

**李潔小姐 Ms Rain Li**

李潔小姐2009年9月成為學院一員，負責學院教務處的考評及畢業典禮事務。她先後在汕頭大學及香港中文大學取得英語文學士學位及翻譯碩士學位。加入學院前，李潔小姐曾服務於中國大陸和香港的不同專上院校。



Ms. Rain Li joined the Institute in September 2009 to oversee the Examination and Graduation Office of the Registry Unit. She received her B.A. degree at Shantou University in English Literature before completing her Master's Degree in Translation at the Chinese University of Hong Kong. Before joining the Institute, Ms Rain Li has worked in different universities in the Mainland and Hong Kong. She enjoys the friendly working environment of the Institute very much.

**蕭曼珣女士 Ms Malina Siu**

蕭曼珣女士自2006年起投身教育界，從事課程管理及行政方面的工作。在從事教育工作之前，她曾任職於報館，其後逐漸參與行政與教育方面的工作。在本院任教，與學生交流學術知識及與資深的教職員工作都是一個美好的經驗。對她而言，作為教師最大的喜悅就是看到學生們獲得了自己想要的，自信地追尋自己的理想，迎接未來的挑戰。她很榮幸能參與在其中，分享學生學習上的快樂。教學的工作讓她倍感意義。教育能提供如此多的會，帶領學生邁向成功的路途，教學的工作讓她倍感意義。工作之餘，她喜歡駕駛、旅遊及與家人和朋友嘗試不同國家的的美食。



Ms. Malina Siu began her career in education in 2006. Having held a number of roles in programme management and administration, she started her first job in a leading newspaper company and then gradually stepped over to the management and education area. Working at LiPACE is a wonderful experience to her. The interaction with students and colleagues from such diverse background and profession is electrifying her. The most satisfying aspect of teaching is seeing students achieve something for themselves and go on to pursue their dreams. She feels privileged to be part of the process and witnesses the happiness and confidence that accompanies students' learning at LiPACE. Outside of work, she enjoys driving, travelling and exploring different cuisines with friends and family.

**施韻小姐 Ms Sylvia Sze**

施韻小姐於去年9月加入學院，任教英文課程。施韻畢業於香港理工大學中文及翻譯學系，及後赴英國華威大學(University of Warwick)深造，完成翻譯研究文學碩士。施小姐曾任多年兼職鋼琴老師，體會到老師所肩負的重任及教育對下一代的正面影響。



Ms. Sylvia Sze joined the Institute in September 2009 to teach English courses. She graduated from The Hong Kong Polytechnic University, majoring in Translation. She then obtained her MA in Translation Studies from University of Warwick in the UK. She has been a part-time piano teacher for several years. From teaching, she realized the responsibility of a teacher and the positive influence on the younger generation through education.

**終身學習 豐盛人生 Lifelong Learning Lifelong Enrichment**

本院一直以推動終身學習為己任，致力為本地大眾提供優質的持續進修機會。本院所開辦的課程，無論是證書、文憑、學位或其他專業認可課程，均符合專業創新的辦學方向，切合社會發展所需。除課程外，本院亦時常舉辦多元化的免費公開講座，內容涉及不同專業領域，務求讓大眾能對不同知識範疇和卓越人士的成功歷程有更多了解。

由2009年下半年至今，本院舉辦了多場講座，由多位重量級嘉賓主講，今特為過去一年講座製作專輯，與大家分享回顧各場精彩的演講內容。

LiPACE strives to be the lifelong learning partner for the public through providing high-quality lifelong learning opportunities. Our innovative and professional programmes aim to help students acquire knowledge and skills to achieve their career and life goals. Recognizing that society advances with the proliferation of knowledge, from time to time, the Institute organizes free Lifelong Learning Seminars to the public covering a wide range of topics. A number of prominent speakers were invited to deliver the seminars. This issue of *Learning Express* provides readers with a highlight of recent seminars.



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**「跨越挑戰CEO——危機管理之道」研討會**  
*"CEO Secrets for Crisis Management" Seminar*

全球金融海嘯的衝擊，喚醒了不少企業對危機及風險管理的意識。作為卓越的領導者，在危機爆發前，應已積極了解各種營運風險，制定完善的危機管理策略，以備不時之需；而當面對挑戰時，亦能夠帶領團隊克服困難，化危為機。本院及優質旅遊服務協會(QTSA)於10月21日，特別為「優質服務管理專業文憑」課程學員及QTSA會員，舉辦「跨越挑戰——CEO危機管理之道」研討會，是次講座共有兩位出色的領袖——前警務處處長及本院榮譽顧問李明達先生GBS及鴻福堂集團執行董事及優質服務管理專業文憑課程諮詢顧問成員司徒永富博士應邀，分享危機管理心得。

服務隊三十年之多的前警務署署長李明達先生，為人津津樂道之處是處理越南船民、世貿會議等國際關注的事件。

**錦囊一：細心部署**

作為機構的領袖，面對危機，前「一哥」給我們的啟示是須細心部署，他在任時面對世貿會議的韓農示威，便是一個很好的例子。鑒於以往世貿會議多次出現激烈示威及暴力場面，而且備受世界注目，對警隊來說，世貿會議是一個嚴峻的考驗：既要顧及

市民利益不受損害，又要盡量避免以武力控制場面。為了應付此項任務，李先生預先做了大量的情報及聯絡工作，制訂應變計劃，與有關部門及商戶配合行動。在韓農試圖衝擊會場時，成功地將他們引入港灣道的無人地帶，控制場面，和平地平息騷亂，贏得不少掌聲，提昇了香港的國際形象。

**錦囊二：加強溝通**

李先生的第二個危機管理心得是內外的溝通。他在任時經常走入前線，從而了解員工的需要。例如，李先生曾經親自坐上緝私艇，跟海關執勤人員一起，感受前線人員的艱辛。世貿韓農騷亂受控，他也第一時間召開記者招待會，向市民簡報，安定民心。

