibitors**



**Global Networking  
Opportunities**



**One-stop Sourcing  
Platform**



**Latest Trends**

## **JOIN FAIRS, CONFERENCES & EVENTS**

As Asia's business hub, trade-fair capital and convention hub, Hong Kong attracts plenty of international buyers, suppliers and companies to participate in the range of events taking place here.

For more information, visit <https://event.hktdc.com/>

## Analysis and News - Analysis

### E-Commerce Channels Help Hong Kong Businesses Expand into the Mainland Market



#### Interview with Michelle Cheung, Managing Director, USA L&H Health International (HK) Limited

Mainland China's e-commerce market is booming, but competition is fierce. Many in the health products sector believe that "Brand Hong Kong" inspires confidence among mainland consumers. As a result, Hong Kong health brands looking to explore the mainland market may find it advantageous to explore the demand there via cross-border e-commerce channel, which allows them to bypass the cumbersome product registration procedures associated with "general trade" practice. It also enables them to gauge consumer responses through e-commerce retail platforms. These insights can then be used to develop long-term strategies for venturing into the mainland market.

For full article, visit: <https://research.hktdc.com/en/article/MTg3NTk4ODA1Ng>



Hong Kong Association of Southern California

## NEW MEMBERS

### Individual Members

**Monica Yeung**  
Principal Financial Group



Hong Kong Association of Southern California

# HKASC MEMBERSHIP

## WE OFFER YOU



### NETWORKING

- Business Mixer
- Seminar, Webinar
- Breakfast, Luncheon, Dinner, Gala
- Study Tour



### MEMBER PORTAL

- Member Directory
- Connections + interactions among members like a private LinkedIn network
- Post product pictures & activities to increase visibility
- Priority RSVP for events



### PROMOTION OPPORTUNITIES

- Event Sponsorship
- Gift Donation
- Display Table
- E-Blast/Program Book Ad
- Website Sponsors

### NATIONAL & INTERNATIONAL AFFILIATION



Golden Bauhinia Member (Director's Circle)	Corporate Member	Individual Member	Student Member	Young Executive Club (YEC)
\$1,000 / year	\$500 / 3 years \$200 / 1 year	\$110 / 3 years \$40 / 1 year	\$20 / year	YEC Individual \$100 / year YEC Corporate \$1,000 / year YEC Individual Lifetime \$500
<ul style="list-style-type: none"> <li>• 6 names' listing</li> <li>• Privileges to meet and connect with government officials in Hong Kong, California, HKASC Board &amp; Chapter Leaders</li> <li>• Invitations to VIP receptions and events</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Full Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> <li>• Referral by a HKASC Board member</li> </ul>	<ul style="list-style-type: none"> <li>• 4 names' listing</li> <li>• Invitations to VIP receptions and events</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Full Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 name listing</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Introduction in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 name listing</li> <li>• Discounted or complimentary admission to HKASC events</li> <li>• Introduction in HKASC e-newsletter "Hong Kong Focus"</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul>	<ul style="list-style-type: none"> <li>• Young professionals age &lt;=45 are welcomed to join.</li> <li>• Discounted, complimentary or invitation only admission to HKASC events</li> <li>• Half page company feature with logo in HKASC e-newsletter "Hong Kong Focus" for YEC Corporate and Lifetime Member</li> <li>• Full Access to Member Portal</li> <li>• Affiliated membership of Federation of Hong Kong Business Associations Worldwide</li> <li>• Affiliated membership of National U.S. Hong Kong Business Association (NUSHKBA)</li> </ul> 

Membership Application: <https://hkasc.org/hkasc-membership-application>



Hong Kong Association of Southern California

# PAST EVENTS

## Success Stories Sharing, Business Networking Mixer & Student Seminar

October 17, 2024

We extend our heartfelt gratitude to everyone who attended the HKASC Business & 35th Annual Members Meeting!

Held at the Holiday Inn in Monterey Park, the event brought together entrepreneurs and professionals with a shared interest in the Hong Kong market. Highlights included insightful presentations by Jacko Tsang from HKETO and Chi Tran from HKTDC, who discussed investment opportunities in Hong Kong. Additionally, inspiring success stories were shared by Sandy You of GanoHerb and Sophie Hung of A Healthier You Journey.

