

# HKIoD Delegation to the United Kingdom

## 香港董事學會英國訪問團

On 11-12 May 2011, The HKIoD delegation attended the Annual Convention of Institute of Directors (IoD) and paid official visits in London. The 9-person delegation led by Deputy Chairman Ir Edmund K H Leung visited the IoD premises and the Chelsea Football Club and also met a representative from Westminster City Council and Mrs Agnes Allcock, Director General of Hong Kong Economic and Trade Office, The Government of Hong Kong SAR.

香港董事學會於 2011 年 5 月 11 至 12 日組成考察團出席了英國董事學會週年研討大會，並於倫敦進行官式訪問。考察團一行九人，在副主席梁廣灝工程師帶領下，參觀英國董事學會會所及車路士足球會及球場，並拜訪香港駐倫敦經濟貿易辦事處，與處長鍾小玲女士及西敏市政廳代表會面。

For a detailed report on the delegation, please visit:

請到以下網址參閱考察團詳細報告：  
[http://www.hkiod.com/e\\_news/other\\_events/2011/Report\\_on\\_the\\_2011\\_HKIoD\\_Delegation\\_to\\_London.pdf](http://www.hkiod.com/e_news/other_events/2011/Report_on_the_2011_HKIoD_Delegation_to_London.pdf)

### Highlights from the IoD Annual Convention 2011

This year's Convention features some key figures in the UK business sector, including Jill McDonald, President and Chief Executive Officer of McDonald's UK, Jeremy Darroch, Chief Executive and Executive Director of BSkyB and Wilfred Emmanuel-Jones, founder of The Black Farmer brand. Here are some

quotes from Key Speakers at the Annual Convention 2011.

本年度大會邀請英國商界重要人物出席，包括英國麥當勞集團主席及行政總裁 Jill McDonald，英國天空廣播集團行政總裁及執行董事 Jeremy Darroch 及 The Black Farmer 品牌創辦人 Wilfred Emmanuel-Jones。以下是 2011 年周年研討大會部份嘉賓發言節錄。

#### 1 Be passionate 充滿熱誠

“The one thing that stops people from going for it and starting their business is fear. Fear is responsible for holding back many a man. There is one known antidote to this poison, and that is passion. Make sure that whatever you choose to do, you are totally passionate about it, for you will need passion to help you get over all the hurdles that will be put in your way as you start on your journey to achieving your dream.” **Wilfred Emmanuel-Jones – Founder, The Black Farmer**  
 The Black Farmer 品牌創辦人 Wilfred Emmanuel-Jones：「令人裹足不前，卻步不敢創業的毒素，就是恐懼。而熱誠就是解毒藥。不論做什麼也好，在你向夢想進發的路上，只要百分百熱誠，就可以跨越所有障礙。」

#### 2 Leave room for error 容許犯錯

“One of the best pieces of advice I've ever been given in business is that while success breeds confidence, failure breeds learning. If you want to aim big and keep pushing forward, it's critical that your

business culture leaves room for error.”

**Jeremy Darroch – Chief Executive and Executive Director, BSkyB**

英國天空廣播集團行政總裁及執行董事 Jeremy Darroch：「成功孕育信心，失敗孕育學習機會。這是我從商以來最受用的建議之一。如要達到遠大目標，繼續前行，你的營商文化必須接受有可犯錯的空間。」

#### 3 Don't hesitate 切忌豫疑

“Make a decision. Even a wrong decision is better than no decisions.” **Justine Roberts – Founder, Mumsnet.com**  
 Mumsnet.com 創辦人 Justine Roberts：「要勇於作決定。就算是錯的決定總好過沒有決定。」

#### 4 Be relevant 迎合市場

“Stay close to your customers and remain the most relevant choice they have.” **Jill McDonald – President and Chief Executive Officer, McDonald's UK**  
 英國麥當勞集團主席及行政總裁 Jill McDonald：「與你的客人保持接觸，繼續成為他們最喜歡的選擇。」

#### 5 Don't be late 不要遲到

“Being on time is being five minutes early.” **Sam Conniff – Co-Founder of Livity and Social Enterprise Ambassador**  
 Livity 合辦人及社會企業大使 Sam Conniff：「準時的意思是早到五分鐘。」

## 6 Treat your staff well 善待員工

“Treat people well. Don't take your workforce for granted – pay them well, give them a decent pension, invest in their skills, offer them flexible working, involve them in making decisions. If you do that, they will be more productive, more responsive to change, and more committed to the business.”