**錦囊三：上下一心**

司徒博士早年由銀行界轉到零售業，自1999年出任鴻福堂集團執行董事，當中經歷不少經濟起伏，司徒博士帶領鴻福堂渡過一個又一個難關，他給我們危機管理的錦囊是「上下一心」，這亦是他在沙士肆虐期間能成功渡過逆境的關鍵。當沙士肆虐，生意下滑，需開源節流、節省成本，薪金是機構一大開支。司徒博士深信員工是機構的寶貴資源，裁員絕非面對危機的良方，因此當很多機構忙著裁員，縮減成本開支，為機構進行瘦身時，司徒博士

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由管理層開始實行減薪政策，並與公司創辦人一同會見員工，強調沒有裁員的意向，成功激勵起員工上下一心的士氣，跟公司共渡時艱。

#### 錦囊四：多元發展

節流的同時，便得開源，有見市民不願外出，他自設工場，開拓外賣市場，並研製不同的產品，由傳統的涼茶，發展至今天的甘露系列、調補膏品、無添加的健康飲品、自家湯水、自家小食等。產品不但多元化，包裝亦不斷改良，切合顧客需要，由昔日的碗裝涼茶，發展至今天的樽裝。這些舉措不但擴大銷售市場，亦分散了因某一類產品的銷售減少所帶來的損失。

The global financial tsunami has been a wake-up call on the crisis management for an organisation. The capability of turning crisis into business opportunities is an important attribute of an effective leader. To shed some lights on this issue, LiPACE and Quality Tourism Services Association (QTSA) jointly organized a seminar "CEO Secrets for Crisis Management" on 21 October 2009.

Two distinguished leaders - Mr. Dick Lee, GBS (*Former Commissioner of Police and LiPACE Honorary Advisor*) and Dr. Ricky Szeto (*Executive Director of Hung Fook Tong Holdings Limited and the advisory board members of Professional Diploma in Quality Service Management*) were invited to share with participants their experience on crisis management.

#### Rule #1: Careful Planning

Mr. Dick Lee stressed that the key to success for crisis management

was careful planning and preparation. Take the WTO Ministerial Conference 2005 in Hong Kong as an example, he made a one-year study of international experience, collecting intelligence for formulating game plans. It turned out that he accomplished the mission-impossible: no-blood crackdown of the riot by Korean protestors, no-disturbed Ministerial Declaration and no-damaged business in the district.

#### Rule #2: Communication to Stakeholders

Mr. Lee's second key was communication. He was willing to talk to the frontline people and the public to address their concerns during his work and the crisis. When the anti-WTO riot was in control, he immediately held a press conference in Wanchai to brief the public and answer questions from local and international media.

#### Rule #3: Fostering Unity

Dr. Szeto's first key to the success was open dialogue with all staff to unite everyone together. During the SARS epidemic, many organizations started the staff layoff tide. But Dr. Szeto promised the staff that no layoff was planned and adopted salary cut from top management as the alternative to maintain staff morale.

#### Rule #4: Diversification

Another tip on crisis management was diversification. Dr. Szeto realized the need for broadening the product varieties in view of customer needs. He launched delivery service and expanded the product lines from traditional herbal tea to pre-made products. These all helped stabilizing the revenue streams.

Professionals' Talk Seminars were specially organised for teenagers and students. We are delighted to have invited professionals and experts (*Mr. Eric Wong and Dr. Dickson Wong*) to share their experience in career development on 21 Nov 2009 with our students.

Interestingly, Mr. Eric Wong, a successful entrepreneur and popular columnist, writer and seminar speaker, was actually a rising star in the police force before he decided to set up his own business. Although his career aspiration changes drastically, persistence in following his dream remains unchanged as his motto. When he was a secondary graduate from a poor family, dreaming of being a police inspector, he made months of preparation and even stopped police inspectors in the streets and sought their advice and finally became the first non-degree holder winning the inspector post. To look for new challenge, he set up his car-selling business amid financial downturn. "You must have faith in yourself and have strong communication skills.", he counseled. To illustrate, he

made an impressive 2-minute impromptu talk immediately on a word randomly raised by an audience. Last but not least, lifelong learning was his secret to empower him to advance his life and career.

Dr. Dickson Wong is both a certified public accountant and a non-practicing barrister. Quite different with Mr. Eric Wong's, he didn't choose his career consciously but he explored his way and developed his career with great enterprise. Once he finished the accounting degree, he seized the chance to gain the professional recognition. After gaining the solid experience in auditing, he also did laws study and obtained the qualification of non-practicing barrister eventually. Equipping himself with the professional knowledge in both accounting and laws, he could provide more holistic consultation to his clients.

The stories of Mr. Wong and Dr. Wong both prove that lifelong learning is the fuel in one's journey to success.

## 正能量大發放——「活出抗逆新女性」系列講座 Sharing Positive Energy - Seminars on Coping with Adversity



本院聯同婦女事務委員會舉辦「活出抗逆新女性」系列講座，已於2009年10月圓滿結束，一連四場講座，邀請了來自不同領域的專家擔任嘉賓講者，包括：銀聯信託投資總監林一鳴博士、香港財務策劃師學會執行委員會成員龐寶林先生、著名財經節目主持胡孟青女士、正生書院校長陳兆焯先生、香港紅十字會義工黃文遜骨科專科醫生、伸手助人協會總幹事陸寶珠女士、立法會議員陳淑莊女士、香港女童軍總會香港總監邊陳之娟博士、社會福利署臨床心理學家羅澤全先生、精神科醫生陳國棟醫生及著名音樂人李紫昕小姐等，全面發放正能量——讓市民了解在逆境下，如何面對各種突如而來的轉變，處理投資、財務、生活、精神、情緒方面的壓力，以及當家庭陷入逆境時，如何與家人作有效溝通、學習穩健理財、抗逆自強及增強自信心的方法，透過互相扶持，保持樂觀態度來跨越逆境。是次活動共錄得近4,000人次出席，一同發放正能量，向自己和身邊的人，傳遞正面信息。

