

# sphere

#39 2015   
INTERNATIONAL JOURNAL OF THE  
CK HUTCHISON GROUP



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## HEROES IN UNIFORM

A S Watson hits 12,000 **08**

Viva Italia! **18**

Projecting Change **26**





**Sphere Magazine #39**  
December 2015

**Cover Illustration**  
By Kaliz Lee

Every day, hundreds of thousands of members of the CKHH family suit up to do their jobs with pride and honour. The uniforms enable us and send a message about who we are — just like *Sphere*.

W E L C O M E

## EMBRACING CHANGE

CK Hutchison, like every successful company, has to stay ahead in its operating environment to thrive in today's complex world.

Our commitment to meeting the needs of the future has been rewarded with success, stories like the growth of A S Watson, expanding to over 12,000 outlets around the world, and bigboXX becoming the biggest online office supplies provider in Hong Kong in just 15 years.

Successful adaptation means listening to our people on the frontline to make sure they have the tools – and uniforms – they need. We welcome staff collaboration in designing uniforms that are stylish and impressive or fantastically functional, depending on the many needs of our diverse businesses.

We also need to be in tune with the values of the local communities, and the broader global community, that we operate in. Sometimes, the Li Ka Shing Foundation

is the vehicle for the expression of those values in action. Our commitment to the environment was recently displayed on 33 storeys of the Empire State Building, visible across New York and around the world, in a project drawing attention to species at risk of extinction.

An empire, a region, now a country, Italy is a nation that exemplifies successful adaptation over the millennia. Its history of reinvention is apparent in the country's successful present. *Sphere* takes a look at this ancient and vibrant nation to show how constant change has created modern Italy.

We hope you enjoy *Sphere's* stories of how diverse parts of our Group have embraced the change that has built a bright future for our 270,000-plus strong family! ◻

 CK HUTCHISON HOLDINGS LIMITED

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## RETAIL FOCUS

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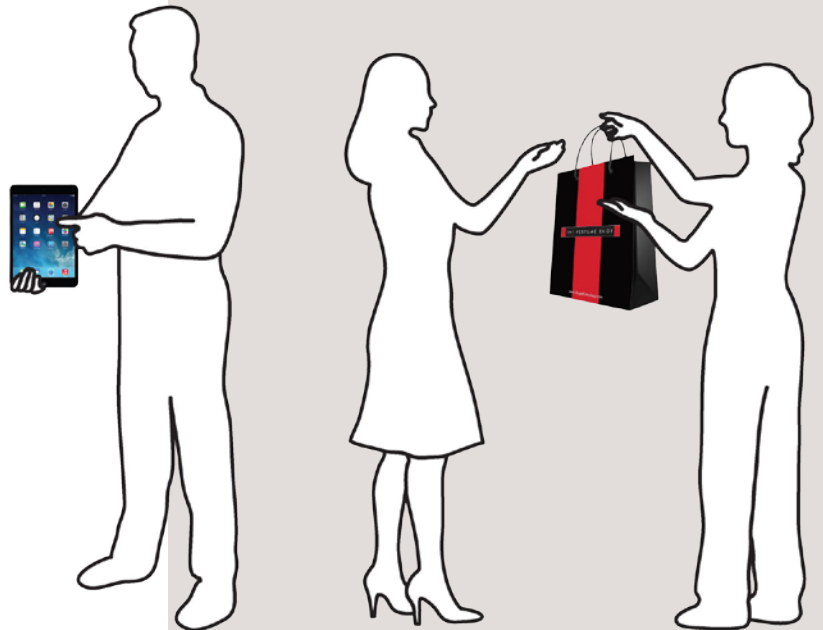
A S Watson's steady growth over the past 174 years has seen it hit its 12,000th store mark with senior leadership and frontline staff at the opening.

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## OPERATIONS FOCUS

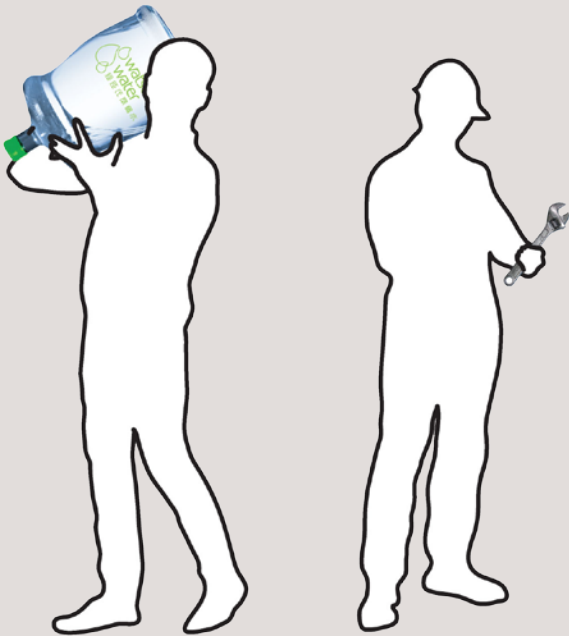
### Bigger than big: bigboXX.com turns 15

bigboXX is a survivor – and thriver – from the dotcom era. See how the company was born and took a leadership position in its market in just 15 years.



# 10

## COVER STORY



# UNIFORMLY HEROIC

**Uniforms in CK Hutchison are more than just clothes. They generate confidence in clients and show our professionalism inside and out. From wearable branding to high-tech suits, each CKHH uniform tells a story.**

18

## COUNTRY FEATURE

### Viva Italia!

Italian beauty, passion and creativity have played a huge part in forming the world we know today. CKHH has also been a beneficiary of the Italian story. Viva Italia!



26

## PHILANTHROPY FOCUS

### Projecting Change: The Empire State Building

The LKSF helped light up 33 storeys of the Empire State Building to highlight 160 species on the brink of extinction. The commitment to doing good stretches from NYC to Shantou University.

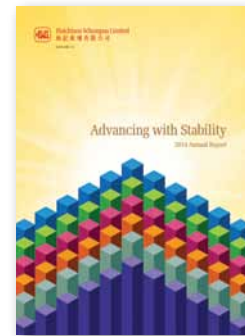
# NEWS

## CORPORATE

### CK HUTCHISON VOLUNTEER TEAM GETS INTO THE COMMUNITY

The team reached out to their fellow citizens in Hong Kong, signing up to work closely with local teenagers and members of the disabled community. They partnered with Yan Oi Tong to mentor local teenagers, training them how to be effective volunteers and provide service to their communities.

They also took part in a programme first to learn, then teach, the fine art of cupcake floret decoration. Their students were beneficiaries of the Hong Kong Physically Handicapped and Able-Bodied Association. The two-day programme culminated with a joyful gathering over a meal – with beautiful cupcakes!



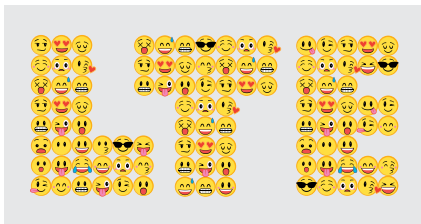
### ANNUAL REPORT A WINNER

The Hong Kong Management Association recognised the Group's excellence in design by awarding it a 'Citation for Design' for the 2014 annual report.

## TELECOMS

### 1, 2, 3 INDONESIA, 4G LTE IS COMING

The Indonesian Ministry of Communications has given the green light for 3 Indonesia to roll out its new 4G LTE network. Over 37,000 base transceiver stations are being reconfigured as part of the effort to bring more capacity and faster speeds to Indonesian mobile users.



### ALLE AUSTRIA ENJOYS 4G

An idyllic hut on an Austrian mountainside was the perfect spot to announce the completion of 3 Austria's 4G roll-out, serving even the most remote rural areas. The network now reaches 98 per cent of all Austrians with 2G, 3G and 4G LTE services.



