

ISSUE 1: APRIL 2022

WENTREPRENEUR

HONG KONG'S ONLY MAGAZINE FOR AND BY WOMEN ENTREPRENEURS

THE
INAUGURAL ISSUE!

MEET
the
FOUNDERS

Data
Security
HOW TO DO IT THE
RIGHT WAY

Expanding into
the local market?
FIND OUT HOW!

SURVIVAL
SKILLS,
SPOTLIGHTS & TIPS

W E N
THE WOMEN ENTREPRENEURS NETWORK

SINCE 1980

Where inspiration is found, connections are made and problems are solved.



WEN Events

allow you to connect with other women entrepreneurs who are on the same journey as you.

The Circle | The Third Eye Workshop | Webinars
Power Circles | Masterclass | 1-to-1 Mentoring



www.wenhk.org

➤ scan to view our latest events



Congratulations on the launch of WENTREPRENEUR

Elizabeth L. Thomson
Chairwoman & Founder
The Amber Foundation

Kimberley Whiley
Founder
Tamco Holdings



WENTREPRENEUR

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Message from our Chairwoman

It is with a feeling of great pride that I invite our readers to **WENTREPRENEUR**, a magazine dedicated exclusively to the enterprising women in Hong Kong. The team at *The Women Entrepreneurs Network* conceptualised this idea just a couple of months back and here we are, unveiling the inaugural issue already.

The Women Entrepreneurs Network has a rich history of supporting women entrepreneurs since 1980. I hope that through this magazine, we can showcase the incredible ways in which our amazing and committed board members give back to the women entrepreneur ecosystem via the **WEN** platform. I hope it will also inspire you to become a member and a part of **WEN**.

WENTREPRENEUR is a high-end business magazine that sets out to provide entrepreneurs at all stages of their business, knowledge, skills, tips required to run a successful business. As you thumb through the issue, please treat your mind to the priceless tips by our board members, who speak from years of running highly successful businesses. You will find relevant topics and day to day issues, which delve into how businesses should pivot towards practical solutions. Our aim is to highlight challenges in today's economic scenario and support you in overcoming them. The spotlight section features the trailblazers who persevered and are role models in their space.

Huge congratulations to the amazing **WEN** Team for bringing this vision to life! We would love to hear from you at admin@wenhk.org.

Happy reading!

A handwritten signature in black ink that reads "Geetanjali Dhar".

Geetanjali Dhar
Chairwoman



The WOMEN ENTREPRENEURS NETWORK:

How and where did it all begin?

Elizabeth L. Thomson and Kimberly Whiley have been inspiring and connecting female founders for 40 years. Starting out as the *Women Business Owners Club* (WBOC) in 1980, *The Women Entrepreneurs Network* has seen it all! The changes in Hong Kong, the rise of women empowerment in business and the creativity and resilience of women entrepreneurs in the face of financial and social challenges. Here, they share their story of how WBOC became **WEN** and their personal insights of what it means to be a women entrepreneur.

Elizabeth's inspiration for launching WBOC in 1980 came from the need for sound legal and business advice for the wave of women launching businesses in Hong Kong. Apart from information, these women also looked for support and a network of women facing the same challenges.

Elizabeth started ICS TRUST the same year and from a marketing perspective women entrepreneurs looked like a good target base. *"I definitely had the knowledge with two law degrees under my belt and being a member of four law societies. However, after several years I realised that this group was not my target client base, but that I enjoyed cutting through legal jargon and actually helping women grow their businesses and stand on their own two feet."*

"It was a joy to network with other women in their own businesses."

Kimberly Whiley was someone for whom WBOC became a go-to-spot to network and learn as a female founder. *"I remember the first WBOC event I attended in the 90's at the American Club. At that time, Lori Granito was Chairwoman and I remember her standing on the stage with other great women. I attended multiple events until I opened up Tamco Holdings in 2004. I joined the board soon after and I became Treasurer until I was elected Chairwoman in 2006."*

"Some of my best friends come from this group and I know more are to be made at WEN."

WBOC was there to educate and support women founders and start-ups in the community. It ran a successful bi-annual half-day event 'How to Start and Run your own Business' that attracted large numbers. After losing one of the Chairwomen of WBOC in late 2010, the club paused for a few years and reformed in 2015 under a new name, **The Women Entrepreneurs Network (WEN)**, of which Elizabeth and Kimberly are the official co-founders.

THEIR OWN ENTREPRENEURIAL JOURNEYS

As Elizabeth claimed, she never had an 'A-HA moment', but was forced to make that decision when her employer got in financial troubles. *"I started my own business like a phoenix out of the fire as I had been working as Legal counsel for a small private banking firm which went*

Words of Wisdom

FROM ELIZABETH & KIM TO WOMEN ENTREPRENEURS

- > Have an EXIT plan before you start a business!
- > Have lawyers, accountants, bankers on SPEED dial and build a relationship with them, so that when the time comes you know who to reach out to.
- > Work ON your business, not only IN your business.
- > A Board of Advisors is critical; as a founder you need to receive input beyond your own perspective.
- > Adopt women in your network who have been there and done that – everyone likes to share their Wins and their knowledge.
- > Plan a lunch (and pay for it) with women you can learn from at least once a month.
- > Remember that the buck stops with you so take care of YOU as you are the business' most important resource.
- > Take time out to do your own Strategic Planning for you, for your business, your family.
- > Find a place where you can think without being interrupted.