In October 2009, LiPACE and Women's Commission joined hands in organizing a series of public seminars on "Coping with Adversity", to empower women to respond to adversity with necessary skills and positive mindset. Professionals from diverse backgrounds, including Dr. Eddie Lam (*Investment Director of BCT*), Mr. PONG Po Lam (*member of Executive Committee, Institute of Financial Planners of Hong Kong*), Ms. Agnes Wu (*Stock commentator*), Mr. Alman Chan (*Principal of Christian Zheng Sheng College*), Dr. Wong Man Shun (*Orthopaedic Surgeon*), Ms. Bella Luk (*Executive Director, Helping Hand*), Ms. Tanya Chan (*Member of the Legislative Council of Hong Kong*), Dr. Delia Pei (*Chief Commissioner, The Hong Kong Girl Guides Association*), Mr. Eddie Lo (*Clinical Psychologist*), Dr. Chan Kwok Tung (*Specialist in Psychiatry*), Ms. Purple Lee (*Musician*), were invited to share their experiences in coping with adversity. Around 4,000 people are refreshed by the positive spirit and optimism to overcome difficulties.

## 專業人語系列——黃毅力與王啟達 Professionals' Talk: Mr Eric Wong and Dr Dickson Wong



為讓在職人士了解到專業人士的事業發展和成功之道，本院於2009年11月21日，舉辦了「專業人語」系列講座，邀請到富利堡企業有限公司主席及行政總裁黃毅力先生和執業會計師及非執業大律師王啟達博士，與大眾分享其專業之路。

人如其名，黃毅力先生憑不屈不撓的鬥志和自信，開創了一片新天地，先是以沒有學位就成功考上督察，之後又棄警從商，努力建立自己的商業堡壘。整場講座，環繞著一個重要主題，就是要具有自信，方能獲取成功。然而，所謂自信並非單純、表面化地在人前虛張聲勢，也要經過琢磨、練習，背後亦需多下苦功。他指出，要贏取別人的青睞，留下深刻的第一印象猶為重要，這必需在個人言談和表達技巧方面努力。他的方法是對著鏡子和手錶來練習演講。他更即場示範即興演說，由觀眾隨意說出一個字，他以該字為題，演說2分鐘，而且言之有物。事實上，雖然黃毅力本來沒有學位，卻因為那份自信與自強不息的精神，最終都能

先後在本港、內地與海外不同的大學及學院，完成多個商業及管理課程。

另一位講者是王啟達博士，現為本港執業會計師與非執業大律師，王博士坦言自己的求學路途並不是那麼順遂，踏上會計專業亦非原意，一切發展都是在不斷探索中來完成，過去，他不但積極把握不同機會，獲得專業認可，更跨越本身會計專業，獲法律學位，成為本地非執業大律師。法律知識，亦為本身的會計知識，開拓多另一個面向，實際應用於顧問工作上，不獨可以其會計知識來作出判斷，更能夠透過專業的法律角度，作出更完備的審視，提供更周全的意見。

透過嘉賓的經歷和分享，正好說明不論任何時候，我們都應自我裝備，自強不息，懷有終身學習態度，積極進修，這才會踏上成功之途。



陳淑莊女士(左)與眾分享抗逆心得。



林一鳴博士與台下觀眾作熱烈交流。



## 投資者教育日2010

LiPACE - SFC Investor Day 2010



為讓公眾有更多認識投資知識的機會，本院每年都會與證監會合辦投資者教育日，今年更於一日（2010年1月16日）內舉辦三場不同題目的講座，切合了金融海嘯以後的部署和準備的需要。

在第一場講座「2010年經濟展望」，資深經濟及策略師羅家聰博士以「34年前的宿命」為題，為當日的投資者教育活動掀起序幕。羅家聰的分析是依據對過去近半個世紀的經濟發展作出回顧，對比性分析今昔美國及香港大市走勢，從息口、就業、通脹、金價、樓市等多個方面作參考，推斷今年股市波幅有甚大變動。第二場講座「抗通脹投資妙法」由資深投資顧問陸庭龍先生主講，承接著羅家聰的結論，他斷言2010年市場上落反覆，同樣以對比方式著眼，橫向比對香港與內地過去一年的經濟表現，確定來年通脹繫於各國退市程度，但無論如何，他道出過去「低通脹、高增長」的黃金歲月已經過去，對抗通脹的投資策略，顯然不能再像過往般依靠股票，而應著眼於貴金屬及稀有資源，因其價格較為穩定，並不像股票那樣受經濟周期影響。最後一場講座，由香港會計師公會財務報告準則委員會副主席及理事會成員陳錦榮先生主講「上市公司財務報表分析要訣」，上市公司財務報表作為認購股票時的重要參考資料，卻常因其複雜，而為大眾所迴避，陳先生除了指出主版上市公司與創業版上市公司兩者所需注意的事項外，更要從財務狀況表（即資產負債表）、全面收益表（即損益虧損表）、現金流量表、股東權益變動表四個表中，分析去年與今年的變化，以了解公司業績。

除有投資專家對大市作出專業分析外，每場講座亦另有份量相當的嘉賓對談，分別為香港專業財經分析及評論家協會副主席鄧聲興博士、資深基金分析師黃展威先生及本院院長呂汝漢教授，激盪出更多富啟發性的議題。在最後與陳錦榮先生論及財務報表的對談環節中，呂教授提出了CKIT的投資要點作為總結：

Capital 資本	要有足夠資本才好作投資，不要以借貸方式來用作投資資本。
Knowledge 知識	必須要有一定相關的投資知識，再者，增進知識，也是一種投資。
Information 資訊	要掌握資訊，理解市場動向。
Timing 時間	投資之前，要花時間作充分準備和管理投資。



陸庭龍先生與黃展威先生對談。

Eight years in a row, the Investor Day organised in collaboration with Security and Futures Commission was successfully held on 16 January 2010.

