

Dedication

First, I want to dedicate this book to all the migrant laborers at Shenzhen and other major cities in China. I have worked many years like that too. One day, some of you will create your own company. May you be prosperous? Second, this book is dedicated to my high school classmates at Wah Yan College. I was very proud to discover one of the old Wah Yan alumnus, Sir Gordon Wu, had made the list of the HK SMB. Gordon Wu is included in this eBook. I would like to thank my classmates Frank Chan Chi Chung Frank, Chan Sui Yum, Darrell Leong Wing Kee, Thomas Ng Kai Ching, Peter Chung Cheuk Kun, Ignatius Yu Ka Fook, Eddie Leung Man Wai, Chan Yuen Fu, Ng Hoy Luk, Fred Yung, Thomas Hui Kam Wor, Andrew Tsui Pui Yan, Joseph Cheung Wing Tai and Murphy Law Chung Yin and many others.

AUTHOR: Started 6 business, failed 3 times, 6 startups

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Chapter 1.0 Why Study Hong Kong Self-Made Billionaires?

Self-made Billionaire Song

*Behold, all men are created but equal
Behold, all ye poor, hungry and wretched refugees & immigrants to HK..
Behold, the Kingdom of Self-made Billionaires awaits you*

*Mistake not, the lady who welcomes you is Queen Elizabeth, not the Statue of Liberty
Mistake not, bedbug infested chicken cages thou shalt spend many years sleeping
Behold, the God of Opportunity awaits you*

*Create, don't conform
Create, don't copy
For inside you is a Superman or a Superwoman*

*A 100 million customers will buy from you
Ten Thousand people will want to work for you
For a global company that bears your name awaits you
Thus spoke Zarathustra*

SMB = Self-made Billionaire

1.1 Why Hong Kong is #1 in SMB?

Let us look into the following two Indices

1.1.1 Self-made Billionaire (SMB) Relative Density Index HK is Number One in wealth creation in the world. HK has 5 self-made billionaire per million population, which is 5 times the US. This index is derived by dividing the total number of SMB by total population by population. In the case of HK, the total number of SMB is 43, divided by population of 7.5M, which gives slightly over 5 SMB per million population. The population of HK at 7.5M and the population of US at 330M. . If you don't believe me, I have 2 immigrant Yankees (Jim Thompson and Robert Warren Miller) and 1 immigrant Brit (John) who made their fortunes in HK.

1.1.2 SMB Relative Wealth Indices HK's self-made billionaire are the richest in the world. This I arrived by dividing the total GDP of the country by the net worth of the SMB. Yes, they are the richest. Li Kashing has been the richest man in Asia for past 10 years. Tithe richest SMB in HK is Lika Shing, whose net worth is about 10% of GDP of HK, making him far richer than Rockefeller, and about 30 times richer than Bill Gates. If we compare Zhou Qunfei, the richest woman self-made billionaire in HK to Elizabeth Holmes, Zhou could be 100 times richer than Holmes. How is this possible? Even I have trouble explaining, but I can offer the facts here.

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1.2 Four Wellness Indices (4 Big Surprises)

OK, Hong Kong is the greatest place for wealth creation. But what about the quality of life, given all that inequality, overcrowded condition and air pollution. To my surprises, the quality of life in HK is quite good, as seen in the following 4 areas. . .

1.2.1 Highest growth rate in the world while a British colony from 45 to 97

From 1945 to 1997 had the highest economic growth rate in the world. HK's GDP grew 180 times while its per capita GDP grew 87 folds. How is this possible. Most former British colonies are still both broke and underdeveloped 30 years after the imperial Englishmen left.

1.2.2) Longevity: Hong Kong has some of the highest longevity in the world. Average life expectancy is 83.4 years. For woman the average life expectancy is 86.7 years.

1.2.3 Crime Index: Hong Kong is one of the safest city in the world. HK is safer than Switzerland, Germany and on par with Japan, South Korea

1.2.4 Suicide Index: The HK suicide index is not bad either. It is lower than S Korea, US, France, Japan, France, Germany.