Go for it!!
DREAM BIG and achieve more than
you think possible!

bankrupt. I was the last remaining link that the clients had to their money and so I started a business to work through the legal complexities of a bankruptcy telling myself that I would stay in Hong Kong for one year as a matter of professional responsibility."

She started the business in her apartment at her dining table with a telex machine in the kitchen. *"At one point I had four people arriving each morning, working around that large square table. It became clear that we were running out of space so when someone asked me if they could put a desk in my bedroom I went out and found an office."*

Kim got her inspiration by looking around and observed what worked and didn't work. *"I have always been around amazing male entrepreneurs in the manufacturing industry, and I knew with the right luck and timing I could make this work for me as well."*

As their journey unfolded, valuable lessons were learned along the way. For instance, Kimberly realised how important networking in her industry was, both in Hong Kong and outside. *"Everyone should make sure they are part of at least 3 to 4 networking groups and get involved in each."*

Support in various forms is invaluable when you set up and grow your business. As she looks back, Elizabeth wishes she had an advisor to encourage her to 'Dream Big, Plan Big'. *"Although we eventually grew to a significant size with 65 staff, I wish that*



I had had a mentor. It would have been good to expand more quickly and not spend so much time on day to day stuff. I might have sold earlier and started another business."

Taking these lessons into account, what advice would they give their 20-year-old entrepreneurial self? It took Elizabeth a very long time to figure out what she wanted to do and she spent a lot of time in University doing one undergraduate degree and two law degrees. *"In retrospect, I would have liked to get into the business scene much quicker whether it was via a law firm or a corporate. From a business perspective I could have learned a great deal by joining a large corporate."*

Both Elizabeth and Kimberly agree that buying property was another advice they would give their younger selves. Definitely residential, but in those days owning your office space was a good investment too.

HONG KONG THEN & NOW

Times have not only changed with regard to the wisdom of buying an office space. Kimberly and Elizabeth have seen Hong Kong change tremendously over the past few decades. For Kim, these changes directly impacted her manufacturing process. *"In the early 1990's many of my factories were in Hong Kong with the majority of their staff. By 2000, most of them had moved into China. This meant we needed to have people in China as well as Hong Kong."*

While between 2000 and 2010 many people moved most of their staff to China, Kimberly has seen that in recent years many

companies have been moving the positions back into Hong Kong based on costs and efficiency. *"The Hong Kong labour market has always been challenging, but once you found the right person, you had an amazing business asset that would become part of the family."*

Elizabeth was underwhelmed by the promise of Hong Kong in the 80's: *"Hong Kong was considered by the world to be a Haven for Entrepreneurs, but really it wasn't. People still worshipped the big companies and the big banks and there was little talk of Entrepreneurship except when it related to the tycoons!"* This lack of education and support for entrepreneurs was what kick-started the birth of WBOC and **WEN**.

"WBOC was truly a pioneer in educating Women Entrepreneurs."

WEN's FUTURE

Elizabeth and Kim hope to see **WEN** continuing for a very long time. They know that many women founders are looking for education and advice on investment options, exit strategies and how to work ON their business rather than only IN their business. They hope **WEN** continues to demystify these topics, make them accessible and help fellow female founders going forward with support and networking.

As a final word, Elizabeth and Kim hope that women who have owned their businesses for at least 10 years will look at **WEN** as a place to find other senior businesswomen for mentorship and social connections. **W**

WEN in NUMBERS

Launched
2015

15 Chairwomen

800+
Events

16,000+
Women
attending events

100+
Business award
winners

150+
Board
members

1600+
Experts providing
advice at events

Staff employed
by board members: **3200+**



SPOTLIGHT

SUZANNE LIU DUDDEK

WEN is shining a spotlight on Members who have had great wins, overcome obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!



Business Nature

Certified Public Accountants
(Practising)

Business Start Date

1 March 1995

Best Achievement to Date

Lodged objections for my clients to the Inland Revenue Department (IRD) and as a result, my clients received (substantial) tax refunds, from the IRD.

One Thing to do Different

For a service provider, my staff is my asset. I should have hired an employment lawyer to prepare an employment contract for my firm rather than prepare it myself.

[linkedin.com/in/hongkongcpa](https://www.linkedin.com/in/hongkongcpa)



business advice and recommendations of professionals as I am their trusted advisor. Since joining **WEN**, I have met many professionals who I refer to my clients to help them in business and on personal fronts. In addition, I have gained new clients through referrals from the members of **WEN**.