The first session was conducted by Dr. Law Ka Chung (*Senior Economist*) on the topic of Global Economic Outlook for 2010. Dr. Law adopted the historical comparison approach to analyse the current economic status and its development. Comparing the figures of interest rate, employment rate, inflation, gold price, real estate market with 34-year before, he made a prediction that strong volatility will appear in the stock market. Mr. Alan Luk (*Senior Investment Advisor*) delivered the presentation on "Best Anti-inflation Investment Strategies" in the second session. On the stock market outlook in 2010, he had the same views as with Dr. Law's. He reiterated that the period of "high return and low inflation" has gone. The best investment strategy is to focus on precious metal and rare resources since their prices will be more stable than stocks. The last session was practical for retail investors, "Dissecting Financial Reports of Listed Companies", delivered by Mr. Clement Chan (*Professional Accountant*). He specially highlighted four key sections to look at seriously: balance sheet, income statement, cash flow statement and statement of changes in stockholders' equity. From these reports, investors can evaluate the financial performance and health of the investment target.

Panel discussion was also arranged in each session following the presentation. At the end of discussion, Prof Lui Yu-hon (*LiPACE Director*) offered his tips to the audience - CKIT:

C-apital	Investor should have sufficient own capital for investment and avoid using debt.
Knowledge	Relevant investment knowledge is the pre-requisite.
Information	Investors should keep abreast of market development and movement.
Timing	Investors should spend time for better preparation and monitoring.



參加者均用心記下嘉賓對投資的專業意見。

## 終身學習模楷——專訪本院學員關啟昌先生

Good Example of Lifelong Learning—interview with Mr K C Kwan



關啟昌先生為本院終身學習理念的支持者，曾先後於本院修讀多個課程，包括國學與管理高級行政人員研修班、品酒以及書法藝術等課程。已活了一整個甲子的關先生，本身為一顧問公司董事，業務繁重，仍孜孜不倦，積極求學。

回想大學畢業以後，關先生於不同機構擔任過要職，曾於美林證券工作，1992年獲公司選派，與其他同屬高級行政人員的同事，往史丹福大學接受為期9個星期的行政訓練課程。在關先生畢業那個年代，完成了大學學位，能因學歷而獲得頗為優厚待遇的工作，物質生活不缺，不過，在9星期的培訓中令他感受至深的，反而是那種返璞歸真的生活模式，「雖然住宿是一人一套房，不是平時出差的星級酒店；坐駕不是有司機的房車，而是以單車代步，每人揹著背囊，在校園內穿梭。可是，重點放回了言無不盡，坦誠交流的學習氣氛中，卻感受到真正的愜意。」

關先生直言年輕時，為了生活才選擇商科發展，修讀會計以求日後能從商，但本身真正性格頗為「書生」，所以，他在本院修讀的課程，也是偏向於人文藝術方面，在於精神層面的滿足。除了上述課程外，他更曾於公大修讀中國文學課程，後來因事忙才中斷，現時他正攻讀博士學位，致力於企業管治的題目，他說：「學問本身就可以令生活多姿多彩，不論是紅酒班或書法班，還是清華國學班，又或任何方面的學問，都豐富了我自己的生命，那是出於一種自我滿足的追求，故雖到六十歲，仍然修讀博士學位課程。課程同時又能聚結與一班志同道合的同學，彼此交流，那又是另一種樂趣。」

其實，關先生也有修讀其他院校的課程，但始終仍然覺得本院的安排設置最為周到，他指出：「學院的時間安排，很能配合在職人士需要，像一星期中安排一至兩個週日晚上，或於周末安排整天課程，較能配合在職人士需要；港島教學中心的設置，又有地利之便，好能吸納在港島區的上班人士；在教學安排上，導師資歷和背景十分重要，像與清華合辦的國學與管理高級行政人員研修班，由頂級的教授學者授課，確實令我和其他同學都眼界為之大開，拓闊了思維。」

提及跟中國文化有關的話題，他甚為雀躍，說中學時期受校長陳耀南的薰陶，一直醉心於傳統文化，認為文、史、哲的教育，對於「中庸之道」的培養甚為重要。他認為即使營商，事事都講求那種恰到好處的掌握與拿捏，這些在商業專科中，都是沒有涉及的，故此，本院能提供一系列與中國文化有關的課程，那不只在於個人修養或興趣的培養，對於待人接物，以致整個人生發展，均有裨益。

Mr K. C. Kwan, one of our loyal students, has been continuing study in LiPACE and has already completed several programmes like wine assessment, Chinese calligraphy and Sinology for Senior Management Executives. Mr. Kwan is a 60-year old businessman who runs his own business. Despite his busy schedule, he still keeps studying continuously and he is currently working on his PhD research.

Besides taking courses in LiPACE, Mr. Kwan also studied in other institutes. He found the courses organized by LiPACE are more practical and flexible for working adults in terms of schedule, venue and administration support. As most of the sessions are arranged in evening or weekend and the Island Learning Centre can be conveniently reached by Sheung Wan MTR Station, the arrangement is perfect for working adults. Besides, LiPACE has professional staff to provide administrative arrangement to students. Regarding the teaching quality, he especially highlighted the course "Sinology for Senior Management Executives". "The world class scholar from Tsinghai University has boarded my horizon" he said.

The concepts of Confucian philosophy have a profound impact on him. He found moderation attitude and the sense of appropriateness are very useful and can be extensively applied in daily life and even in doing business. And that is why he has been keep taking relevant courses in LiPACE.