I call them 4 big surprises because the data defy logic. For item one, colonialism is exploitation and the causes of underdeveloped economies. Applying Marxist theory, England would have siphoned off any economic surplus back to England. Yet Hong Kong had phenomenal growth under colonialism. For item two, the overcrowded condition and poor air quality are supposed to cause poor health and hence short life. Yet, HK is leading the world in longevity. For item three, the huge income inequality is supposed to lead to high crime rate. I am not surprised that HK has lower crime rate than New York City or Baltimore, but crime rate lower than Switzerland, Japan and Germany. This is out of the world. Lastly, on item 4, the suicide rate is a measurement of social despair (per Emile Durkheim). On suicide index, HK is not the best, but doing considerably better than most of its rich peers.

In short, the people in HK are supposed to be miserable, giving the high housing cost and one of most over-crowded living condition. On the contrary, people there live quite well, high longevity, low crime rate, low taxation and OK suicide rate. HK even has a thriving world class fashion industry (Michael Kors), a world class movie industry (Jackie Chan and Bruce Li are global megastars) and a global financial hub (a smaller version of New York and London. But New York and London have 3 times the population). The creativity of HK is, may I dare to say, world-class.

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Chapter 2: Methodology

My methodology is simple: I use 3 criteria. (1) the person must be self-made billionaires. This effectively screened out more than 20 billionaires who inherited the majority of their wealth. Such as Michael Kadoorie, Lawrence Ho, David Li, Pansy Ho, Silas Chou (founder of Michael KORS). (2), the must be either a citizen of Hong Kong. Using this criteria, I found 38 self-made billionaires (3) if the self-made billionaire is not Hong Kong citizen, then this person must have either made the fortune in Hong Kong or lived there the past 10 years. Using this criterion, I have found 5 self-made billionaires. In short, using the above-mentioned 3 criteria, I have found 43 Hong Kong Self-made billionaires.

I also want this book to be fast-paced and entertaining by using the 80/20 rule. This book is 80% practice and 20% theory. The lion share of this book is found in Chapter 10 and Chapter 11, the business biographies of 43 HK Self-made Billionaires.

Chapter 3 Who are they?

In descending order of Net Worth, the HK SMB are:

#	Last Name	First Name	Sector	Age	Net Worth	Education
1	Li	Kashing	Plastic Flower, Ports, Conglomerates	86	\$35.60	High School Dropout
2	Lee	Shau Kee	Real Estate	87	\$26.10	High School
3	Cheng	Yu-Tung	From Jewelry to Billionaire	90	\$12.40	No High School
4	Lui	Che Woo	Casino Billionaire	84	\$11.10	High School Dropout
5	Pan	Sutong	Electronics to Real Estate	55	\$10.80	High School Dropout
6	Lau	Joseph	Ceiling Fan to Real Estate	85	\$10.20	BA U of Windsor
7	Zhou	Qunfei	Smart Phone Glass	45	\$8.70	No High School
8	Gong	Hongjia	security	50	\$5.10	BS Huazhong U
9	Hui	Wing Mau	Real Estate	64	\$4.80	High School
10	Choi	Francis	Toy, Real Estate	67	\$3.60	High School
11	Chu	Pollyanna	Finance	57	\$3.60	BA Golden State U
12	Ye	Chenghai	Pharmaceutical	72	\$3.60	BA Renmin U
13	Ho	Stanley	Casino	93	\$3.00	U Hong Kong Dropout
14	Leong	Edwin	real estate	64	\$2.90	BS CS U of British Columbia
15	Huang	Shih Tsai	Real estate	63	\$2.80	High School
16	Tang	Yiu	Retail (Shoes)	81	\$2.80	High School or Less
17	Ying	Michael	Retail (Fashion)	64	\$2.80	High School
18	Lee	Patrick	Paper	72	\$2.50	High School
19	Lin	Tianfu	Shoes (Retail)	53	\$2.50	High School
20	Sit	Kwong Lam	Oil Transport	46	\$2.30	PhD Nanjing U
21	Fung	Victor	Outsourcing	70	\$2.20	PhD Harvard U Business
22	Fung	William	Outsourcing	68	\$2.20	MBA Harvard
23	Wong	Luen Hei	Construction Pipes	52	\$2.10	No High School
24	Lo	Siu Yu	Armor Trucks	46	\$1.90	BS Chongqing Tech & Bus U
25	Xiong	Xuqiang	Real Estate	58	\$1.70	BA Zhejiang U
26	Li	Sze Lim	Real Estate	58	\$1.70	BA Mathematics Chinese U
27	Kan	Billy	LNG	63	\$1.69	BA U of East Anglia
28	Chu	Lam Yiu	Fragrance	44	\$1.67	High School
29	Wang	Man Li	Furniture	50	\$1.54	High School
30	King	Pakfu	Real Estate	45	\$1.50	High School or Less