I have attended many events organised by **WEN**. I would not have acquired such useful and practical business knowledge and tips from any other channels.

TOP TIPS

- ① Business is all cash flow. Your cash in the bank should cover at least 6 months of your operating costs. Ensure a positive cash flow by running a profitable business. If you don't have a positive cash flow, use your personal savings or apply for a business loan / an overdraft facility from a bank.
- ② Practise the Pareto Principle: 80% of your clients may only give you 20% of your revenue. The top 20% of your clients may give you 80% of your revenue. Look for the top 20% clients.
- ③ Maintain good health. At the same time, take out private medical insurance and critical illness insurance when you're young. Premiums will increase and it will be more difficult to be insured once you have pre-existing conditions.

Suzanne Liu Duddek is the proprietor of *S. Liu & Co.* She is an Australian Chartered Accountant, a Hong Kong Certified Public Accountant and Chartered Tax Adviser with 36 years of experience.

Entrepreneurial Journey

I had worked as an employee for two Big Six accounting firms for a total of 6 years. Then, I had been a partner of a small accounting firm for 3 years. In 1995, I opened my own accounting firm in Central with one employee. In 2022, I have 10 employees working from an office of 2,000 sq. ft. in Central. We provide Hong Kong auditing, Hong Kong taxation for companies and individuals, company formation and company secretarial services.

How do you measure success?

I measure success as being able to maintain a work / life balance.

What have been your biggest lessons?

- > I work long hours.
- > I did not let go of unsuitable employees immediately.
- > I relied on my firm's group medical insurance only. I did not take out private medical insurance for myself until later.

What is the next step for your business?

I would like to work on my business, instead of work in my business.

What advantages does being a **WEN** member have?

I have been with **WEN** since the start. I have been a business owner for 27 years. My clients always ask me for



TAKE CONTROL of your own data

Back in October 2021, while we were sleeping in Hong Kong, Facebook and Instagram and other social media platforms became globally unavailable for 6 hours. These 6 hours resulted in many people wondering how they would run their business without these very popular platforms.

This instance was a reminder to all of us that we cannot rely 100% on these platforms. We all know that they are valuable tools, but it is also important to know that we don't have control over the likes or followers that our business has on these platforms. Facebook, now called Meta, does.

Dr. Nathalie Tortellier, from *KorumLegal*, **Joyce Ma** from *Decathlon* and **Cassandra Daigre** from *WILD* help us better understand how to utilise and optimise our company data, so we don't have to be reliant on the ever changing landscape of something we simply have no control over.

DATA COLLECTION

When it comes to having control, one of the first things you need to do is make sure that your customers know what they are signing up for. We know it goes without saying that consent is everything and it is important that you have informed consent before adding their information to your database. Get in the habit of always asking permission, request only what you need and stick to the purpose of what you are asking it for.

Make clear:

- > **THE WHO** (collects the data),
- > **THE WHAT** (what you are collecting),
- > **THE WHEN** (you are collecting the data),
- > **THE WHERE** (you will be storing the data), and
- > **THE WHY** (what is the purpose).

All of this should be included in your company's Privacy Policy and it should be available on your website at all times.

MANAGING YOUR CONTACTS AND COMMUNICATION

Once you feel confident that you are collecting your customer data in the correct way, you can move on to controlling another element of the data process: communicating with your customers. Gone are the days where one communication method fits all. Different content needs to be created for different segments of your contacts database. And it is no longer about bigger is better when it comes to mailing lists. Sending out mass emails to an unengaged user base doesn't help.

“Gone are the days where one communication method fits all.”

Dedicate time to create a process internally to remove subscribers who haven't engaged in any emails over a 6-month period. This gives you control about who you are communicating with and provides you with feedback about the level of interest in what you have shared recently.

Make sure to use your CRM tools more effectively too. Take time to explore the functions they have. Connect your website and Google Analytics and start looking at **click to open rates** rather than open rate or click rate. When sending emails out to different segments, this metric will give a more accurate picture of how effective that specific newsletter was.

Also check your unsubscribe rates. If it is very high, it is a sign that the content needs improving. And if you see metrics dropping, try changing up the subject line or optimising the send time to see if that makes a difference. More people tend



In person or online, **WEN CIRCLE** Events continue, no matter the COVID-19 restrictions!

The 'Take Control of Your Data' event took place online on 13th January 2022.

To read more about our **CIRCLES** and other **WEN** Events: www.wenhk.org/events

to open emails in the beginning of the week. Emojis in subject headings are a helpful visual attraction. Finally, personalise the newsletters as much as possible.

“More people tend to open emails in the beginning of the week.”