### REIMAGINE YOUR RELATIONSHIPS

Reimagined Learning is 3 UK's innovative training programme that sees staff and selected university students collaborate to design interactive workshops for 14–16 year olds to bring career opportunities to life for soon-to-be secondary school graduates. The idea is to learn how to engage with any audience and collaborate with individuals from across the business.

## ENERGY

### From South China to the North Atlantic

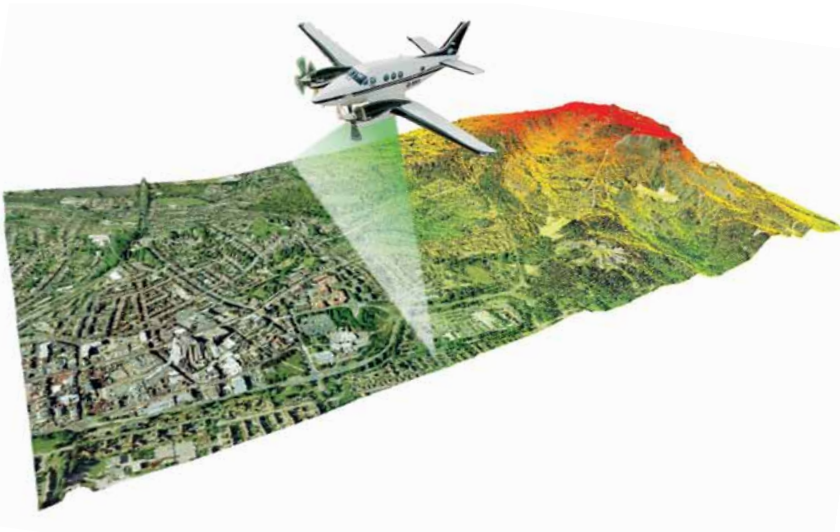
In October, Husky Energy's Atlantic Region surpassed 250 million barrels of production from the SeaRose FPSO, a floating production, storage and offloading vessel located off the coast of Newfoundland and Labrador, Canada. The SeaRose is the production vessel for the White Rose field and satellite extensions, and has been in operation since 2005.

On the other side of the world, the Gaolan Gas Terminal in Mainland China shipped its 100th order of gas condensate in August. The Terminal processes the gas and gas-liquids from Liwan 3-1 and the Lihua 34-2 fields. Since the start of Liwan gas sales last April, more than 10,500 truckloads of gas liquids have been sold to the local markets.



## Zap! Innovative aerial surveys help reduce power cuts

UK Power Networks has conducted a groundbreaking, laser-powered aerial survey of over 34,000 kilometres of overhead power lines. Small aeroplanes illuminated targets with laser technology and analysed the reflected light to measure the encroachment of trees and vegetation, to maximise efficiency in their GBP19 million risk-based tree cutting programme. Surveyors can now check trees from their desks instead of walking the lines which takes up time and disrupts landowners, thereby preventing harmful tree encroachment.



### NORTHERN GAS NETWORKS WARNS OF SILENT KILLER

Northern Gas Networks was in Newcastle recently, promoting appliance safety and signing people up for home inspections and carbon monoxide alarms. Furthermore, the iFest social media campaign and video game warned of carbon monoxide poisoning and reached 400,000 people. The campaign targeted festivalgoers who potentially put their lives at risk by using burning devices in enclosed spaces (e.g. camp stoves in a caravan).

### SKINNINGROVE GETS A HAND

Northern Gas Networks is all about partnership in serving the community. A 15-metre long mural recently unveiled in Skinningrove, North Yorkshire, created by local children and the gas company's community artist, Mick Hand, illustrates that partnership in action to restore gas service after a devastating flood.

### SERVING UP LOVE, CARE - AND 170 DINNERS

In September, Park'N Fly Toronto's team took on the personal challenge of sourcing and preparing dinner for 170 severely ill children and their families as part of the Ronald McDonald House Toronto Home for Dinner programme. They also provided care packages and lots of love for the children and their families in a time of need.



### "MAKE IT RIGHT"

Jackson, the face of the new 3 UK campaign, speaks directly to consumers about their frustrations with the mobile industry and tells them how 3 UK is going to "make it right". Its 18-country free roaming programme, 4G at no extra cost, the tackling of 4G black spots with 4G Super-Voice, and other consumer-focused initiatives were recognised when 3 UK won the 'Amazing Customer Experience Award' at the UK Customer Experience Awards 2015.

### "BETTER AT 3"

3 Hong Kong has launched the "Better Service" campaign and a series of upgrades to apps and services for their users. Its instant online chat facility, iChat, now answers 90 per cent of all billing and customer service enquiries within 30 seconds, taking pressure off call centres and thrilling customers.



### CAA RECOGNISES PARK'N FLY'S LONG-TERM PARTNERSHIP

The Canadian Automobile Association (CAA) was grateful for Park'N Fly's close partnership and an exceptional level of engagement on collaborative campaigns over a period of several years. They awarded Park'N Fly the 'CAA Special Recognition' at their annual awards dinner in Niagara Falls in September. Congratulations!

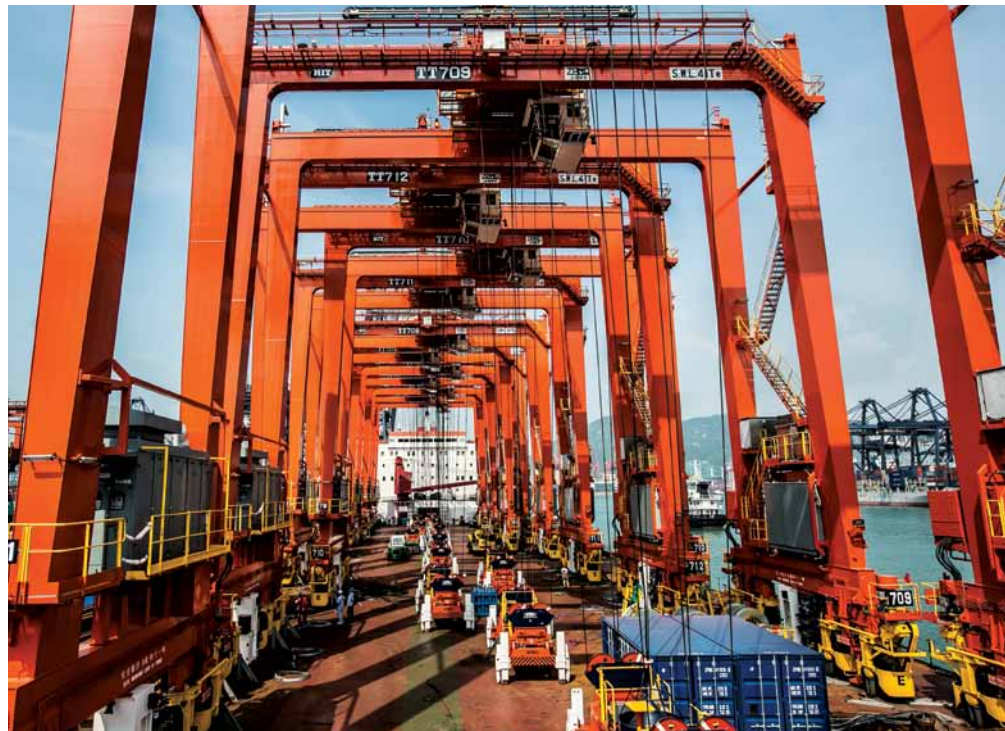
### HONGKONG ELECTRIC VOLUNTEERS TO CLEAN BEACHES

The "Keep Clean 2015@HongKong: Our Home" campaign saw HK Electric volunteers hit the beaches of Lantau and Lamma Island. Activities included removing rubbish washed up on beaches and raising environmental awareness. Lamma Island is also the home of HK Electric's power station.