31	Yu	Peidi	Real Estate	55	\$1.48	High School or Less
32	Kwok	Simon & Eleanor	Cosmetic	62	\$1.40	High School or Less
33	Chen	Jinsong	Real Estate	51	\$1.35	MA Tongji U
34	Zhang	Zhirong	Shipbuilding	47	\$1.24	High School or Less
35	Yeung	Albert	Watch, Entertainment	71	\$1.23	High School
36	Wu	Gordon	Real Estate	80	\$1.20	BA(S) Princeton U
37	Tang	Hsiang-chien	Textile, Electronics	92	\$1.20	MA U of Illinois
38	Shen	Niel	Venture Capitalist	45	\$1.00	MA Yale
	Foreigner SMB					
39	Kuok	Robert	Sugar, Hotel	93	\$10.10	High School Dropout
40	Tsai	Joseph	eCommerce	51	\$5.40	JD Yale
41	Thompson	Jim	Logistics	75	\$1.20	BS San Jose U
42	Miller	Robert	Duty free shop	82	\$1.10	BS Cornell U
43	Elman	Richard	Commodities	73	\$1.00	High School Dropout
			total	2729	\$204.30	
			average	63.47	\$4.75	

Chapter 4.0 By Education : Majority are High School or Less

4.1 By Level of Education

Level	Education	Number
1	High School Drop Out. No High School	8
2	High School	15
3	College Dropout	1
4	Bachelor	12
5	Master	4
6	PhD, JD, MD	3

The numbers defy logic. 23 of the 43 here are high school or less educated. 8 have less than a high school education, while 7 have a master or higher university education.

4.2 How many of these SMB are from Top Universities? B 9 out of 43 or 20.9% graduated from top universities in US or China, as shown in the following table

#	World Class Universities	Name of HK SMB
1	Harvard U	Victor Fung, William Fung
2	Yale U	Joseph Tsai, Nial Shen
3	Cornell, MIT, Princeton	Robert Miller, Victor Fung, Gordon Wu
4	Jiaotong U, Renmin U, Nanjing U	Nial Shen, Ye Chenghai, Sit Kwong Lam

Conclusion: Only 1 out of 5 SMBS graduates from a top university. Most surprising is more than half have high school or less education. For Chinese parents in HK looking to cramp their kids to study 16 hours a day for university entrance exam, the time might be better spent doing hands-on work in the real world. 90% of the HK SMBs learned to be One-Product-King outside the classroom. Product knowledge is far more important than classroom knowledge. E.g. Zhou Qunfei started working on glass when she was 15. She hit it big when she was 45. She had spent 30 years working on glass. Another interesting exam is the Englishman Richard Elman. As a teenager, he flunked all his O-Level Exam and dropped out of high school. He became SMB in his late 60s. He had spent more than 50 years working on commodity.

Chapter 5.0 By Sector: One Product King/Queen

5.1 What is One Product King:

The majority of the HK SMB made their first fortune with one product wonder. We can tell from their nicknames such as “Plastic Flower King”, “Watch King”, “Toy King”, “Paper King”, “Spice Queen”. I don’t count “Shoe King” (Tang Yiu and Lin Tianfu) and “Casino King” (Stanley Ho and Lui Chee Woo) because there are 2 HK SMBs each.

The following table show the products and their respective king or queen.