OPTIMISING SOCIAL MEDIA PLATFORMS

While you may wish to completely break-off your relationship with social media, it is unlikely many of us are going to delete our company social accounts completely. But there are ways to position your company on social media that are better than others. For instance, don't be reliant on just one platform because you can't control its practices, metrics and monitoring. Facebook's algorithm focuses on content that is more personable. One way to make things personable is by creating conversations with your customers and reply to comments. Another good thing to know is that Facebook pushes high-consumption content, such as videos. But when it comes to stories, there is no algorithm, so try to leverage these as much as possible.

For more information about leveraging Digital Marketing to expand in the local market, see our article on page [14]. **W**

Health Check for Data Compliance

- > Make sure you are compliant when collecting personal data.
- > Map the data flows in your company, e.g. what do I do when I receive the data? Where is the data stored?
- > Do a GAP Analysis. Ask yourself what do you want to do with your data and where are you now? You can use this to minimise risk and increase your compliance to make it an asset in your business.

MEET OUR EXPERTS



DR NATHALIE TORTELLIER, *KorumLegal*

Nathalie is an experienced senior and corporate and commercial lawyer with extensive experience across Asian and European markets.



CASSANDRE DAIGRE, *WILD*

Cassandre Daigre is the Co-Founder of WILD. She is passionate about growing businesses, currently working with more than 80 corporates and start-ups in Hong Kong, Europe, and the USA, for local and international targets.



JOYCE MA, *Decathlon*

Joyce is the Branding & Marketing Specialist of Decathlon with 8 years of experience in a creative agency, start-ups and a demonstrated history of working in the financial services and sports industry.

SURVIVAL SKILLS

by WEN



Hong Kong has been battling twin challenges of social unrest and the COVID-19 pandemic. Many businesses have suffered and some have thrived. Survive, thrive and equip yourself with expert advice in the SURVIVAL SKILLS workshop series.

In keeping with the WEN spirit of supporting women entrepreneurs, we have launched a series of initiatives to equip the participants with the critical skills, essential to surviving in the ever-fluctuating business environment. WEN SURVIVAL SKILLS is in the true spirit of supporting our members when they need it most. WEN founders and alumni have stepped forward to provide Premium Members individual sessions and workshops on matters of concern.

SURVIVAL SKILLS focuses on businesses whose financial performance has seen a downward spiral and are badly affected by pandemic related restrictions.

The SURVIVAL SKILLS modules touch the following pain points:

Maintaining overheads and payroll while business is suffering financially | **Reviewing the conditions of employment** | **Taking a well-founded decision how to proceed to reduce staff costs** | **Sick pay vs leave without pay** | **Refusal to work** | **MPF and long service payments** | **Termination of employees** | **annual leave while business shut** | **Requirement for staff to be vaccinated**

If any of you struggle with how to proceed, or if you have trouble accessing sound legal advice, please email admin@wenhk.org.



We will survive!

MEET OUR EXPERT



ELSA LAW, Elsa Law & Co. Solicitors

Expert

PLATINUM SPONSOR

WEN is delighted to have the support of

Mrs Purvis R. Shroff, MHA

“If you fail to plan, you plan to fail.”

“Why would you want to start a business and go through all that effort and struggle if you do not have an exit plan in place?”

“Set your life on fire, seek those who fan your flames.”

Our favourite
BUSINESS QUOTES

“Don’t promise when you are happy, Don’t reply when you’re angry and don’t decide when you are sad.”

“Life is like riding a bicycle. To keep your balance, you must keep moving.”

“You have to see failure as the beginning and the middle, but never entertain it as an end”

“Continuous learning is the minimum requirement for success in any field.”

“If opportunity doesn’t knock, build a door.”

SPOTLIGHT

SHEA STANLEY

WEN is shining a spotlight on Members who have had great wins, overcome obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!



Business Nature: Digital Media Company

Business Start Date: 2011

Best Achievement To Date:

Growing a Business While Growing A Family. My kids are very much the inspiration behind the brand.

One Thing To Do Differently:

Listen more closely to your intuition – it's powerful and never wrong.

www.littlestepsasia.com



Shea Stanley is the Founder & Chief Executive Insider of *Little Steps Asia* which is a regional digital media company focused on educating, inspiring, and connecting families in Hong Kong and across the region. Operating in 6 cities in Asia, the dedicated team scouts, tastes, and shops to find the hippest products and places to keep parents in the know and on the go. Content for families is produced across a range of platforms including websites, email newsletters, social media, and video.

Entrepreneurial Journey

While I still call Texas home, I have always had a strong drive to explore the world, create, and innovate. My first job out of University was with a media company that sent me on extended investment projects in countries all over the world including Azerbaijan, Costa Rica, Bahamas, Romania, Russia, and Korea. In 2004, I moved to New York City where I had a stint in corporate life at *U.S. News And World Report Magazine*. In 2006, there was an opportunity to be

on the Asia launch team of my favourite magazine, *Travel + Leisure*, so I jumped on the opportunity which landed me in Hong Kong. After two exciting years, I decided to set up my own media company to consult for Asia's leading travel and lifestyle media. At the same time, I set up a custom-designed shirt and suit business in which I developed a sales web portal and managed a sales team of eight in the USA. When I was pregnant with my first child, I longed for a resource offering fun finds and insider tips for parents in Asia. In 2011, I founded *Little Steps Asia*, a leading website and weekly e-newsletter dedicated to delivering the inside scoop to parents on what to do, buy, and discover in Asia and beyond. *Little Steps Asia* has been successfully running regionally with dedicated local sites in Hong Kong, Singapore, Bali, Jakarta, Macau, and Kuala Lumpur.