PORTS

## New green cranes a HIT

Hongkong International Terminals (HIT) has purchased 12 new one-over-six electric rubber-tyred gantry cranes. These cranes emit 95 per cent less exhaust fumes and 45 per cent less noise than their diesel counterparts.



SEEDS OF COOPERATION

Saigon International Terminals Vietnam has entered into a long-term agreement to build a dedicated warehouse with global agricultural giant Cargill. Grain distribution by Cargill in Vietnam will be enhanced by their improved port interactions through reduced turnaround time for trucks entering the port.



PARTNERSHIP SUPPORTS YOUNG PEOPLE AND INDUSTRY

Three years ago, HIT partnered with Hong Kong's leading technical training body, the Vocational Training Council, to launch the Craft Apprenticeship Programme, with the pioneer batch of apprentices graduating this August. The apprentices rotated through different positions to learn equipment repair and maintenance skills and have been promoted to become professional technicians.

BEST OF THE BEST IS BEST

Barcelona Europe South Terminal (BEST) recently received two Authorized Economic Operator certifications from the national Tax Agency: 'Customs Simplification' and 'Security and Safety', which enable customers to minimise paper and physical checkpoints, maximising efficiency. It is the only operator at the Port of Barcelona that has this double certification.

DEPOT TMZ WELCOMES BEST INVESTMENT

BEST is expanding its reach, acquiring a 20 per cent interest in Depot tmZ Services which operates the Maritime Terminal of Zaragoza, an important inland terminal serving Spain's industrial heartland.



TELECOMS

MOVIES, MOVIES EVERYWHERE!

Denmark is giving away six months' free Netflix, across all devices, to subscribing consumers. They can stream their favourite series and movies anytime and anywhere they want.





#### INFRASTRUCTURE

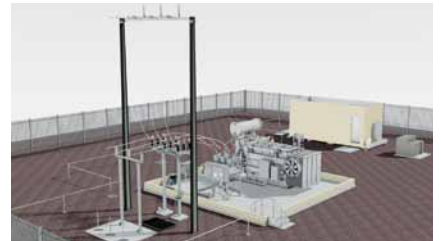
### DWAIN PIPE ON TOUR TO THE MEDITERRANEAN

Dwaine Pipe, superstar of consumer sewage hygiene, is headed south to deliver his much sought-after message, “Only toilet paper, pee and poo go down the loo!” Northumbrian Water’s mascot is visiting its joint venture holding, AquaGib, and local schools in a bid to change household habits in Gibraltar.

#### ENERGY

## Husky Energy’s Indonesian play

Husky Energy’s global expansion continues into the Madura Strait, located between the Indonesian islands of Java and Madura. Seven projects are underway or under evaluation. The Madura Strait BD gas-condensate field has recently witnessed the installation of the jacket and wellhead platforms, and is on track for peak production of about 40 million cubic feet per day of gas and 2,400 barrels of oil equivalent per day of liquids.



### SA POWER NETWORKS GLOBAL LEADER IN 3D DESIGN

Dorrien, Kapunda and Gawler Belt were the globally pioneering 3D design projects for brownfield site construction of power substations using 3D technologies. Nobody else in the industry had done a full workflow using a brownfield site before. Use of this technology allows for better planning and helps avoid costly conflicts in design which are often only revealed in later construction phases.

#### RETAIL

### WECHAT, YOU CHAT, WATSONS AND TENCENT CHAT

Watsons China has teamed up with Internet giant Tencent to launch a mobile membership card for its Mainland customers, making it the first retail chain to launch a multifunctional card on smartphones. The card’s loyalty and benefits programme integrates the online and offline member services, and leverages Tencent’s WeChat platform.

### FUTURISTIC FORTRESS GOES INTERACTIVE

FORTRESS has opened a new flagship store in Hong Kong’s Times Square where consumers can get their hands on 2,300 different electronics products. ‘Try and buy’ is the new way in which FORTRESS is giving consumers direct experience with products alongside its expert guidance, so that they can make better informed buying decisions.



ACHIEVEMENT


# A S WATSON

# HITS 12,000

In August this year, A S Watson (ASW) arrived at a very special milestone when frontline staff and management came together to celebrate the opening of the 12,000th ASW store.



屈臣氏集團

 長江和記實業成員

慶祝全球  
突破 **12000** 店



# 12000



The new flagship Watsons: An exemplar showcasing the growth of ASW!

**“Hong Kong has a special place in our hearts. We will continue to invest in the city.”**

Victor Li Tzar-kuoi,  
Co-Managing Director and  
Deputy Chairman of CK Hutchison

**T**he milestone of 12,000 is not only the number of ASW stores stretching from Asia to Europe, but also the rough distance (in kilometres) that merchants of yore would travel from home to faraway lands and back again on the old Silk Road. One young British pharmacist, Alexander Skirving Watson made that journey to join the company that would bear his name. Now the firm has grown all the way to his homeland and all points along the way.

**A S WATSON'S 12,000TH STORE IS ... A WATSONS!**

At the opening ceremony, Victor Li Tzar-kuoi, Co-Managing Director and Deputy Chairman of CK Hutchison, said, “It is a very meaningful occasion for me to announce the opening of our 12,000th store in this special place, Hong Kong, our home!”

“We endured hand-in-hand with Hong Kong people the Second World War, the economic boom and the SARS recession. Hong Kong has a special place in our hearts. We will continue to invest in the city,” Mr Li added.

**MODERN PRACTICE, TRADITIONAL CARE**

Located at the heart of Hong Kong’s most vibrant shopping area, Causeway Bay, the new flagship is the retail group’s largest Watsons store in Hong Kong, with three

storeys covering over 8,000 square feet. The new store hosts over 8,300 unique products from more than 840 healthcare and beauty brands worldwide, of which 250 are exclusive to Watsons.

In addition to a small army of highly trained retail staff, nine professionals – including two pharmacists, one pharmacy dispenser, three health and fitness advisors and three beauty consultants – are at the ready to serve customers. High-tech equipment can conduct onsite ultrasound bone density tests, and measure blood pressure and body mass index.

A number of modern conveniences make it ideal for visitors and show Watsons’ commitment to caring for customers. A fully equipped and private nursing room for mothers is provided. For people on the move, it has a phone-charging station and free Wi-Fi. In addition, the third floor has a smartly designed history wall to connect the modern Watsons to its long-standing history.

**ONWARDS AND UPWARDS!**

While the 12,000th store is a Watsons, ASW encompasses a range of outlets from Hong Kong to Ireland to Russia and Thailand. With 1,300 stores opened this year, ASW is growing globally at an astonishing speed – opening three new stores per day. It is no surprise that the retail group will hit another milestone

next year when it celebrates its 175th anniversary.

Currently, more than 28 million customers are served every week through ASW’s physical store network and via online shopping. Hong Kong alone contributes five million shoppers to the figure, with three million people in its loyalty programme.

Customers on the Mainland also benefit from a recent collaboration between Watsons and Mainland China mobile commerce giant, Tencent WeChat, to expand its online domain. A team of digital experts has formed eLab, a specialised e-commerce team within ASW to serve customers and accommodate the surging demand for online shopping. A continued focus on its physical stores, alongside an ambitious e-shopping endeavour, will see the retail group march on to further success, making ASW the ultimate retailer serving customers in all channels in the online-to-offline era.