#1	Product King	Name of Self-made Billionaire
1	Plastic Flower, Ports	Li Kashing (1958)
2	Watches	Albert Yeung
3	Oil Transport	Sit Kwong Lam
4	Moving and Logistics	Jim Thompson
5	Fashion	Michael Yin
6	Security System	Gong Hongjin
7	LNG (liquid Natural Gas)	Nial Shen
8	DFS (Duty Free Shop)	Robert Warren Miller
9	Cosmetics	Simon & Eleanor Kwok
10	Financial Service	Pollyanna Chu
11	Paper	Patrick Lee
13	Commodity	Richard Elman
14	Toys	Francis Choi
15	Furniture	Wong Man Li
16	Sugar , Hotel	Kwok, Robert
17	Outsourcing	Victor Fung, William Fung
18	Textile, Electronics	Tang Hsiang-chien
19	Smart Phone Screen	Zhou Gunfei
20	Jewelry	Cheng Yu Tung
21	Venture Capital	Nial Shen
22	shipbuilding	Zhang Zhirong

23	Armor Truck	Lo Siu Yu
24	Fragrance	Chu Nam Yiu

There are 3 lessons here.

Lesson One: Real Estate, Real Estate and Real Estate is not true.

The common belief in HK is that all the rich people in HK made it through real estate. The real story of the success of most SMB is they started as one-product king/queen. 24 out of 43 or 56 percent made it through ONE-PRODUCT. After they made a mountain of cash or profit, they diversify and park their money in real estate. This is because the product cycle is short usually in a few years, the product cycle ends

Lesson Two: Create, don't copy.

What can we learn from this One-Product-King/Queen is the importance of creating a new business, instead of copying other people's business. Shoes and Casinos are exceptions because multiple SMB made it there. But for Armor Trucks, Oil Transport, Duty Free Shop, Ports, Paper, Security Systems etc, there is no way to copy a business and make it big. When the SMB started, there was hardly any business to copy from.

Lesson Three: Create, don't conform.

Conformity, by definition, means behaving like the average and this only leads to mediocrity. The average person is an employee, not a captain of industry. To be contrarian is to do the opposite of everyone is doing. E.g. in investment the best time to buy is when there is maximum pessimism or blood on the street,. Also, the best time to sell is maximum greed. The Rothschild said it. Warren Buffett reiterates it and does it. Li Kashing is the most famous of the contrarian. He sells when the buying reaches a frenzy and he buys when there is absolute panic on the streets. He is the richest man in HK for past 17 years and now the richest SMB in Asia.

Chapter 6.0 By Immigrant, 67% are Immigrants

The majority of SMB in HK are immigrants. In fact 29 of the 43 SMB in HK are immigrant, giving it a whopping 69.7% . It is very hard to analyze why, but I am content here just to present the facts.

Instead of listing the list of 29 SMB who are immigrants, it would be easier to show the 14 HK SMB who are born in HK. Here is the list , in descending order of wealth

List of Born-in-Hong Kong SMBs

#	Name	Net Worth	Age	Education
1	Joseph Lau	\$10.2	64	BA U Windsor
2	Pollyanna Chu	\$3.60	57	BA Golden State U
3	Ho, Stanley	\$3.0B	93	Dropout U of HK
4	Leong, Edwin	\$2.9B	63	BS U British Columbia
5	Tang Yiu	\$2.8B	81	High School
6	Lin TinFu	\$2.3B	53	High School or Less
8	Victor Fung	\$2.2B	70	Harvard PhD
9	William Fung	\$2.2B	68	Harvard MBA
10	Li Sze Lim	\$1.7B	58	BA Chinese U HK
10	Kan, Billy	\$1.69	63	BA U East Anglia
11	King, Pakfu	\$1.5B	45	High School or Less
12	Kwok, Eleanor	\$1.4	62	High School or Less
13	Yeung, Albert	\$1.23	71	High School
14	Gordon Wu	\$1.2	80	Princeton U

Chapter 7.0 By Sex, By Age, By Average Net Worth

7.1 By Sex: There are 4 women HK SMB. or 4 out of 43. These women are Chu Nam Yiu, Pollyanna Chu, Zhou Qunfei and Eleanor Kwok. The HK average is 9.3%. The world average for woman self-made billionaire is 3% , so HK has been especially kind to woman, or Chinese woman have been extremely entrepreneurial. (Source: 36 Woman Self-made Billionaires: How they made their fortunes, by Paul Chan Amazon Kindle Feb 2015)

7.2 By Age: The average age of 64.3 is also a few years younger than the world average of 67. Again. The HK SMBs do quite well.

7.3 By Average Net Worth. The average net worth of HK SMB is \$4.74. The world's average is \$3.86 (Forbes 2015), so the average HK SMB is almost \$0.88B richer than the world average.