營商要務雖然繁重，但關啟昌先生仍熱衷於文化學科的研習。



## 歷奇活動助商學學生建團隊精神

*Degree Students Team Up for "Adventure Training"*



本院與英國Middlesex University合辦的三年全日制課程BA Honours Business Management於去年9月開學。為幫助同學建立團隊精神、領導能力及溝通能力，校方特地安排了一次「非常團隊」歷奇體驗工作坊。

是次活動於大潭童軍中心舉行，在專業導師的帶領下，同學透過不同的遊戲，體驗互相信任和合作的重要性。在第一個遊戲「互相支持」中，並排坐在地上的同學，要在不用手的情況下，互相支持地站起來。

接著，同學更被指派一項高難度任務——就是每人只用兩根手指，抬起一位同學。這個遊戲規定每組9至10人，其中1人負責用雙手承托躺在地上那位同學的頭部，至於其餘同學，便只能各用2根手指。眾人經過幾番懷疑和擾攘後，最終也能完成最初大家都認為不可能的任務。由此，同學深深感受到共同合作和信任，確能解決問題。

活動的最後挑戰是用最少的資源和最快的時間過河，這遊戲在同學共同努力下、互相信任和互相合作下終能成功完成。活動終結時，同學們仍然意猶未盡，紛紛提議日後將活動時間延長一點。

The first intake of BA Honours Business Management commenced last year. With an aim to enhance students' sense of team spirit, co-operation, leadership and self-efficacy skills, the Institute organised an adventure camp for them in last September. In the camp, students were asked to participate in a series of specially designed games. One of the games required students to heave a classmate together by using two fingers only and all students thought it was impossible at first. Through discussion, cooperation and trust, they finally succeeded and realized the importance of team work in solving problems. They shared a happy time together and they all wished that the activity could be made longer in the coming year when the adventure camp came to an end.



同學們於遊戲中需發揮創意與團隊精神，方能完成任務。

## 「耆康共融環保之旅」——與長者同樂

*Trip for the Environment and Dialogue with Elderly*



香港環保及生態保育風氣日盛，越來越多人開始關注環境問題。有鑑於此，本院聯同婦女事務委員會、商業電台及「自在人生自學計劃」同學會於2009年10月23日舉行「耆康共融環保之旅」活動。

一班熱心的同學會會員帶領來自長者安居服務協會的老友記，在導賞員的協助講解下參觀香港濕地公園，藉此與長者一同親近自然，加強對濕地的認識和了解。同學會會員全程細心照顧同行的長者，表現出「老吾老以及人之老」的關懷，體現身體力行、貢獻社群的精神。是次活動更有幸邀請到同學及長者熟悉的藝員朋友梁珊及梁舜燕女士、電影明星劉心悠小姐擔任嘉賓，與同學會會員及長者交流環保心得。學院冀透過是次活動，推動環保教育工作並樹立社會關懷耆老的風氣。

Nowadays, people are more concerned about the environment and becoming more environmental friendly. The Institute, together with the Women's Commission, Commercial Radio and Capacity Building Mileage Programme Student Association (CBMPSA), organized a tour to visit Hong Kong Wetland Park on 23 October 2009. Members from CBMPSA accompanied elders from Senior Citizen Home Safety Association to the park.

In response to the call for environmental care and showing respect to the elderly, well known artists like Ms. Leung San, Ms. Lily Leung and Ms. Annie Liu, joined in and shared their green experiences with students and the elders.



## 健康與美容課程

*Health and Beauty*

### 新世代「營」格——有營養單設計課程

健康飲食越趨重要，大部份香港人都開始著重均衡飲食，透過改善飲食習慣提升健康水平。在衛生署的大力推動下，大眾對健康飲食越加重視，其中「有營養肆」及「健康飲食在校園」計劃等等，令健康飲食觀念更為普及。飲食業及食品製作行業亦要因應需求，不得不改變過往的烹調及食物處理的方式。

有見及此，本院聯同「有營養肆」及「健康飲食在校園」計劃的顧問團體「香港營養學會」合辦「有營養單設計課程」，志在協助飲食業界及相關人士掌握設計具營養及健康餐單的知識和方法，以迎合社會的飲食新文化。課程針對性地教授食肆於買貨及存貨時對食物營養保存的知識，亦教授關於2009年剛通過成立的「食物營養標籤」制度，讓學員閱讀或編寫一般於市面發售的包裝食品的食物營養標籤，以設計方便及有營養的菜色。本課程也適合對健康飲食有興趣人士報讀。

### 美甲藝術一指甲幻變成圖畫 全面美甲藝術及護理文憑課程

美容業界一直發展迅速，即使在經濟低迷時期，與美容業有關的產品及服務仍有無限的發展空間。近年美甲事業大為流行，尤如舞台化妝一樣——水晶甲、啫喱甲及人工花甲已成為各模特兒、舞台表演者及參加宴會者一項必備的裝飾元素。美甲服務越見普遍，修甲及美甲店如雨後春筍，可惜服務質素卻參差不一。有見及此，本院聯同資深美甲學院「T-NAIL ACADEMY」合辦「全面美甲藝術及護理文憑課程」，旨在裝備同學全面而專業的修甲及美甲設計技巧，以應付客人的各種美甲需求，與及提升學員對美甲店的日常營運的知識。課程適合對愛藝術設計或對美甲行業有興趣人士報讀。



## 「健康快樂『新世代』貓狗寵物」系列講座

*"Healthy and Happy Pet" Seminar Series*

為進一步推廣飼養貓狗寵物的知識，本院聯同香港愛護動物協會舉辦「健康快樂『新世代』貓狗健康快樂寵物」系列講座，導師由香港愛護動物協會委派，均具豐富經驗，讓學員獲得飼養貓狗的正確知識；尤其對於有意飼養貓狗寵物的人士而言，會更明白寵物在面對逆境時的感受與心理，提供適當而相應的照顧，令「新世代」貓狗有健康快樂的生活！學員若有需要，可於報名

### Eating Smart Dieting Planning

Scientific studies showed that balanced diet is very important to health. In Hong Kong, dining out is incredibly convenient but this also increases the chance of our exposure to greasy and high calorie food. In view of this, Department of Health has carried out a series of campaigns to promote healthy diet, such as "Healthy Eating in Restaurants" and "Eat Smart at School" in order to make more people more health conscious.