“A S Watson Group endeavours to bring quality-assured products and services to seven million Hong Kong people,” Dominic Lai, ASW Group Managing Director, said at the opening ceremony. “In line with the strategic direction of our parent company, CK Hutchison, we will continue to expand our business in Hong Kong and contribute to the city’s prosperity.” □

Left: An occasion for smiles - senior executives open the milestone outlet. (From left to right) Diane Cheung Wai-ping, Watsons Hong Kong General Manager, Dominic Lai Kai-ming, ASW Group Managing Director, Victor Li Tzar-kuoi, CK Hutchison’s Group Co-Managing Director and Deputy Chairman, Malina Ngai Man-ling, ASW Group Chief Operating Officer and Man Cheung, Watsons Hong Kong Flagship Store Manager.



# UNIFORMLY HEROIC

Far from being generic, off-the-rack workwear, CK Hutchison uniforms enable our team members to work in the world's harshest environments and face the world's most demanding shoppers. And they do it in style.

**T**he Group takes uniforms seriously. Staff know that no expense has been spared in making sure they have the uniform that enables them to arrive on the job with confidence in themselves and their colleagues. That confidence is felt by clients who know they are in the hands of not just employees, but professionals they can trust.

## EXTREME ADVENTURERS

Those working in infrastructure and energy businesses face physical challenges with an element of risk on a day-to-day basis. Their work is precise and their uniforms must be manufactured to top standards to provide the highest level of protection from extreme events.

The uniforms these technical specialists trust with their lives are known as personal protective equipment (PPE). PPE is made to extraordinary specifications for maximum reliability for staff working with high voltage equipment or in extreme weather conditions.

The protective clothing of the different energy companies within the Group shares many similarities. Their gear provides protection in the event of an arc flash, a type of electrical explosion resulting from a misconnection between a voltage source

and a low-voltage vector (such as the Earth). The safety jacket for The Hongkong Electric Company Limited staff, for example, can withstand a temperature of 950°C for eight seconds, in the rare event of an arc flash occurring while operating on a live 11kV withdrawable switchgear.

Uniforms are all tailored to specific work environments and must address comfort issues. The demanding nature of the work means that any distractions caused by uncomfortable clothing could be fatal. That comfort doesn't come at the cost of utility, but enhances it. Special zippers allow ease of wearability without compromising protection performance. The UK Power Networks' uniforms come in hot, cold and wet weather versions for comfort, and the custom-made helmets and gloves offer protection against arc flashes and even molten metal.

Canadian Husky Energy Inc requires that all employees who work outside of an office environment wear protective clothing. In its field offices around the globe, coveralls – including cold weather varieties – are part of the standard kit and worn over other clothing to protect workers from a variety of conditions.

Offshore workers face tough weather on the SeaRose FPSO, a floating, production, storage and offloading vessel located 350

kilometres out in the harsh North Atlantic Ocean. Workers wear flight suits featuring cold water protection and watertight integrity when getting to and from the SeaRose FPSO by helicopter.

When working in such remote locations, the workers on the vessel can't expect rapid response from traditional emergency services, so are cross-trained to respond to a variety of incidents. The arc flash protection wear, nicknamed the 'moon suit', is worn by the offshore electrical team while the fire response team relies on fire kit manufactured to the same standard that firefighters across Canada wear. There is even an immersion suit ready for action, but which most workers will never have to wear, except in practice drills. It's the emergency-only suit for a full evacuation into the ocean in the event of a major disaster.

## FUNCTIONnFASHION

If the A S Watson Group (ASW) is a stage, then all its staff are players. As CK Hutchison's retail arm, ASW hosts a sensational variety of brands and uniforms in stores across the globe that engender trust in shoppers and convey the professionalism expected of all its staff.

Different brands have different focuses and so do their uniforms. Uniforms must inspire confidence in customers who are placing



Hongkong International Terminals



UK Power Networks



Watsons

'Professional' doesn't mean you can't be stylish as well. Watsons' beauty ambassador outfit delivers on both counts - with flair!



SA Power Networks



Safety features and comfort are top priorities for engineering professionals' uniforms.

their trust in those selling both perishable and durable products. Moreover, the retail experience should be fun, so uniforms also need to communicate vibrancy and energy. Staff feel it when they suit up and this is conveyed to the shoppers. A staff member in uniform is a staff member in character, feeling their role. Customers feel it too.

Shoppers also want to know who they can trust with their specific needs at that moment and uniforms help them. When a customer walks into a Watsons in Asia, they can tell who they are dealing with by the message communicated by the uniforms. The pharmacists look suitably 'medical' in their white, lab-coat inspired uniforms that tell you they are there to take care of your health. In the same venue, stylishly attired beauty ambassadors have a little flair added to their outfits. Subtle touches, like a waist-level pocket with detailing, display the tools of their trade in a manner that inspires confidence in their level of organisation and expertise.

PARKnSHOP, the retail group's leading supermarket chain in Hong Kong, also has uniforms for its staff according to their duties, for example, cashier staff, store service staff, meat cutters, and more. Fresh food counter staff are required to

wear name badges identifying them as a 'Qualified Fresh Food Handler' that has undergone training and health examination, another contributor to customer confidence and assurance.

Functionality is not forgotten. All meat cutters have gloves made of metal mesh to protect them when chopping food, while operators in the brand's food laboratory have lab coats. They not only have to be good at their jobs, but also carry a sense of professionalism that is reinforced among colleagues through action - and the uniforms. PARKnSHOP's frozen food warehouse workers must wear freezer suits, which is particularly important in places like Hong Kong where the difference in temperature inside and outside the warehouse could be huge.

Workers in bottled beverage manufacturer A S Watson Industries' warehouses are freed from the inconvenience of wearing safety jackets on top of their uniforms following the introduction of uniforms which now have light-reflective patterns built in. Even the Watson's Water carboy promoters wear windcheaters made of recycled materials to emphasise the brand's green image - a prime example of combining green initiatives with a marketing strategy.

The choice of colour and style in design is vital; it must connect directly to brands. Examples include: pink and blue-green for Drogas in the Baltics; pink and black for ICI Paris XL in Belgium; red for Kruidvat in the Netherlands; and purple and black for Marionnaud in France. Management consult with staff, a vital part of the design process. Frontline staff who will actually wear the uniforms make suggestions and have a significant influence over the final choices. Uniforms are refreshed every four to five years to ensure they are as up to date as the organisation's discerning clientele. Staff step out on the fashion-conscious stage of European retail to proudly represent the finest that Europe has to offer in health and beauty.

**The committed experts in CK Hutchison have their professionalism in their hearts - and their uniforms show it.**



Extreme weather and work conditions demand rigorously well-crafted uniforms for maximum protection.



Hongkong Electric

### THE PROUDEST ON EARTH

Enhancing staff esteem is vital in delivering exceptional customer service. This is embedded in the Group's uniforms which deliver a message to match the nature of the type of customer care expected by clients. Employees who are proud of their work take pride in their appearance, and so on, in a virtuous circle that is felt by management, staff and clients.

Customers who require technical assistance from the Northern Gas Networks in the UK are impressed when the emergency response engineer arrives in his or her smart uniform – a light-blue shirt with a dark-blue tie. Those who have to roll up their sleeves and get out their tools have their own stylish yet functional long-sleeved polo shirt uniform. Customers are suitably impressed when presented with engineers in steel-toe boots or shoes for safety and non-slip shoe covers made of plastic to avoid tracking dirt through clients' homes. Both exude professionalism and clients feel they can trust these experts in their most personal space – their homes.

Northern Gas Networks' engineers are also given practical and presentable cargo work trousers, waterproof jackets and safety vests with coloured trim matching the company's corporate colours. The kit is delivered in kitbags to encourage those who wear the uniforms to keep workwear clean.