Chapter 8: The 4 Paradoxes

8.1 Small Country, Big Billionaire Paradox

Not only is HK small in area, it is also severely lacking water and flat land. If one takes a look in Asia, one would, by logic, extrapolate the richest self-made billionaire to come from Japan, rich and also a technology power. Or Saudi Arabia, with its immense oil wealth and oil export revenue. Yet HK beat them all, HK produces the richest SMB in Asia and the richest woman SMB in Asia.

It even goes further than this. Factoring into consideration that the population of HK is 7.5M and the population of US is 330M, Hong Kong's SMB are 20 to 100 times richer than the American counterparts. Assuming the US population is 44 times that of HK, Li Kashing is 20 times richer than Bill Gates, and Zhou Qunfei is 100 times richer than Elizabeth Holmes. I call this the "Small Country, Big Billionaire" paradox. With a net worth about 8% of the GDP of HK, Li Kashing is the world's richest man by percentage of GDP. This is not supposed to happen.

8.2. Small Education, Big Billionaires Paradox

Of the 43 HK SMBs, 23 or more than half have high school or less education. And they are among the richest in Asia. Li Kashing, Cheng Yu-tung, Lee Shau Kee among the men, Zhou Qunfei, Chu Nam Yiu, Eleanor Kwok among the women. How is it possible? Men and women with little formal education have been able to build huge global companies with millions of customers and tens of thousands of employees. The strange fact is in Hong Kong, the SMB with small education actually do better than those with big education (Harvard, MIT, Princeton, Yale, Jiaotong U, Renmin U etc). Since I cannot explain it, I call it a paradox.

8.3 Colonial Economy Paradox

According to Communism, colonial economy's sole purpose of existence is to extract tax revenue and exploit the local economy. 90% of countries remain impoverished and undeveloped 30 to 40 years after the colonial power of England and France retreated. Yet, HK had the highest economic growth rate in the world between 1945 and 1997. The HK economic miracle had caused considerable discomfort in England. As people in UK question their own economic model, the conservative Margaret Thatcher won office and began a wave of privatization in part inspired by HK's success. Similarly, the HK economic model caused a serious internal debate in China. It is plain embarrassing to see the British colony getting rich as China remained poor. The Chinese response to the HK success is the creation of Shenzhen (SEZ or Special Economic Zone). This is sometimes referred to as "Tail Wagging the Dog", HK is the tail, and UK and China are the dogs.

8.4 Immigrant Paradox

In most countries, immigrants usually start and end up in the bottom of the economic ladder. They lack education and family connection and often also have a big language problem. Hong Kong is the paradise for immigrants and refugees. Li Kashing arrived in HK a teenager, unable to speak Cantonese or English. How could he even thrive under such conditions? Overall, more than 50% of SMBs in HK are immigrants. How is it possible that immigrants can do better than those born-in-Hong Kong?

Chapter 9.0 Land of Global Opportunity

To solve the 4 paradoxes in chapter 8.0, I proposed an explanation. Hong Kong is the Land of Global Opportunity. Well, this sounds like boring from Uncle Sam. Yes, it is borrowed from land of opportunity, but the word "global" was added. And this makes a world of difference. Instead of 7.5M, Hong Kong's opportunity extends to 750M or more. Let us do the math.

9.1 The Supply Side: the 300 million cheap Chinese labor pools.

I stole the phrase "Land of Opportunities" and added "global" to it, in an attempt to explain the 4 paradoxes in Chapter 8. I coin Hong Kong "The Land of Global Opportunity". Seen in this light, it is not difficult to explain why the richest SMB in Hong Kong are 20 to 100 times richer than their counterparts in Japan and US. Even though HK has only 7.5M population, Hong Kong has access to labor pool is probably over 100 millions, dwarfing the labor of Japan and . Hong Kong is the land of global opportunity.

9.1 As the Demand Side: the West with its 450M high income consumers.

By West, I mean all the prosperous and democratic OECD countries, which include Japan, Canada, Australia, US and of course all of Western Europe. The West can be considered a largest block with common background and common interest. Blessed with surplus capital and high technology, the West is hungry for cheap labor. And HK during the postwar period had plenty of supply. Just when the wages in Hong Kong skyrocketed, the cheaper pool of Shenzhen labor and eventually all of China became available to meet global demand. And Hong Kong is the bridge between the East and West.