How Do You Measure Success?

Success is making money doing what you love.

What have been your biggest lessons?

Surround yourself with the right support team in all aspects of your life.

What is the next step for your business?

We are exploring more innovations in the education space this year in Hong Kong and regionally. We are also launching our first podcast which is very exciting! In Singapore, we will be launching The Bump Club for pregnancy.

What makes **WEN** special to you?

WEN offers a strong network of experienced entrepreneurial women and a platform for sharing and learning for companies like mine who have passed the start-up phase and need more growth oriented tips, network, and support.

TOP TIPS

- ⊗ It's important to ask yourself WHY you are launching something and ask it from all angles including personal and financial.
- ⊗ Say no to things that do not serve your plan.
- ⊗ Ask for help and support when you need it.
- ⊗ Believe in yourself and keep going.
- ⊗ Make sure you hire for role and company culture fit.
- ⊗ Outsource virtually where you can – there is talent everywhere and it can save you a lot of money too.
- ⊗ Always have fun!

Kids' 
Gallery

A division of the KG Group



There's never been a more important time to develop creativity, resilience, and socio-emotional skills in children. Contact us about online and on-campus classes, educational consultancy, exciting events, and more.



KALEIDOSCOPE
INFINITE WAYS TO BE CREATIVE



**LITTLE
STEPS** 



GOT KIDS?

Join the ultimate community
for families in Hong Kong and beyond!

www.littlestepsasia.com



Do you want to reach the local market in Hong Kong? Then it is worth noting that only about 4% of the local population actually use English as the main language to search for something online. So, if you want to target the 96% who use Cantonese, it's imperative you take a critical look at your content localisation strategy.



Digital Marketing

– targeting the local market in Hong Kong

Last year, **WEN** organised a Circle Event around this topic and invited **Lauren Loh** and **Jennifer Wong** from *TransPerfect* and **April Lam** from *Aello Consulting* to share their Digital Marketing tips and tricks on how best to target the Cantonese speaking market in Hong Kong.

ADAPT YOUR SEO (SEARCH ENGINE OPTIMISATION)

Search Engine Optimisation (SEO) is a long term investment to optimise your website from a content and technical perspective to gain organic results. If you are a complete novice to SEO, take these basic 4 steps to get started

1 Build your own website

Wordpress; Wix and Shopify are well-known web building platforms, but if you are targeting locally, e-commerce platform Shopeline is worth considering as it has a local Hong Kong Client Management System (CMS).

2 Apply Keyword Strategy

Keyword Planner from Google is a great tool for keyword research. It is free and easy to use. SEMRush, which is used by industry professionals, costs a bit more, but is very accurate

and comes with a free trial option. However, make sure you know your search keywords in Chinese (Traditional Chinese) to expand the reach into your target market.

3 Create your own Content

Whether you write a blog or your own articles, original content is great for SEO. Always start with related topics of your industry and research trending keywords, using the keyword tools. Be original, make your own statement and build your brand identity.

4 Localisation

Localisation of your content is key to target the local Hong Kong market. Spoken Cantonese often includes slang and idioms, which capture the attention of your target audience immediately.

USE OF LANGUAGE

With three main languages in Hong Kong - Cantonese, Mandarin, and English and with 96% of the searches done in Cantonese, having traditional Chinese translations are a must if you want to expand your business. With regards to Cantonese vs Mandarin it is worth noting that Cantonese is the largest market segment, as most native Mandarin speakers are expats. If the

SEARCH ENGINE OPTIMISATION

(SEO) is a long term investment to optimise your website from a content and technical perspective to gain organic results.



smaller segment of Mandarin speakers are truly who you need to target, use written Chinese and ensure you have a **simplified Chinese version** of your website.

Ideally, you apply these translations across all platforms, but translations don't come cheap. Here are three tips to control the expense and revisions process of translations.

WHAT PLATFORMS TO USE?

Social Media

The most important social media platforms in Hong Kong are The Big 4 - Facebook, YouTube, WhatsApp, Instagram, with Facebook (audience age 25-54) and Instagram (audience age 18-44) still being the key platforms to focus on. WhatsApp is the most common messenger, however quite a number of the younger audience has started using Signal since 2020. If you have the budget and are keen on visualising the brand image through videos, do consider opening a YouTube channel of the brand.