Hongkong International Terminals staff working at the port in Hong Kong even have their names embroidered in their uniforms, lending to a sense of pride. With reflective strips also built into the uniforms to improve visibility, staff know their colleagues are looking out for them, even from the lofty perch of a container-moving crane. Input from staff via internal contests and suggestions have resulted in the women's uniforms having a two-piece design for more convenience, and everyone enjoying appropriate materials for working in the sweltering Hong Kong summers.

Frontline workers dealing with customers have different needs. Across the Irish Sea, 3 Ireland staff wear t-shirts or shirts in either blue, white or pink, with khaki





Husky Energy



Kruidvat



3 UK



Smart outfits build self-esteem among staff and enhance customer confidence.

trousers and Converse shoes to provide a more colourful and energetic experience for customers, in line with the style of the Irish mobile operator's staff demographics. This again helps staff feel more comfortable when dealing with customers.

The committed experts in ports, retail, telecoms, infrastructure, energy and more that work with CK Hutchison have their professionalism in their hearts - and their uniforms show it. Management care and the staff's contribution ensure the uniforms are both functional and comfortable, and generate pride in the company and the work done. When clients around the world see a CK Hutchison uniform, they know they can trust the people wearing it - the professionalism is on both the inside and the outside. □



SOLUTIONS

# BIGGER THAN BIG: BIGBOXX.COM TURNS 15

Successful business building normally requires people to 'think out of the box'. bigboXX.com found another way. It built a box big enough to fit every possible customer need inside!





**I**n 2000, the world was exploding with ill-conceived dotcom ideas. Pets.com anyone? One idea, however, was solid – the idea that a provider who could reduce the price of everyday office supplies and make them easier to order would make a killing. **bigboXX.com** was born.

Within a year of opening, the firm broke all the rules of wholesaling, by moving to purchase goods directly from the manufacturers of office supplies.

“By doing so, we maintain a high level of quality control with product certifications we obtain ourselves,” says Ronnie Fung, Chief Executive Officer of bigboXX.com.

#### SILVER LININGS

Clear focus and initiative turned threats into opportunities. bigboXX expanded to hygiene products during the economically disastrous outbreak of SARS in 2003. Surgical masks became household items, and offices and institutions were handing them out to employees daily. Two medical institutions quickly entered bigboXX’s list of top ten customers, joining banks, logistics firms and developers.

Another downturn provided another opportunity. bigboXX entered the business of outsourced record management when customers downsized their offices in response to the post-SARS economic downturn.

#### GO GREEN!

Following the financial crisis in 2008, bigboXX again looked for untapped opportunities. Falling sales of traditional office supplies products pushed the company to find a way to help customers cut their costs. It did so by capturing the ‘save the planet’ zeitgeist and created a line of

environmentally friendly products including green printing products and toilet paper.

Stealing the show is bigboXX’s energy-saving lighting brand – LightboXX, which produces LED light bulbs accredited by world-leading manufacturers. The firm also offers solutions for office lighting plans to help customers reduce their lighting output – and thus their energy consumption and costs – without changing the original lighting effect. As the firm’s fastest-growing business, LightboXX has broken out of bigboXX’s traditional home market of Hong Kong and is exporting its products to Europe and Asia, where 4,000 sites will be illuminated by the end of 2015.

Saving the planet can be good business – definitely big business. “With a commitment to corporate social responsibility, bigboXX achieved business diversification,” Mr Fung says. “Three years ago, our best-selling products were computer supplies and printing paper. Pantry supplies, including paper towels, tissues, snacks and beverages, and LED products, now hold the top spot.”

#### FAMILY SUPPORT

It’s always good to be part of a big family.

Working with the CK Hutchison Group gives bigboXX advantages in information sharing about the latest trends in office supplies and in securing bulk purchases in cooperation with the Group’s retail arms. Savings negotiated directly from manufacturers are passed on to smaller customers, giving bigboXX a competitive edge in the marketplace.

Recently, bigboXX collaborated with Hutchison Global Communications Limited and Canon Hongkong Company Limited to launch the Cloud Document Management Service, offering cloud-based solutions including document collection, scanning,

**“With a commitment to corporate social responsibility, bigboXX achieved business diversification.”**

Ronnie Fung,  
Chief Executive Officer of bigboXX.com

and indexing of records to make documents easy to find later. This service also helps firms cut back on paper consumption.

#### EVERYONE IN THE BOXX

As bigboXX.com turns 15, several plans are already underway to further the company’s green initiatives and to strengthen its ties with customers. It is set to launch a new web page for its green furniture products which have flexible configurations for changing workplace needs. It also aims to create a loyalty programme in the form of a membership system for SMEs to provide them with rebates and market updates. And finally, its solutions service will extend into managed print services to help customers drive down operational costs and maximise corporate productivity.

“We approach our business with a ‘total solution’ logic to provide for every need a customer has, or might have. What we are shooting for is the moment when our customer thinks, ‘Well, I will just get everything I need from bigboXX!’” Mr Fung concludes. □



EXCELLENCE

# VIVA ITALIA!

Italian beauty, passion and creativity have played a huge part in forming the world we know today. CK Hutchison has also been a beneficiary of the Italian story. Viva Italia!



**Italy, as a country, has only technically existed since 1861 when the Piedmontese Albertine Statute of 1848 was extended to**

**the whole Kingdom of Italy. But when people think of Italy today, they think of the grand sweep of history from the Roman Empire to the Renaissance, and through to the modern nation that adds allure to the world through its beauty, its inventiveness and its many different flavours.**

The nation has left an imprint on the world – and on CK Hutchison. Italy's delectable food products and exquisite wines can be found in the stores of A S Watson, and 3 Group's successful telecommunications exist through the good graces of Italian invention.

There is much in modern and historic Italy to inspire 21st-century citizens. That is why so many around the world, Italians and their foreign admirers, proclaim, "Viva Italia!"

### THE CORNERSTONE OF WESTERN CIVILISATION

Modern Italy, as we know it is actually quite young, but the deep-lying roots of its culture and identity can be traced back to the great empire that became the bedrock of Western civilisation.

The Roman Empire covered a huge swathe of the world and created a common culture for the West that encompasses law, administration, language and philosophy. From Hadrian's Wall on the civilised English and wild Scottish border (here there be Celts!) to the Caspian Sea and the Red Sea, the Roman Empire incorporated much of the best of the preceding Greek civilisation, the nations the Romans conquered, and admirable new practices and codes of conduct of its own.

The decline of the Empire and the appropriately named 'Dark Ages' meant that Italy would have to wait for its Renaissance before its next wave of brilliance could be unleashed.

### RENAISSANCE

In the 14th century, a cultural movement that would spark a renewal of innovative spirit and achievements in arts, literature, science and philosophy throughout Europe began in Florence, Tuscany. St Peter's Basilica, built to replace its crumbling predecessor in the 1500s, engaged many of the artists that are still famous today, including Michelangelo (1475-1564) and Raphael (1483-1520). It took the financial strength of the Church to undertake these major projects as the empires of yore had been replaced by micro-states – principalities, duchies and the like – that lacked the heft of large central

governments needed to execute major infrastructure projects.

However, the inventiveness of the Italians was not to be denied. Dreamers like Leonardo da Vinci (1452-1519) not only excelled in the arts, but also in engineering. Hydraulic pumps, reversible crank mechanisms and even plans to divert the Arno River were all part of his practically creative spirit. Thus, genius preceded the creativeness that would characterise modern Italy.

### IL BEL PAESE

Today, Italy as we know it continues to astonish with its long tradition of innovation and sense of aesthetic appreciation. But more than any man-made marvel, today's Italians and the citizens of our global village have been blessed to inherit the beautiful landscapes that define the boot-shaped land *il bel paese* (beautiful country).