9.3 The Economic Infrastructure: Low Tax meets Low Regulation:

Even when political freedom did not exist, HK enjoy a lot more economic freedom than the West. Hong Kong has no restriction on capital movement, very low income tax and almost no excise tax. Besides a laissez-faire economy, Hong Kong has 4 other additional advantages (1) English as an official language (2) English common law (3) 100 years of trading and commerce tradition The economic infrastructure makes Hong Kong a great place to do business in Asia, and stay there after making the fortune.

9.4 Outsourcing Capital of the World

The combination of perfect supply, perfect demand and a fantastic economic infrastructure make Hong Kong the Outsourcing Capital of the World. Hong Kong is the center of the international division of labor (NIDL, which is an outcome of globalization, see also David Ricardo's Theory of Comparative Advantage, in the book On the Principles of Political Economy and Taxation, 1817).

Chapter 10.01 Li, Kashing of Hong Kong (Conglomerate)



Age 86 \$35.6 Forbes 4/2015

Citizen Hong Kong Born China

Self-made in Diversified, founder of Cheung Kong Holdings in the 1960s, IPO 1971

EDUCATION No High School

RECORD Richest Man in Asia for the past 10 years, nickname Superman in Hong Kong.

BEGINNING

1. Born in Chauchow, China in 1928. His father was a high school principal.
2. During the Sino-Japanese War, his family fled to Hong Kong.
3. When he was 12, his father died of tuberculosis and he is left to support his mother and his brother.
4. His first job was an apprentice in a watch-strap factory.

SUCCESS

1. He made his first big fortune in 1956 when he started a plastic flower business. Rumor had it he traveled to Italy with a one-way ticket, worked as a laborer, and learned the business first-hand
2. His second success was when he bought distressed properties in Hong Kong during the 1967 Riot, when many of the rich people in Hong Kong were fleeing
3. In 1971, his company Cheung Kong went in Hong Kong. He named his first company Cheung Kong, after the Yangtze River, whose power comes from a confluence of countless smaller streams.
4. He made his third big kill when he bought Whampoa Hutchinson, he said he notice the number of shares are very small, but the investment properties was huge, thus giving him value for this investment.
5. He has since diversified into container terminals (one estimate he owns more than 30 port terminals all over the world), telecom, utilities, and supermarkets
6. He does not hesitate to sell his crown jewelry of investment after substantial appreciation and the yields becomes low
7. He led a simple life style, until his son Victor Li was kidnapped in 1996, he reported paid HK\$1.38B for ransom . Later the gangster was caught
8. His favored form of exercise is golf, which he gets up at 6 AM. And still works 12 hour day in his 80s
9. One estimate he employs over 0.25 million employees in 52 countries. His empire spans from Canada to UK, besides his native Hong Kong and Mainland China
10. His latest venture is into IT, education, utilities in UK and even social media such as Facebook, even though Li said the profit from Facebook will go to charity, not his company

QUOTES

"Vision is perhaps our greatest strength... it has kept us alive to the power and continuity of thought through the centuries, it makes us peer into the future and lends shape to the unknown."

"Regardless of when I go to bed, I get up at the same time every morning. At 5:59am I get up when the alarm clock rings because I want to listen to the news on the radio. This is how a day begins."

"At six something I play golf... Play for an hour and a half. This period of time belongs to me alone. The rest of the time, I deal with business and work and time spent like this is not necessarily my own. This hour and a half is all mine."

"I remember in 1938 I'd just begun high school when Japanese planes bombed Chauchow. A year afterwards our family moved to Hong Kong."

“As for father, there’s one thing that’s remained comforting to me. One day before he died... he turned things around. Instead of saying something to me, he asked me if I had anything to say to him. Think about it and you’ll find that very sad. But with a lot of confidence, I talked to him and comforted him, saying ‘The whole of our family will have a good life.’ I promised myself that after saying those confident words to my father I must work doubly hard for a future.”

“The Yangtze River doesn’t pick and choose its tributaries. Waters from small streams and springs are just pulled over. Otherwise there wouldn’t be any Yangtze, would there?”

