



Transforming Entrepreneurial Ideas into Reality: Hong Kong Experiences

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Why not me? (點解唔做李嘉誠?)





Why not Steve Jobs in Hong Kong?






■ 陳景濤教授



A Tale of Two "Jack"s


- Mr. Jack Wing
- About 30 years old
- Sell airbed in Kung Tang
- Hate being employed
- Started his own business 3 years ago
- Buy airbeds from China & sell in HK
- Work with his wife
- Diligent but struggling
- His view (privately):
 - considering all risks/high responsibilities
 - being employed is a better choice
- Typifies thousands of SME owners in HK



A Tale of Two “Jack”s

- Dr. Jack Lau
- CEO of Perception Digital Holdings (HK stock: 1822)
- Born in HK, well educated (Ph.D in EE)
- Tenured professor at HKUST
- Started his business in 1999
- Focus on innovation as of now
- Compete against industry mammoths (e.g. Apple)
- Also battle with Shanzhai cell phone producers
- His view (privately):
 - Steve stepped down
 - My opportunity comes along
- **Which Jack should we encourage?**





What Entrepreneurship Really Is?

- “Entrepreneur”, French
 - buy something at fixed prices and sell at unknown prices
- Old understanding focuses on individuals
 - hero-like entrepreneurs
 - obsessed with their legends
 - entrepreneurs are born, not made
- Contemporary understanding focuses on processes
 - environment factors matter
 - appropriate procedures help
 - entrepreneurship rather than entrepreneurs
- We know much less than what we should know
 - like medical science in middle age, at mercy of luck




Transforming Entrepreneurial Ideas into Reality in Hong Kong

- Macro environment
 - Positive: legal system, taxation, free trading zone
 - Negative: entrepreneurship training, governmental policies
- Micro environment
 - Positive: business owner preference & crave for efficiency
 - Negative: “quick” money worship & stable income obsession
 - In fact, entrepreneurship way bigger than making money
- No quick & dirty solutions, but we can
 - demystify entrepreneurship
 - entrepreneurship training
 - entrepreneurship knowledge dissemination