In response to an increasing demand on healthy dining, LiPACE is collaborating with Hong Kong Nutrition Association to launch the course "Eating Smart Dieting Planning." The aim is to help students to equip knowledge in food nutrition, smart diet planning and the proper ways of food processing. Besides food manufacturers, people who are interested in healthy diet planning are welcome to join.

### Diploma in Holistic Nail Art and Care

Beauty related business can always maintain its prosperity even in the time of economic downturn. In recent years, nail decoration has become daily fashion and the demand of the service has been on the rise.

To cope with the increasing demand, LiPACE is collaborating with T-Nail Academy to launch the programme "Diploma in Holistic Nail Art and Care" to help students master different artificial nailing techniques (such as gel nail, acrylic nail and fiberglass nail). Upon completion of the programme, students should be able to apply their skills and knowledge in daily life, in modeling field, stage performing industry or even running their own businesses.

時，申請與香港愛護動物協會合頒之「聽講證書」。同時，學院亦正籌劃開辦寵物狗專業美容及護理文憑課程，將於今年9月推出，請密切留意本院網頁。

LiPACE collaborates with the Society for the Prevention of Cruelty to Animals (SPCA) to co-organize the 'Healthy and Happy Pet'



Seminar Series for all animal lovers. The aim of the seminar series is to provide students with basic knowledge in keeping healthy and happy pet. Experience instructors from SPCA will share with students their professional knowledge on pets' nutrition needs, grooming skills and obedience training.

Besides, the Institute is planning to launch the "Diploma in Professional Grooming and Care for Dogs" in September 2010. Please keep an eye on LiPACE's website for the updates.



#### 中國書法藝術基礎證書

繼早前開辦書法初階短期課程後，本院於3月推出了「中國書法藝術基礎證書」，為書法愛好者及過去曾參與書法初階學員，提供進一步的寫意空間。證書課程由當代書法名家余寄撫先生及其他書法名師親自教授，課程由淺入深，從基本運筆法開始，通過分析漢字的結構、筆法、筆力與體勢學習書法藝術及其欣賞品評。余老師書法宗顏真卿，揉合二王，米芾之秀逸筆風，自成一派，墨寶曾獲國內外書法展展出及博物館收藏，獲獎無數。

#### 粵劇鑼鼓演奏證書

鑼鼓是粵劇戲曲表演使用的敲擊樂器，粵劇表演必須配合鑼鼓音樂的領導和襯托才能發揮出理想的演繹效果。本課程旨在教導學員對粵劇曲藝鑼鼓的初步認識、基本手法和技巧運用。課程由活躍於本地粵劇戲曲表演舞臺、擔任掌板角色的余家龍老師親自教授，余老師師承鑼鼓名師陳榮先生，手敲鑼鼓，不忘文化傳承，鑼鼓聲傳，響遍戲台。

#### 中國古代陶瓷鑒賞證書

中國自新石器時代開始製造陶瓷，及至在宋、元、明、清眾朝代工藝造詣達到登峰造極的境界。宋徽宗的汝窯瓷器傳頌千古，成為稀世珍品。元代青花瓷是現代瓷器的始祖，工藝和質素都達到極高水平。現今世上身價最高的瓷器就是元代的一件青花瓷作品。明代製瓷業的成就亦相當高，其中以「明成化鬥彩瓷」為代表作。到了清代，特別是康熙、雍正、乾隆三期更達到高峰。無論品質與數量都是前代不可比擬的。承接去年初辦的「中國清代陶瓷的鑒賞及收藏」短期課程，本院現已將之發展成中國古代陶瓷鑒賞證書，透過課堂和實物參觀等活動，提供一覽中國宋、元、明、清代陶瓷珍品之機會，從而更深入和更有系統瞭解收藏與鑒賞的知識竅門和收藏重點，並全面認識中國陶瓷藝術的發展輪廓。

#### Foundation Certificate in Chinese Calligraphy

Calligraphy is a Chinese art-form with thousand years of history. The distinctive application of brushstrokes employed in the creation of the Chinese characters creates rich, vigorous calligraphic styles of presentation. Students who take this programme will be able to develop an appreciation of Chinese culture, cultivate their peace of mind and develop the sense of traditional Chinese aesthetics.

#### Certificate in Cantonese Opera Percussion

To provide further learning opportunities for the graduates of "Fundamental Cantonese Opera Percussion", a new programme "Certificate in Cantonese Opera Percussion" has been launched in March 2009. Conducted by experienced Cantonese Opera Percussion professionals, the programme will enable students to further enhance their understanding and skills in performing Cantonese Opera percussion.

#### Certificate in Connoisseurship of Ancient Chinese Ceramics

With over 3,000 years of history, Chinese antique ceramics are world renowned works of art that manifest distinctive craftsmanship and beauty. Dated back to the Tang Dynasty, china wares had been exported as luxury products for the noble and the rich in the world. Nowadays, Chinese antique ceramics is becoming one of the popular items for art collection as well as for investment. However, determining the authenticity of antique ceramics is not an easy task and that's why experience sharing from reputable experts are highly welcomed by amateurs.

Following the successful launch of a short course "Appreciation and Collection of Chinese Ceramics in Qing Dynasty" in June 2009, the Institute has expanded it to be the "Certificate in Connoisseurship of Ancient Chinese Ceramics" which provides a deeper and a more systematic study of ancient Chinese Ceramics.