Incorporating local payment platforms

Mobile wallets like WeChat Pay or Ali Pay are getting traction, however more and more businesses are adding other options to their payment mix, such as Octopus, PayMe, Tap & Go, Apple Pay and Google Pay. Other options to explore are Global Payments, Stripe, Braintree, which offer a payment gateway to centralise all Multiple Payment Solutions.

INFLUENCERS

Influencers are a trending marketing strategy for many brands to create a buzz and stir up the conversation. There are several types of influencers to consider, based on budget. Celebrities and Top Tier Artists, (e.g. Elva Ni, Coffee Lam) can charge

MEET OUR EXPERTS



LAUREN LOH, *TransPerfect*

Lauren specialises in localisation and language where her focus lies on developing a comprehensive language and content strategy to help businesses create a desired impact in a local market.

www.transperfect.com



JENNIFER WONG, *TransPerfect*

Jenny comes from a strong agency background helping various brands navigate the digital ecosystem across SEO, SEM and social media. She's currently leading a team of digital specialists in APAC helping businesses to drive both global exposure and local performance.

www.transperfect.com



APRIL LAM, *Aello Consulting*

April has advised Fortune 500, SMEs and start-up companies across APAC during her 20 years of career. She surmises ASEAN is a hidden gem and will drive the future demand of consumer products.

aelloconsulting.com



PAY PER CLICK (PPC) is more for advertising and focuses on instant results while you can bid on keywords with a defined price using different bidding strategies.

HK\$60,000 for one image post and up to HK\$200,000 for a live video. The Power-middle (e.g. Spoon Chan, Agnes Wong) can charge anything between HK\$50,000-HK\$100,000.

For micro-influencers, specialists or experts in a certain specific industry or area, the fee ranges between HK\$10,000 and HK\$50,000 and Key Opinion Consumers are usually less than HK\$10,000. Approach these influencers with free products first and make sure you negotiate well.

While there are subscription-based tools that analyse influencers' profiles, you can research::

- > What age group do they resonate with? (e.g. millennials/Gen Z)
- > How is the post engagement? (how do they respond to comments, if at all?)
- > What is the quality and quantity of their brand collaborations? (format, copywriting etc.)

Translations Tips



How to control the expense & revisions process of translations

1 CREATE YOUR OWN BRAND GLOSSARIES & BRAND STYLE GUIDES

Before you engage an agency or freelancer to translate a single word, you should develop a brand glossary and style guide in English. These are called language assets because and is comprehensive list of key brand and industry terminology, which captures your brand tone of voice, grammatical conventions and how it should look stylistically across all digital channels. Maybe your brand name needs to remain in English, but product names are phrased in a specific way that may not be a direct translation, but instead an adaptation of what the local market would resonate with.

Once all the glossary terms and tonality are defined up front, you can work with a native Chinese copywriter to adapt all the key brand terminology in the target language. It's critical to have these in place because again, language is subjective and there are multiple ways of expressing something so you want to help linguists to understand your brand and narrow down the linguistic choices by having it all defined up front.

This will help with language consistency, and reduce more money spent on revisions in the long run!

2 SEGMENT YOUR CONTENT

Not all content is equal and there are various linguistic processes that match the commercial weight of the content. In the translation space, there are various linguistic processes such as

- > full human translation process
- > machine translation with a human linguist to post edit
- > a copy adaptation or transcreation process.

Instead of translating all your content via a full human translation process, which is not cheap, you can optimise your costs standard and dry content (terms & conditions, product specifications etc.) by deploying Machine Translation with post edit by a human linguist. For the creative parts (email campaigns, social media etc.) deploy a full human or Transcreation process. End result – a fully translated user experience at a reduced cost.

3 TRANSLATION MEMORY

An industry's best practice! A database that stores all your content that has been previously translated. When you have more projects you want to translate, Translation Memory allows you to identify and leverage what already exists so you don't pay for the same translation twice or reinvent the wheel. This is very helpful to reduce cost as most content is often repeated.

Whether paid influencers are a good use of your marketing budget, depends really if you have the extra budget to spare. If you don't have the extra budget or connections, it is better to build your foundation with social media with your own creative ideas. [W](#)



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AMCHAM WOI 2021 18 November 2021

In 2021, AmCham celebrated their **18th Annual Women of Influence Conference** by turning their focus to the community of members and supporters who believe that the future looks brighter when EVERY woman feels that she can take a leadership role in all facets of her life.

WEN is proud to congratulate the winner for AmCham HK's Women of Influence award for Entrepreneur of the Year – **Sharlene Jacquier**, Director, Joint Dynamics and WEN platinum member.



RTHK Interview December 2021

Last December, WEN was featured on the **123 Show on RTHK Radio 3** with **Saadia Usmani**. Chairwoman **Geetanjali Dhar** and board member **Sharlene Jacquier** spoke at length about WEN and how they offer support, guidance and expertise from professionals to women entrepreneurs at all stages of their business journey.