### CANALS OF VENICE

Venice, the capital of the Veneto region, is the pinnacle of romanticism. The city where canals and gondolas have yet to be replaced by roads and cars is listed as a World Heritage Site. A view from the Ponte di Rialto (Rialto Bridge) will give you the perfect image of the canal beneath with gondolas gliding through as the gondoliers serenade their passengers. In the evening, you can enjoy a fragrant cup of Italian



**Dreamers like Leonardo da Vinci (1452-1519) not only excelled in the arts, but also in engineering.**

## Sicily: Crystal clear waters of the Mediterranean meet the southern extremities of the Apennine Mountains.



espresso along the edges of Piazza San Marco (St Mark's Square) as the skies turn a brilliant Italian azure.

### ISLAND OF SICILY

Sicily, the largest island in the Mediterranean Sea, is an autonomous region of Italy which also includes several smaller isles. With a typical Mediterranean climate, the beauty of the islands has inspired art, music, cuisine and architecture. Sicily is where the crystal clear waters of the Mediterranean meet the southern extremities of the Apennine Mountains, contributing to a beautiful terrain that will leave you spellbound. Mount Etna, the tallest active volcano in Europe at 3,350 metres and one of the most active volcanoes in the world, provides a dramatic backdrop for the city of Catania, contrasting with the sparkling sea on its shores.

The far west of Sicily is also a perfect location for wine-tasting treks through the islands. Its volcanic soil and 300 days of fine Mediterranean weather has allowed wineries and vineyards to flourish. In 2014, Sicily was the fourth-largest wine producer in Italy. Marsala, where Giuseppe Garibaldi landed to begin the unification of Italy in 1860, produces one of the most pristine Sicilian wines. Surely, sipping a glass of the best Marsala wine in a villa on the hillside,

overlooking vineyards as far as the sea, with the Egadi Islands beyond, is an experience and enjoyment that even Dionysus (the god of wine) would be jealous of.

### THE LAND OF WINES

Italy's romance with wine predates even the Roman Empire, dating back to when much of southern Italy was colonised by the Greeks, who named the country Enotria – the Land of Wines.

The one constant across the Roman Empire, the Middle Ages, the Renaissance, and subsequent independence, has been Italy's commitment to developing a vast array of grape varieties and cultivating acres of land dedicated to the vine. The peninsula is worthy of its historic name today.

In Italy, wines are produced all over the country, from the Alto Adige in the foothills of the Alps to the tip of Sicily in the warm Mediterranean Sea. According to the International Organisation of Vine and Wine, Italy has the fourth-largest area of vineyards at 1,704,000 acres, beaten only by Spain, China and France.

Italy is also possibly the most diverse wine-producing country in the world with over 2,000 indigenous varieties and, more recently, the emergence of international

varieties such as Cabernet Sauvignon and Chardonnay. There are many classic wines that are revered internationally, but probably the most famous are Barolo and Barbaresco from Piedmont in the north and Chianti Classico from Tuscany in central Italy.

That's something you don't need to explain to Watson's Wine. The A S Watson Group's wine retailer currently carries around 125 wines from 35 Italian producers. Some of their most popular wines include Tommasi Amarone Classico, Fonterutoli Chianti Classico, Sette Ponti Oreno and Ceretto Barolo Brunate, all top-class Italian wines bound to indulge every single taste receptor.

Jeremy Stockman, General Manager for Watson's Wine, explains what makes Italian wines some of the finest in the world: "No other country has reproduced those indigenous varieties to the same degree of complexity. These wines often have an earthy character with savoury notes and an 'Italianess' about them." According to Mr Stockman, Italian wines have increased in popularity in Asia in recent years, reflecting the growing awareness elsewhere. He reports that this is especially true of "the light and fruity sparkling Prosecco. We are seeing more Italian wines on shelves in Asia (including supermarkets) and more people talking about the wines."



Different wines can be found throughout Italy, and each region has local styles of wine and great producers that specialise in the area, but most important is the tradition of hundreds of year of viticulture (grape cultivation), winemaking and gastronomy. Together with its local foods, each region has established its own flavours and combinations, offering a different, but just as heavenly, experience for every palate. "More than any other country, the wine and food produced are interlinked and the wines come alive with the local food," says Mr Stockman, "whether it be the cheeses of the north with higher acidity reds, or the rich tomato-based slow-cooked dishes further south with Sangiovese grapes."

**BUON APPETITO!**

Italian wine has evolved alongside regional cuisines, and Italian food is considered some of the finest in the world. Its most popular dishes, such as spaghetti bolognese, pizza, lasagna and ravioli have dazzled the taste buds of masses all over the world. However, Italian gourmet food culture extends much wider and deeper.

*De re coquinaria* (On Cookery), also known as the *Apicius*, dates from the first century BC and is one of the very first cookbooks known to man. The book is a collection of recipes from Roman times providing directions for experienced chefs, revealing how pheasants, peacock, cured meats, pork

sausage and seafood were all part of many diets during the Roman Empire. Crops of vegetables such as asparagus, mushrooms, broccoli, carrots, lettuce and other greens were also grown while apricot and cherry trees were cultivated for their fruit. After the fall of the Roman Empire, each region began to develop its own style of cuisine which included meats, bread, pasta, cheese and fruits.

AS Watson's Western-themed, upmarket international food hall, GREAT, in Admiralty, Hong Kong, has consistently been curating an exquisite selection of Italian gourmet foods. One can confidently walk into the food hall and come out with carnaroli rice, dried porcini, shallots, white wine, chicken stock, extra virgin olive oil, butter and Parmigiano-Reggiano cheese - ingredients to make an authentic wild mushroom risotto.

As Timothy Broderick, Executive Chef of GREAT Food Hall, explains, every ounce of truffles from the Piedmont and Alba regions, every drop of balsamic vinegar from Modena, and every bottle of hand-harvested olive oil, are the unique results of centuries of culinary tradition. Each flavour tells a unique story about the history behind its making and its region of origin.

Pizza Pala, an Italian pizza takeaway counter found within GREAT Food Hall, serves truly

**"No other country has reproduced those indigenous varieties to the same degree of complexity."**

Jeremy Stockman,  
General Manager for Watson's Wine





**“The emphasis in Italian food has always been placed on quality ingredients.”**

Timothy Broderick,  
Executive Chef for International  
Fine Foods at GREAT Food Hall

authentic Pizza Romana – Roman-style pizza. Unlike Pizza Napoletana (Neapolitan pizza), where the pizza bases are soft and pliable, a thin and crispy base is preferred in Rome.

Besides artisanal pizza, pasta and Prosciutto di Parma, Parmigiano-Reggiano and freshly imported Italian fruits and vegetables are all popular bestsellers from the supermarket.

Colatura di Alici, also known as garum, is an ancient Roman fish sauce that has been surprisingly popular at GREAT. “Colatura di Alici adds depth and flavour to many Italian dishes. Despite being relatively unknown to most, this centuries-old condiment has fast become a favourite since its introduction in GREAT Food Hall,” explains Chef Broderick. During ancient Roman times, the sauce and other similar fish-based sauces had the equivalent status to ketchup in the modern world. In the beautiful Amalfi coast region, pasta is mixed with garlic, chilli-infused olive oil and a little Colatura di Alici for a deliciously rich flavour.

When asked why Italian cuisine has retained its worldwide popularity and remains influential to this day, Chef Broderick says he believes it is because it has remained consistent and well-defined. “Through the test of time, the emphasis has always

been placed on quality ingredients and the sheer practicality of the food,” says Chef Broderick. “Many comparable Western cuisines seem to be reinvented every decade or so to keep them on trend.”