## 時裝設計及攝影學士學位課程 迎接文化創意新趨勢

*Fashion and Photography Degree Programmes for Creative Industries*



政府近年積極推動文化創意產業，可以預見業界對設計及創作人材的需求將會大增。有意投身這潛力龐大行業的人士，要好好把握時機裝備自己。為培訓相關設計人材，學院正準備於本年9月開辦一系列美術設計、時裝設計及攝影學位課程。

這系列課程由本院與英國Middlesex University (MU) 合辦，包括 BA Honours Photography、BA Honours Fashion、BA Honours Fashion Design, Styling and Promotion以及 Intensive Foundation in Art and Design (iFAD)。英國MU是創新的教學型大學，其教學被英國高等教育質量保證署(Quality Assurance Agency)肯定，學生過去數年贏取超過25個國際性設計比賽獎項。學生在修畢課程後所獲得的學歷資格，將等同MU於英國當地頒授的資格。

#### 攝影學位 增值新路口

過往，本港一直沒有專門的攝影學士學位課程，但隨著文化界對創意產業越加重視，各行業對專業攝影的需求與要求不斷提升，攝影已然成為一門學術與技術兼重的專門學科。本院計劃於本年9月開辦的 BA Honours Photography為3年全日制和4年兼讀制。課程會透過課堂與實地練習（包括影樓、黑房及戶外）訓練學生的攝影技巧，更會透過理論課堂、工作坊、研討會、作品評析、文字報告及簡報等，讓學生學習及了解視覺藝術、視覺傳意、影像評析、設計及藝術歷史等知識，培育他們成為兼具鑑賞能力、獨立思維以及實用技巧的專業攝影人材。

#### 時裝設計及造型推廣學位

在時裝設計方面，首屆將先開辦3年全日制，包括BA Honours Fashion及BA Honours Fashion Design, Styling and Promotion兩個學士學位課程。BA Honours Fashion為學生提供多方面的技巧培訓，除時裝設計、剪裁及縫製技巧外，還包括攝影、繪圖等，讓學生透過工作坊、實踐製作、分組評論、研究等，啟發其創作力，發展個人風格。

至於BA Honours Fashion Design, Styling and Promotion則適合有志從事形象設計或時裝出版行業之人士。透過此課程，學生不但能學習時裝設計及製作的基本技巧，亦有機會了解出版概念、廣告創作、網頁設計等。

為配合這些課程的開辦，本院特別添設專業器材及設備作教學之用，學生可從製作過程中學習，並運用所學之理論與概念，將他們的創意展示出來。

此外，這兩個時裝學位課程會為學生提供實地參觀及實習機會，學生有機會到其他地區參觀，在第二年課程中，更將獲安排到不同的製衣或時裝公司作為期約5星期的實習。

#### 短期預備課程 銜接Middlesex設計學位

如要投身設計及創作行業，或入讀有關大學設計課程，一份具水準的個人作品選輯必不可少。為期12星期的全日制Intensive Foundation in Art and Design (iFAD)，便是透過密集式的課堂與練習，讓學生在完成課程後，建立具水準的個人作品，為他們日後發展事業或繼續進修踏出重要的一步。

在12星期的課程中，學生將透過工作坊、課堂、展覽館參觀、實地考察等，接觸美術及設計的不同範疇，例如人像素描、藝術文化與歷史、印刷、攝影等。修畢課程後，學生如符合指定合格要求，便可獲Middlesex取錄，直接升讀該校時裝設計、攝影或其他設計相關的學士學位課程。

以上四個課程皆歡迎中七、副學士先修及文憑課程畢業生報讀；申請者除須符合基本入學要求外，亦須於面試時提交並介紹其個人作品選輯。擁有攝影或時裝設計專業或高級文憑的畢業生，如報讀攝影或時裝學位課程，將有機會獲得學科豁免。有關課程之詳細資料，歡迎致電3120 9988（接通後按1-1-2）或3120 9933查詢。

Whilst the design and creative industries increasingly play a vital role in Hong Kong, LiPACE is planning to launch a series of art and design programmes in collaboration with Middlesex University (MU), UK, in this academic year so to meet the market needs for design professionals. These include BA Honours Photography (3 years full-time; 4 years part-time), BA Honours Fashion (3 years full-time), BA Honours Fashion Design, Styling and Promotion (3 years full-time) as well as Intensive Foundation in Art and Design (iFAD) (12 weeks full-time).

These degree programmes aim to nurture design talents who have strong theoretical background and a passion for originality in their design. Graduates of Form 7, Diploma and pre-Associate Degree with a suitable portfolio of work demonstrating a range of art and design skills are eligible to apply.

Interested parties please call 3120 9988 (press 1-1-2) or 3120 9933 for details.





## 拼回的古文明

Rediscover the Ancient Beauty

導師吳千帆，為繼承家族古董生意，於大學畢業後，赴筓英倫，專攻東亞藝術研究。

吳先生年紀雖輕，卻對中國傳統文化的承傳，懷有深摯熱誠，許是家族薰陶，自祖叔父輩已開始於香港經營古董買賣。大部份古董商，都懷「寶」自秘，有的甚至魚目混珠，更遑論古董鑑別知識的傳授與交流，吳千帆反其道而行，就是要讓大眾對真假的辨別和珍品的鑑識，有更深刻的認知，皆因他志在於作推廣和保育文化，而非單從利益著眼。短短的數十分鐘，他已說明了分辨古董真假的原理：「一般而言，150年以上的陶瓷，可以以熱釋光化學測試測定其年份，且有其他細節可以作參考，例如憑其獨特的時代風格已可分辨出古今真偽，故在作更為確切的科學鑒定，作化學分析前，已可以作出準繩判斷。」

吳千帆任教的古代陶瓷鑑賞證書課程，從鑑賞知識與鑒定訣竅兩方面為主要骨幹，並以古玩實物作為教材，供學生觀賞揣摩，「學員必定要有不同實物作參考，多加觀察，積累經驗，方能對古董陶瓷有真切的體會和認識，教學上方可傳授文化保育的意識及具體方法。」作為導師，吳千帆確是身體力行，不獨分享知識，但身為古董商，連自己的營商物品，也供諸同好，可見其教育熱誠。