“In 1967, I was as emotionally challenged as others were. Wow... the situation... it was threatening. Then in the night I had it all thought out, down to a simple theory. If China wanted to take back Hong Kong it didn’t have to resort to such measures. So I went against market sentiments and used my idle cash to buy a lot of property.”

“We are approaching a new age of synthesis. Knowledge cannot be merely a degree or a skill... it demands a broader vision, capabilities in critical thinking and logical deduction without which we cannot have constructive progress.”

Chapter 10.02 Lee, Shau Kee of Hong Kong (Real Estate)



Age 87 Net Worth \$26.1B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Real Estate , co-founded in 1963 Sun Hung Kai with Kwok Tak-Seng

EDUCATION No High School

BEGINNING

1. He was born in Shunde, China in 1928
2. He was the fourth child . His father was a wealthy gold trader.
3. He immigrated to Hong Kong in 1948. Lee Shau Kee made the bold move to

transfer assets to his family from China to Hong Kong before the advent of communism. He worked 10 years in imports and exports before embarking ten years later on the real estate market

4. In 1958, he entered into real estate business in Hong Kong.

5. 1963, he started Sun Hung Kai with Kwok Tak-Seng. He is Hong Kong's largest real estate developers, and he is also the Founder Chairman and majority owner of Henderson Land Development, a conglomerate with interests in hotels, restaurants, properties, and internet services.

SUCCESS

1. Henderson Land Development went IPO in 1981 in Hong Kong

2. In 1973, Ten years later, his activities have gained scope, he decided to restructure the real estate company in a group with multiple activities, and it is the birth of Henderson Land Development Company. Gambled in land in New Territory

3. In the 1970s, he patiently accumulated large holdings of agricultural land in the New Territories. Henderson has long focused on the lower end of the market –

4. The gradual accumulation of shares enabled Henderson to end up taking control of Hong Kong Ferries (most non-property bits were later sold to New World) and Towngas, which has a citywide monopoly of piped gas – used by some 85 percent of Hong Kong homes. The gas empire also now reaches into China and does property development in its own right.

5. In 1998, he was an important investor in Hong Kong's iconic International Financial Center

6. He betted correctly on rebound of Chinese stock in 2006, earning himself the nickname “Warren Buffett of Asia.”

QUOTES

“Use money to make money. Save your ‘first bucket of gold.’ or small fortune – but then use it for investments. Don't just park money in the bank.”

“The Chinese who left the mother country had to struggle, and that became a culture of its own, passed on... through each generation. Because we have no social security, the overseas Chinese habit is not to spend a lot and to make a lot of friends.”

“[In 2000] In view of the good progress made in respect of negotiations relating to Mainland China's entry to the World Trade Organization and the boost in local economic activities deriving from the emergence of the new economy, a great number of technology-related and international institutions have established and expanded their businesses in Hong Kong, bringing about substantial increases both in rentals as well as capital values for prime office properties and luxury residential properties.”

Chapter 10.03 Cheng Yu-Tung (Jewelry)



郑裕彤

Age 90, Net Worth \$12.4B Forbes 11/2015

Citizen Hong Kong, Canada Born China

Self-made in Conglomerates founded Jewelry Store: Chow Tai Fook in 1966, New World Development

EDUCATION No High School.

BEGINNING

1. He was born in Shunde, China
2. His father is a textile and silk merchant. and a friend with gold merchant Chow Chi Yuen
3. Because of war in 1938, he only finished grade school and started to work
4. he first went to Macau and married his boss's daughter in 1943, the daughter. Later the Jewelry business was and moved to Hong Kong to develop the family's jewelry business.

5. In 1964, he acquired diamond of de Beere

SUCCESS

1. In 1970, he founded New World Development, active in real estate, infrastructure and telecommunications, in 1970
2. It has been listed on the Stock Exchange of Hong Kong since 23 November 1972.[2] It owns the Marina hotel property in Manila, the Philippines.
3. In the late 1970s, He was among the first developers to expand into the People's Republic of China years before investing in the country became a sure bet, later reaping handsome profits from his investments
4. In 1984, during the , the Sino-British talks on the future of Hong Kong triggered a confidence crisis The Group turned out to be the only developer willing to take financial and operating risks on a long-term basis, thereby laying a solid foundation for Hong Kong
5. In 2012, he turned over leadership of the chairmanship of New World Development to his elder son, Henry Cheung
6. On 15 December 2011, Chow Tai Fook Jewelry became listed on the Stock Exchange of Hong Kong at a price of HKD 15 per share under the stock code 1929.HK.
7. The bulk of his wealth lies in Hong Kong-listed Chow Tai Fook Jewelry Group, which has 2,000 retail

QUOTES

"Change means opportunity for those with the experience and confidence to look to the future."