**Brendan Barber – General Secretary, TUC**

英國勞工聯合會議常務秘書 Brendan Barber：「善待員工。不要視工人的勞力為理所當然 — 給他們理想報酬，提供合理的退休保障，投資於他們技能，提供彈性工作環境，讓他們參與決策。這些都做到的話，他們會增加生產力，更樂於面對轉變，及更投入於業務。」

## 7 Meet your customer's needs 滿足客人需要

“Businesses must always listen to their customers and audience and to make sure they're meeting their needs. Things are

changing so fast even in the digital world it's even more important to have your ear to the ground. Our site is constantly evolving as we've never heard all our Mumsnetters have to say, and as their needs grow so does our site.” **Justine Roberts – Founder, Mumsnet.com**  
Mumsnet.com 創辦人 Justine Roberts：「營商者一定要經常聆聽並滿足到客戶的需要。身處數碼化的世界，仍是要用你的耳朵，去聽清楚客人需要。我們的網站不斷配合客人的需要而更新，因為客戶的需要我們永遠聽不厭。」

## 8 Stay focused 保持專注

“Avoid complacency. Stay relevant, keep improving, embrace risk and opportunity and most importantly stay focused on the customer.” **Jeremy Darroch – Chief Executive and Executive Director, BSKyB**

英國天空廣播集團行政總裁及執行董事 Jeremy Darroch：「避免流於自我滿足。繼續工作，保持進步，擁抱風險及機會，及最重要是專注於客戶身上。」

## 9 Don't accept the status quo 不安於現狀

“Be curious, don't simply accept the status quo and build the best team around you.” **Jill McDonald – President and Chief Executive Officer, McDonald's UK**  
英國麥當勞集團主席及行政總裁 Jill McDonald：「保持好奇心，不要安於現狀，建立一支精英團隊在身邊。」

## 10 Live your niche 找出市場空間

“(Businesses must) live their niche in everything they do, every day of their working lives. At Livity we specialise in youth engagement, therefore, we open our doors to young people every day and turn our workplace into a training office” **Sam Conniff – Co-Founder of Livity and Social Enterprise Ambassador**  
Livity 合辦人及社會企業大使 Sam Conniff：「營商者一定要在市場中找到合適生存空間。本公司專門協助青年就業，我們的大門每天為年輕人而開，工作間變為培訓辦公室。」

### About (UK) IoD 關於英國董事學會

The IoD is a non party-political business organisation in the UK founded by Royal Charter in 1903. It is the world's most experienced and long-standing organisation advocating director professionalism. The HKIoD is one of the members of The IoD International Network of Affiliates.

董事學會是英國的無黨派商業組織，於 1903 年根據 Royal Charter 成立。它是全球最具經驗及歷史地位的董事專業化推動組織。香港董事學會是英國董事學會國際網絡的友屬組織之一。

### HKIoD Members may gain access to IoD facilities in London 香港董事學會會員可使用董事學會倫敦會所設施

Upon presentation of a valid membership card, HKIoD members are entitled to access IoD facilities in its prestigious Pall Mall premises in London, which include the following:

- two public meeting areas
- full PC facilities with e-mail and internet access
- a business centre offering 26 rooms available for hire
- function rooms with capacity for events ranging from 20 to 350 people
- a library of business information resource and reference materials
- a restaurant and other dining facilities

香港董事學會會員可享用英國董事學會位於倫敦 Pall Mall 的設施，包括下列各項：

- 兩個大堂
- 全面個人電腦設備（包括電郵及上網等）
- 提供二十六間辦公室租用服務的商務中心
- 可容納二十至三百人五十人不等的功能廳
- 商務訊息及參考圖書室
- 餐廳及其他餐飲設施

Address 地址：  
Institute of Directors 116 Pall Mall London SW1Y 5ED  
Tel 電話：0171 766 8888 Fax 傳真：0171 766 8823



1 From left: Miss Mandi Wong, Miss Christine Wong, Mr Alan Yu, Mr Henry Lai, Ir Edmund K H Leung, Dr Carlye Tsui, Mrs Margaret Leung, Ms Susan Ling, Mr Ka-yin Li

左起：黃明恩小姐、王雅思小姐、余英才先生、賴顯榮律師、梁廣灝工程師、徐尉玲博士、梁甘秀玲女士、凌露萍女士、李家彥先生。

2 3 Visit to Hong Kong Economic and Trade Office in London and meeting with Mrs Agnes Allcock, Director General and a representative from Westminster City Council 拜訪香港駐倫敦經濟貿易辦事處，與處長鍾小玲女士及西敏市政廳代表會面。

4 5 Visit to the Chelsea Football Club and Stadium. 參觀車路士足球會及球場。

6 7 8 9 Visit to the IoD premises in Pall Mall London. 參觀位於倫敦 Pall Mall 的董事學會會址。

10 The Entrepreneurs Panel Session during the IoD Annual Convention 2011. 董事學會週年論壇中的企業家討論環節。