那份教育熱誠，又源於他對發掘古董價值的特殊使命：「古董的價值，不只是在於其出售的價錢，也不是在於利潤多少，而是為文化作保存和推廣，不獨是為了香港或內地，而是整個中華文化的傳承，卻又不獨限於自身民族，因為這古物潛在的價值，是屬於整個世界和歷史的。既然自己有這種背景和知識，就希望把這些價值，流存至下一代。」他又說，其實香港古董圈子對文化和保育的推廣和教育，遠遜於國內，並沒有像內地專門教授文物知識的學校或大型收藏家協會等組織，讓同好一起切磋研究，

因此，具一定程度的相關課程，在香港顯得尤為重要，若然有機會的話，他寄望能結合更多與古董相關的專業人士，籌組一個至少達學位程度的課程，方能為本地古董界奠下專業古董的基礎。言談間，請他介紹幾件藏品時，即舉起了一隻明弘治的驕黃釉瓷盤，因釉色和上佳手工，以及製作年代的關係，雖經修復仍要六位數字的價錢，然而，他指著修補後那隱約可見的痕跡，令人看到了那給補回的，不只是一件古玩，而是在分崩離析的世界中，修復一個已然失落的文明，盤底通往另一片洞天。

Mr. Christian Ng, the instructor of Certificate in Connoisseurship of Ancient Chinese Ceramics, did his master's study in East Asia in the UK to better prepare himself for his family antique business. Although Mr. Ng is young, he is very enthusiastic about traditional cultural preservation and education. In the traditional antique business industry, it's common that most antiquaries are not willing to share the knowledge of antique authentication and keep this as the "trade secret" for profit making. Unlike them, Mr. Ng is willing to share his expertise and experience with others since he has the passion for sharing the beauty of civilisation.

In order to let the students have a better understanding on antiques, he even takes his precious collections of antiques from his antique store to the class. "This provides a good chance for students to appreciate ancient Chinese ceramics and enables them to have a concrete feel in scrutinizing the antique ceramics" he said. Antiques to him are very valuable assets in human history that should be carefully appraised and preserved. His mission is to help all antiques connoisseurs to find out the real value of the antiques rather than helping them to trade antiques for a good money. His goal is to gather a group of professionals and set a foundation for educating professional connoisseurs in the future.



清光緒祭藍地描金皮球花賞瓶  
官窯形制，金彩圖案畫功精細，  
宮廷御用或賞賜功臣用



明晚期五彩秋石堂款四君子瓷杯  
曾由名家收藏，除青花外，更有啡紅  
黃綠紫



明弘治驕黃釉盤  
色澤光鮮均勻，技術非凡



南宋官窯碎片  
專家才能作出鑒定，分送出席率達  
100%學生留念，亦有望學生能砥礪練  
習，達至專家水準

## 新同事介紹

New Staff

### 馬克薇博士 Dr Magdy Ma

馬克薇博士今年1月加入學院。馬博士分別於香港理工大學及北卡羅拉州立大學取得碩士及博士學位，曾於香港特區政府擔任高級新聞主任，為不同公共服務廣告活動構思創作概念，並著有Disoriented Visual Objects: Their Creators and Users (1999)及A Semiotic Phenomenology of Visual Rhetoric (2009) 兩書。她曾教授視覺傳意、設計歷史及理論等課程，研究興趣主要為科技與設計的社會文化意涵，近期專注於研究視覺領域中的自我圓足理論，及如何滿足人類的視覺生活質素。



Dr. Magdy Ma joined the Institute in January 2010. She got her MA in Design from Hong Kong Polytechnic University and PhD from North Carolina State University. As a former Senior Information Officer with the HKSAR Government, Dr Ma has created visual design solutions for a wide range of public service advertising campaigns. She has written and published two books — Disoriented Visual Objects: Their Creators and Users (1999) and A Semiotic Phenomenology of Visual Rhetoric (2009) — and taught visual communication as well as design history and theory. With a research interest on the socio-cultural implications of technology and design, she is developing a theory of visual wellbeing that addresses the quality of human visual life.

### 陳倩如小姐 Ms Shirley Chen

陳倩如小姐剛於三月份加入學院之傳訊及業務發展處任職課程經理。加入學院前，陳小姐分別於著名機構任職市場推廣工作。她畢業於香港浸會大學人文學科學系，主修語言與傳理，其後取得英國斯傑克萊大學工商管理碩士學位。



Ms. Shirley Chen joined the Institute as Programme Manager in the Communications and Business Development Unit (CBDU) in March, 2010. Before joining the Institute, Shirley has been working in different leading companies with marketing position. She completed her Bachelor Degree in Hong Kong Baptist University, major in Language & Communication and obtained her MBA in the University of Strathclyde.

### 郭卉 Ms GUO Hui, Grace

郭卉畢業於倫敦布魯內爾大學，在入職學院前曾就職於某大型快速消費品公司和外國駐港領事館。她熱愛與熱衷學習的人共事，與此同時，也樂於和學生們分享商業管理學之藝術。



Ms. GUO Hui, Grace graduated from the Business School of the Brunel University in London. Before she joined LiPACE, she worked for a renowned fast moving consumer goods company and a foreign consulate. Grace enjoys working with people who have a positive mindset towards learning, and would like to show students the art and beauty of business management.

### 賴漢國先生 Mr Li Hon Kwok

賴漢國先生於二零零五年畢業於澳洲國立大學人類學及考古學院，及後在香港大學深造，取得公共衛生碩士學位。賴先生於去年12月加入學院，專責處理教務處事務。教務處是支援教學的一個重要部門，一直建構標準的作業流程及強化資訊系統，以提高行政效率，達致優質教學水平。



Mr. Li Hon Kwok graduated from the School of Archaeology and Anthropology at the Australian National University and received his Master Degree in Public Health from the University of Hong Kong. Mr. Li Hon Kwok joined the Institute in December 2009 and manages the teaching support in Registry Unit. Being an important support unit, Registry Unit provides standardized workflows and enhances information system, which is in line with LiPACE's goal for excellence in programme quality and service delivery.