While our taste buds continue to enjoy the (quite literal) fruits of Italian gourmet culture today, the devices in our pockets (which could very likely also be named after a fruit) also owe their existence to Italian inventiveness.

### ITALY CALLING

The ingenuity and innovation that was born out of the Renaissance in Florence has carried into modern times thanks to Italian inventors whose impact is still felt today.

While Alexander Graham Bell’s famous phrase “Mr Watson – come here – I want to see you” has long been recognised as the birth of telephony, his work was not without precedent and in 2002 the US Congress finally acknowledged that another inventor – an Italian – beat him to something recognisable as a telephone.

Technology leaders often dispute ‘who came first’ through lengthy patent court battles, but Antonio Meucci (1808-1889), a Florentine inventor, is now recognised as the creator of the first version of the telephone – which he called the *teletrofono*.

Following in the footsteps of fellow Italians Volta and Galvani, Meucci’s successful globetrotting career in Italian opera production afforded him the funds and time to indulge his passion for invention. A student of electrology, while living in Havana he accidentally captured and transmitted a sound from the mouth of an employee he was trying to cure using electricity, through a copper device. He coined the term ‘speaking telegraph’ (*‘telegrafo parlante’*) to describe the phenomena and his subsequent research in this area. This 1849 happenstance led to investigations into transmitting sound.

Meucci was later hired, and his patent rights acquired, by the Globe Telephone Company who designated him Electrician of the Company and promoted his telephone supremacy in long-standing battles with Bell’s companies, even after Meucci’s death in 1889. In 2002, the US Congress recognised his contribution by formally approving a statement recognising him as the true inventor of the telephone.





## Today's era of mobile telephony owes a huge debt to the inventive spirit of both Marconi and Meucci.



### RADIO MARCONI!

The claim by Guglielmo Giovanni Maria Marconi (1874-1937) to be the inventor of the radio has been much less controversial. Indeed, the most famous case of when radio was not being used, that is, during the *Titanic* disaster, led to laws demanding that his device be used 24/7 to monitor distress channels used by ships at sea.

Born to mixed Italian-British parentage, he was an average performer in school but a genius of invention. Working with his family butler as his lab assistant, he invented a lightning detector for storm prediction and shortly afterwards devised a means for making a bell ring across the room - without the use of wires.

He was just 20 at the time. With his shocked parents' support and after further developing his invention, he went to Britain in 1896 to continue his research. He established the "Wireless Telegraph and Signal Company" in 1897, later to be renamed the Marconi Company.

He conducted a series of experiments in Britain and Italy, furthering the reach of his device. He proved naysayers wrong and demonstrated that transatlantic transmission was possible. While some



### 3 ITALIA: CK HUTCHISON'S COMMITMENT TO ITALY

With the technology descended from the great Italian inventors, CK Hutchison has been providing Italians with cellular phones services, wireless Internet services and mobile television through 3 Italia since the turn of the millennium.

With 10.1 million activated SIM cards, 3 Italia is ranked the fourth largest telecoms provider in Italy. Recent research has shown that 3 Italia's customers use smartphones and the Internet twice as much as the Italian average. These numbers will likely grow much bigger very soon.

### THE PROPOSED MERGER

On 6 August 2015, CK Hutchison announced it will form a joint venture with VimpelCom of their telecoms businesses in Italy\* - 3 Italia and WIND - in one of the largest merger and acquisition deals to be done in that country since 2007.

Canning Fok, Co-Group Managing Director of CK Hutchison, believes this deal represents a major milestone for CK Hutchison's Italian business, saying "This transaction underlines CK Hutchison's continuing confidence

in the Italian economy, and its commitment to the development of nationwide digital infrastructure and services in Italy."

With over 31 million mobile customers and 2.8 million fixed line customers (of which 2.2 million are fixed-broadband customers) combined, the two will join hands to become a leading operator in Europe's fourth largest telecoms market.

### 1+1>2

Today, 3 Italia's 4G LTE network reaches 54 per cent of the Italian population in more than 1,000 towns and cities. The company's fast mobile Internet 3G network reaches 97 per cent of Italians.

The combination of the two networks, together with significant additional investment, will enable Italian mobile users to enjoy even broader LTE network coverage, higher download speeds, higher network reliability and more advanced services. Non vedo l'ora! (I can't wait!)

\* Completion is subject to obtaining regulatory approvals including EU competition approval.



detractors refused to believe him, his 1902 transmission between Glace Bay, Nova Scotia and Poldhu in Cornwall was irrefutable, and Italian science established another first in the realm of telecommunications.

Today's era of mobile telephony owes a huge debt to the inventive spirit of both Marconi and Meucci.

**MADE IN ITALY**

Today, Italian inventiveness and creativity are expressed in the innovative nature of its world-famous products. From fashion and handbags, to luxury cars and yachts, 'Italian craftsmanship' is a synonym for quality and pristine execution of form and design.

Bottega Veneta, Dolce & Gabbana, Ermenegildo Zegna, Fendi, Ferragamo, Giorgio Armani, Gucci, Prada, Valentino and Versace - the world's clothes, accessories and jewellery are all designed by Italians whose names dominate fashion and the high streets of glamorous cities from New York to Shanghai.

While German car manufacturing is also renowned, it is at the very highest

level of car manufacturing that Italians are peerless. The rarest cars affording the most prestige are Italian - think Lamborghini, Ferrari, Alfa Romeo, Pagani and Maserati. There is a marriage of craftsmanship and performance and, the least imitable factor, artistry, which others have been unable to match. The most expensive hybrid car on the market today and the most expensive sold at auction are both Ferraris - the modern Ferrari LaFerrari Base (USD1.5 million) and the 1962 Ferrari 250 GTO. The latter sold for over USD34 million at auction last year. Its streamlined beauty will have your heart racing - even before your feet touch the pedals!

Where Romans once ruled the seas, Italians now rule the exclusive harbours of luxury yacht owners. Benetti, Azimut, Ferretti and Perini Navi are just some of the Italian shipbuilders that exemplify modern Italian-inspired industriousness. Like the car manufacturers, many have pedigrees stretching back to the origins of the medium. In this case, it is the modern, post-wood shipbuilding era when modern composite materials became the new standard. Benetti was founded in 1873, but made the transition to the new world

of high-tech yacht building, inspiring like-minded craftsmen.

**VIVA ITALIA!**

All in all, there is something special in the national character of Italy that seems to enable it to create and deliver the most desired goods in the world, drawing from its own heritage and culture. Where once Italians conquered the world by force of arms and advanced governance, they now appeal to people's hearts, driving them to willingly surrender to the lure of the nation's legacy, whether it be in the kitchen, at the dinner table, or through our pockets.

Their inventive spirit, dedication and discipline mean that when Italians dream, their dreams become a reality which has universal appeal. For centuries to come, the people of the world will continue to celebrate this nation and proclaim, "Viva Italia!" □

CONSERVATION

# PROJECTING CHANGE: THE EMPIRE STATE BUILDING

On a magical night in New York City, the Li Ka Shing Foundation (LKSF) projected light equivalent to that given off by 1.6 million candles against 33 storeys of the Empire State Building, all in a global effort to save endangered species.



The Li Ka Shing Foundation's support shines a light on the problem of endangered species with a message seen around the world.

**T**he LKSF helped light up 33 storeys of the Empire State Building to highlight 160 species on the brink of extinction. Its commitment to doing good stretches from NYC to Shantou University.

**BIG CAUSE, BIG PLATFORM**

When many people were out for a fun Saturday night in the Big Apple on 1 August, the centre of New York City was lit up with the latest in mind-blowing projection performances. In an effort to draw attention to animal species facing extinction, a 1.6 million lumen display was projected on the side of the building in time with two original songs composed for the documentary *Racing Extinction*.