WIN Summit & Awards, Singapore 24-25 March 2022

The **Women Icons Network (WIN)** is a premier platform headquartered in Singapore with a substantial reach in South Asia and South East Asia, who allow businesses to champion women and gender balance at workplaces, thereby enabling a successful and profitable business. WEN was very proud to be supporting their event on March 24, 2022: **Collective for Equality Summit & Women Icons Asia Awards**.



GirlUp HKIS 19 November 2021

In November 2021, WEN conducted a lively session on **'Women Entrepreneurship'** at **GirlUpHKIS** (Hong Kong International School). GirlUp, a campaign of the United Nations Foundation, gives girls the opportunity to channel their energy and compassion to raise awareness and funds for programmes of the United Nations.



123Show Interviews WEN Members

8 March 2022

To mark **International Women's Day**, **Saadia Usmani** of **RTHK 123 show** talked to **WEN** Premium Members **KK** and **Martini**, who shared their fascinating journey from rugby to becoming food and beverage entrepreneurs with their gastropub **Ruggers**.



WOOT Conference, Hong Kong

8 March 2022

This March, SCMP's flagship annual **Woman of Our Time (WOOT)** conference was back for the second year to **#BreakTheBias**, **#BalanceForBetter**, **#ChooseToChallenge** and **WEN** was proud to be part of this event. **WEN** Chairwoman **Geetanjali Dhar**, founder of the **Sanskriti Global Group**, was interviewed for making a success of her enterprise, which she started with 12 students in 2006 and now has had over 6,800 enrolments globally.



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WEN SOCIALS[☆]

In between social restrictions and lockdown, Hong Kong had a short window of opportunity for in-person gatherings late 2021 and **WEN** made sure to make the most of it! Here are some the events where you may have spotted us or our members!



Gift vouchers were offered as a prize by Glow Spa & Salon and Joint Dynamics.



Social Lunch

WEN held its Inaugural Social Lunch in November with a fabulous turnout! Thanks to **WEN** Board Member and Founder of *Glow Spa & Salon*, **Sioban Guilfoyle** for her dedication and effort in making this event truly memorable and successful.



Lucky Draw winner Maura Thompson with Elizabeth Thomson, who donated the LV wallet.





From left to right: Ivy Wong, Geetanjali Dhar, Elizabeth Thomson, Sharlene Jacquier (Winner of Entrepreneur of the Year 2021), Liz Search, Shea Stanley, Kimberly Whiley, Sioban Guilfoyle.



AMCHAM 2021 WOI *Awards*

The AmCham's 2021 Women of Influence awards was a wonderful celebration of entrepreneurs and inspirational change-makers. See more details on page 18.



Christmas Party

We celebrated a delightful early Christmas at *The Helena May* with a table being hosted by **Joanna Hotung, Geetanjali Dhar, Kim Whiley and Sue Jamison**. The **WEN** table took home 5 raffle prizes, earning 'The Lucky Table' nickname!

SPOTLIGHT

SHARLENE JACQUIER

WEN is shining a spotlight on Members who have had great wins, overcome obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!



Business Nature: Integrated health and wellbeing clinic and fitness studio

Business Start: June 2013

Best Success to Date: It is 2022 and we are still growing, after the 2.5 years we have endured we have not only survived but thrived.

One thing you would do differently: Create better barriers between home and work.

www.jointdynamics.com.hk



PHOTO CREDIT: @Straub Collaborative

Sharlene Jacquier is owner and one of the founders of *Joint Dynamics*, an integrated physical and mental wellbeing clinic located in Central and Quarry Bay, Hong Kong. *Joint Dynamics* combines physical therapies with mental health support, professional advice on nutrition, sleep, health and fitness.

Entrepreneurial Journey

In 2012, I met Colin Symmonds (physiotherapist, founder) who had a vision to, rather than 'check in and check out' of a client journey, use a team of health professionals to assist you in meeting your goals.

I am neither a clinician nor a fitness professional and, with three young children, never really had the urge for entrepreneurship. My background is in chemical engineering, project sales and management so this was going to be brand new. Colin looked for a partner who could assist with setting up the operations side

of the business. Our skills and experience complemented the other and with the huge support of our partners we opened *Joint Dynamics* in 2013.

Over the past 8 years, *Joint Dynamics* has grown from 6 employees with two service offerings, to over 70 staff members with over a dozen integrated services. We brought on new management, expanded the ownership team and opened two new sites and a women's health clinic.

This year I step away from my traditional operations role to spearhead *Joint Dynamics*' drive into Corporate Wellness – JD CONNECT. Having built such a diversified business, we move from dabbling in corporate wellness to being a significant 'player' for HK and Asia. I'm excited to throw everything into it and with some hard learned lessons under my belt and an amazing team to support the endeavour, anxiety has given way to renewed enthusiasm and hopefully more success.

My business journey has been intense, with huge challenges and a multitude of nerve racking speed humps. Something that has helped has been the enjoyment of watching and supporting staff members grow as they branch out to lead new business growth.

How do you measure success?