President Wilson Tang reflected on the achievements of the past year, welcomed new board members, and expressed sincere appreciation to all members and partners for their unwavering support.





Hong Kong Association of Southern California

# PAST EVENTS

## Hong Kong Forum

December 3-4, 2024

The Hong Kong Forum, organized annually by the Hong Kong Trade Development Council, serves as a premier gathering for leaders of associations from 37 countries around the globe. This event provides an invaluable platform to exchange ideas, discuss economic developments, and gain direct insights into Hong Kong's economic landscape, including updates from local government officials such as Chief Executive John Lee. HKASC has 15 delegates joining the Forum. Some of whom also attended the Hong Kong Entrepreneur Day and Hong Kong IP Asia Forum held concurrently at the Convention and Exhibition Center.

Beyond the engagements, there was time to relax and enjoy the vibrant culture. Attendees savored exquisite Cantonese cuisine and experienced a delightful evening harbor cruise. Those familiar with Hong Kong during the festive Christmas season can attest to the breathtaking light show on the harbor—a truly unforgettable spectacle.



# BOARD OF DIRECTORS

## DIRECTORS

*President*

**Wilson Tang**

Hong Kong Association of Southern California

*Executive VP / Past Presidents*

**Raymond K. Cheng**

Cedars-Sinai Medical Center

**Dennis M. Lee**

Dennis M. Lee & Associates

**Christopher C. Leu**

Merrill Lynch

*Honorary Secretary*

**Chi Tran**

Hong Kong Trade Development Council

*Treasurer*

**Kitty Chen**

East West Bank

**William F. Bresee**

Leech Tishman Fuscaldo & Lampi LLP

**Anna Choi**

Cathay Bank

**Chester Chong**

Superspeed Transportation Inc.

**Daniel Fong**

Million Dollar Baby

**Teresa Huang**

CIT Commercial Services

Hong Kong Tourism Board

**Huy Ly**

Meijun LLC

**Malcolm S. McNeil**

Arent Fox LLP

**Derek Ng**

Strategic Horizon Inc.

**Alan Puana**

Cathay Pacific Airways

**Herman Tam**

Lee Kum Kee (USA) Inc.

**Edwin Wai**

GEMORIE

## EX-OFFICIO

**Iris Wong**

Hong Kong Economic & Trade Office  
in San Francisco

**Hong Kong Association of Southern California**

515 S. Figueroa Street, Suite 1105, Los Angeles,  
CA 90071, USA

Tel: (213) 622 9446

Email: [info@hkasc.org](mailto:info@hkasc.org) Website: [www.hkasc.org](http://www.hkasc.org)



## Orange County Chapter

*Chair*

**Dennis Lee**

Dennis M. Lee & Associates

## Baja California Chapter

*Chapter Leaders*

**Kam W. Li**

Procopio, Cory, Hargreaves & Savitch LLP

## San Diego Chapter

*Chair*

**Huy Ly**

Meijun LLC

*Chapter Leaders*

**William Seto**

LashBar

**Cassandra Wong**

Chinese School of San Diego

*Honorary Chair*

**Kam W. Li**

Procopio, Cory, Hargreaves & Savitch LLP

## Young Executive Club

*Founding Chair*

**Derek Ng**

Strategic Horizon Insurance & Financial Services

*Vice Chair*

**Chi Tran**

Hong Kong Trade Development Council

*Vice Chair of PR & Social Media*

**Huy Ly**

Meijun LLC.

*Vice Chair of Development*

**Wing Ho**

Tag Design Works

**Edwin Wai**

Gemorie

*Vice Chair of Membership*

**Amy Sun**

Alphalite Inc.

*Chapter Leader*

**Kevin Cheng**

City of Hope

*Secretary*

**Terry Ng**

Strategic Horizon Inc.

**Hong Kong Association of Southern California**

515 S. Figueroa Street, Suite 1105, Los Angeles,  
CA 90071, USA

Tel: (213) 622 9446

Email: [info@hkasc.org](mailto:info@hkasc.org) Website: [www.hkasc.org](http://www.hkasc.org)