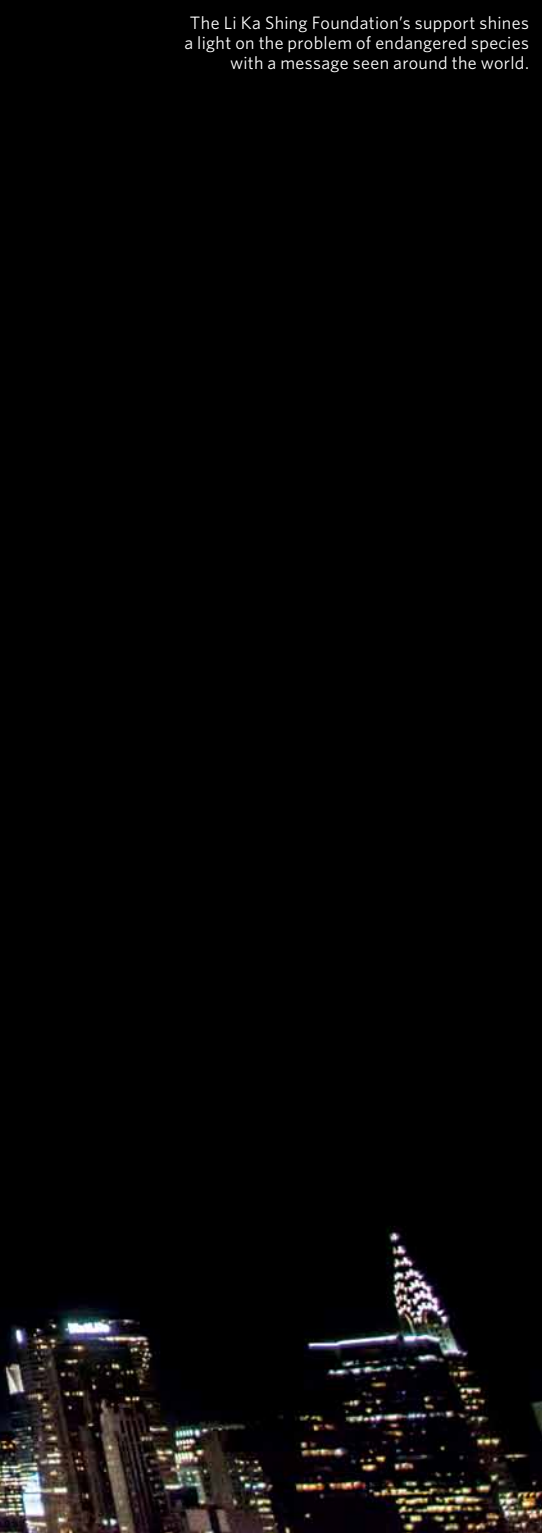
The Foundation's commitment to supporting education and the future of humanity was lit up like the Empire State Building. Working with prestigious partners at the cutting edge of technology, conservation, film and social media, multiplied the contribution of the LKSF.

Oscar®-winning director and Oceanic Preservation Society founder, Louie Psihoyos, (of film *Racing Extinction* and Academy Award winning *The Cove*), worked closely with Travis Threlkel, co-founder of digital company Obscura Digital to

educate the world about species that may not survive the century. 160 species and one famous animal – recently deceased Cecil the Lion – were broadcast to New Yorkers and the online world in a looping 15-minute show that dazzled a rooftop audience, including Mr Li Ka-shing, as well as thousands on the streets and millions around the world.

The LKSF supported the show, called *Projecting Change: The Empire State Building*, as part of its commitment to raise awareness and prompt action among the people of the world to work to preserve animals that are on the brink of extinction.

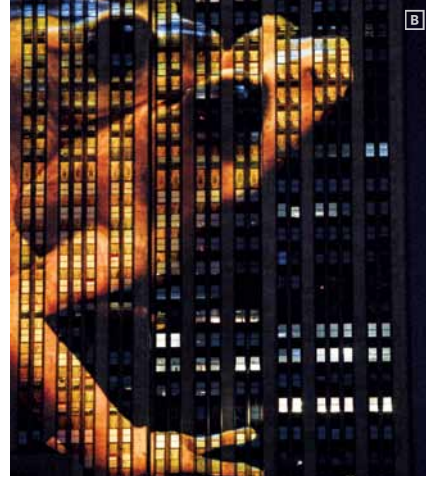
**Empathy drives the Li Ka Shing Foundation's efforts to change the world.**



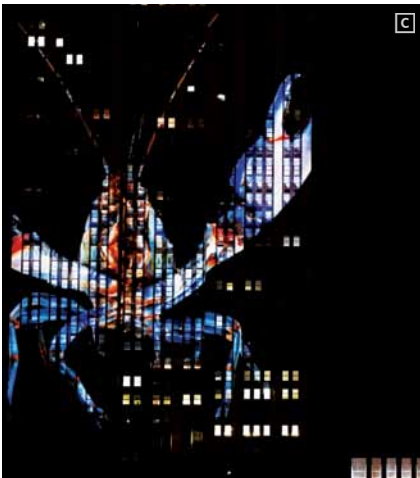
Chairman Li Ka-shing watching the launch via FaceTime.



A



B



C



D

**A** A chameleon can change its colour to protect itself from predators, but not from habitat destruction.

**B** Mating frogs spice up the New York nightlife. Frogs are often a leading indicator of environmental degradation, and are among the first species to die when their habitat is poisoned.

**C** A small species of shrimp looms large to remind people about endangered species.

**D** Amazed viewers in New York and around the world witness Obscura Digital's 33-storey spectacle.

## FROM NYC TO SHANTOU

Obscura Digital also brought some of their projection magic to the annual commencement speech proceedings at Shantou University, an institution strongly supported by the LKSF. Using a 360° projection system designed by Obscura, a 3D phoenix took flight over scenes depicting the history of the university, and this, together with the speech from Chairman Li Ka-shing, served to inspire graduates.

Mr Li, no stranger to high technology, introduced the concept of a new operating system (OS) to the graduates. This OS wasn't for their computers or smartphones, but for their lives, and has empathy at its core. This empathy drives the Foundation's efforts to change the world for the better through support for students through Shantou University, and by raising awareness of endangered species among the public half a world away. □

## THRIVER OS

Microsoft has Windows 10, Apple has iOS 9, and Google has Chrome OS.

Mr Li contends that every person has their own operating system, and encouraged graduates of Shantou University to install the 'Thriver' OS.

Gratitude, mindfulness and an empathy that "supercharges the virtuous cycle of enriching, empowering, and ennobling" are key features in a powerful personal OS.

Mr Li sees Thrivers as those who "live out their inner quests" and "never stop seeking better solutions for today". He explained that empathy is the defining factor of Thrivers. "This dimension is coded into their kernel and is the central module of their personal operating system that is constantly optimising and synchronising

their interpretations of the moment, enhancing their visualisation clarity, managing their civility, their pace and their actions, and that regularly upgrades with new versions to grow and glow."

The empathy is crucial not only to understanding the outer world, but also the Thriver's inner world. It answers the existential question of why we are here. Mr Li quoted the great Jewish rabbi, Hillel the Elder, who asked over 2,000 years ago, "If I am not for myself, who will be for me? But if I am only for myself, what am I?"

Mr Li encouraged the graduates of Shantou University to "live your life to its truest, in duty, in dignity and joy. Today, you are proud to be a part of Shantou University; tomorrow, Shantou University will be proud to be a part of you."

To get involved in the campaign and take action, please visit [www.racingextinction.com](http://www.racingextinction.com).

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