When our staff are our loudest marketing tool we know that we've struck the right balance, rewards, challenge and growth potential.

What have been your biggest lessons?

Growth is exciting but the challenges this places on being able to pay yourself is tricky when all money goes back into expansion. Be realistic about your growth and your needs.

What is the next step for your business?

This year, we look to open a larger women's health clinic (*Joint Dynamics – Evolve*) and push further into the delivery of corporate wellness services.

TOP TIPS

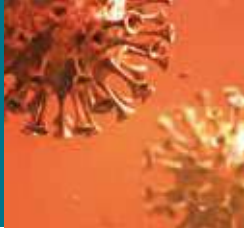
- ⊗ Surround yourself with trusted advisors, people who will (kindly) tell you the truth and provide reliable advice.
- ⊗ Hire people that can execute, look beyond the CV highlights to people with a broad range of skills.
- ⊗ Write it down, keep fastidious notes and records. You won't regret it.

✓ TIPS

from the Board

Our board members span various industries and have a combined experience of decades when it comes to the trials and tribulations of entrepreneurship. They are happy to pay it forward and inspire other women entrepreneurs by sharing their tips, from COVID-19 business strategies to morning rituals!

HOW HAS COVID-19 CHANGED THE WAY YOU DO BUSINESS?



Geetanajli Dhar

Our mantra has always been to re-engineer, reboot, innovate and learn to do more

with less. While the ongoing operations had to be kept going, we re-formulated futuristic strategies for the ever fluctuating current and post pandemic market. Core areas were identified – online learning, online events and renewed focus on organic growth via tie ups, partnerships for sustainability. Designing Sanskriti merchandise, additional language programs, providing our expertise in organising cultural festivals for corporations, helped us diversify our revenue streams and generate income.

KW: Since China borders have been closed for almost two years, we realised how important our staff in China are to maintaining business flow. Furthermore, COVID-19 has shown the manufacturing world that it can still operate with less in-person meetings or the need to have many samples flowing between offices.

Sioban Guilfoyle



When permitted to be open, our business maintains the highest standards of hygiene. Significant time is spent on cleaning and staff wear gloves, masks and shields. We have moved some of our retail business online and we have recently started home services for some treatments.

SS: COVID-19 pushed the team on many levels. We tried to loosen a few policies to support partners affected heavily by COVID-19 which has helped strengthened those relationships. Internally, we have strengthened the virtual team to balance the pressures on the local teams. Personally, I have tried to lead with compassion given that we are loaded with uncertainties, content changes, and homeschool balance. I encouraged the team to look at this bigger picture and support each other.

TH: Every aspect of our business has evolved with COVID-19! It has changed the way we meet clients, collaborate with other businesses, recruit staff and organise events. It's challenging but it also opens different doors and opportunities. We are able to add new services, including Image Consulting and Business Etiquette Training as COVID-19 gave some breathing space to strategise!

ONE TIP TO TELL YOURSELF WHEN YOU WERE JUST STARING YOUR BUSINESS?



GD: “We are what we repeatedly do. Excellence, then, is not an act but a habit” by Aristotle says it all! Make your name synonymous with excellence.

KW: The importance of networking in your industry cannot be overstated. You might know your target customers, competitors and suppliers in every way possible.



Maura Thompson

Recognise your strengths and spend time using those to develop your business. Don't ignore your weaknesses. Instead, identify them and find people to help you with them.

SLD: Work on your business, don't only work in your business.

SJ: It won't go perfectly, but how you learn from the imperfect will mean everything.

Tracey Ho

Set up a proper, lean structure to deal with various admin tasks. It'll make you more efficient when you grow. Get people who are good in specific areas to help. Don't try to shoulder everything on your own.



IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING OUT, WHAT WOULD IT BE?



GD: Always focus on selling the experience, not the product.

SJ: Write it down, if it works. Write it down, if it does not. Having it written down will save you time and money in the medium and long term.

SG: You have to pay to play – be prepared to take risks.



Suzanne Liu Duddek

Your health is number one. As a self-employed person, take out private medical insurance at the start.

Shea Stanley

Always use your support network – no one can do it all alone. Ask for help, motivation, and support when you need it.

TH: Think big, start small. Seek help, don't overthink. **W**



Kimberly Whiley

I try to make sure things are organised at night so my morning

routine is simple, and I can leave the house without chaos. I also do not check my phone until I am about to leave the house or already out the door.

MT: I have 2 small kids so my morning routine consists of getting them up, dressed, fed and out the door to school. In between, I put on The Daily Podcast while I get ready myself, trying to multi task as much as possible. Since COVID-19, my daughter has asked to face time my mom most mornings before school, which is such a sweet way for me to start my day.

Sharlene Jacquier

Coffee with my husband, it is 10 minutes of uninterrupted time... before the children are up, before employees are online... It sets my mindset for the day.



SS: Mornings are key to balance for me: workout, followed by meditation, journaling, and a slow coffee.

WEN

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