"The growth of an enterprise is no different from the self-improvement of human beings."

"Whether changes happen depends on people's mind and view."

"Nothing remains permanent in the world, change is just the eternal fact."

"However old or young, have a mindset that enables us to capture all the opportunities that changes in the world are bringing to us."

"To lead a meaningful life, one must build trust with others. To enjoy peace, a nation must win the confidence and support of its people. To achieve stable growth, an enterprise must live up to its conviction."

Chapter 10.04 Lui Chee-Woo (Casino)



呂志和

Age 85 Net Worth \$11.1B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Casino , founded Galaxy Entertainment Group in 1998

EDUCATION High School Drop Out during World War II to help his father's business

BEGINNING

1. he was born in Jiangmen, China in August 9, 1929.
2. His family left for Hong Kong in the mid-1930s.
3. He also recalls seeing a moment of cannibalism in wartime Hong Kong. He was 12 or 13 at the time.
4. Out of the war came his first wealth. He imported construction materials abandoned by American forces on the Japanese island of Okinawa.
5. He invested his wealth by creating K Wah, a conglomerate made up of construction, property and hotel businesses
6. His business continued to boom in the 1980s

SUCCESS

1. He bet on Macau casino business in 2002, by placing a \$1.1B bet for gaming license, despite having zero experience in gambling.
2. He won the jackpot, got the gambling license and began building his own casinos.
3. In 2013, his wealth more than doubled this past year as shares of his Galaxy Entertainment soared in Hong Kong.
4. At one point Galaxy Entertainment was worth \$40B and he had 30,000 daily visitors to his casinos. He became the second richest man in Asia and the second richest man in Hong Kong
5. Then the casino stocks tanked in 2014 when China began to crack down on corruption of high officials.
6. the casino business, his huge gamble in bidding \$1.1 billion for a Macau gaming license hit the jackpot. Galaxy's market cap has already reached \$40 billion, and
7. He also has plans to invest in Hengqin Island just across the mainland border.

QUOTES

"The future of gambling is as an entertainment business."

(Wealth has not changed my life) I eat fish balls and noodles. I drink coffee and tea from a street vendor. I am quite casual about personal wealth, life hasn't changed at all."

. "At the very beginning I actually felt a bit nervous. I didn't have much experience in gaming," (He was 73, an untypical age to start a career as a gambling baron)

Chapter 10.05 Pan Sutong (Electronics, Finance, Real Estate)



潘蘇通

Age 52 Net Worth \$10.8B Forbes 11/2015

Born China Citizen Hong Kong

Self-made in Finance, Real Estate, founded Matsunichi

Colour Display in 1993

EDUCATION High School Drop Out

RECORD He was immigrant twice, first to Hong Kong, then to US and then back

BEGINNING

1. He was born in Shaoguan, Guangdong Province, China in

1963.

2. In 1976, at age 13, he emigrated to US.

3. He was reportedly to be a poor student, often skipped classes, did not learn much English and did not graduate from High School.

4. In 1984 he returned to HK to start trading electronic bands like Panasonic for Matsushita

5. In 1993, he bought Hong Kong listed company Emperor Technology Venture Limited and had it renamed as Matsunichi Communication Holdings .

6. In 2005, his company Matsunichi hired Olympic Gold Medalist Michael Phelps as spokesman for its MP3 Player. (ADD).

SUCCESS

1. In late 2008, he bought another Hong Kong listed company, Fortuna International Holdings Limited, and had it renamed as Goldin Financial Holdings Limited.[

2. Matsunichi continued to be successful, and went on to producing MP3 player and USB ports. But the bulk of his fortune will be from real estate.

3. In 2000 He is involved in a \$10B real estate investment project in Tianjin, China

5. In 2011, He bought vintage orchard in NAPA Valley, California and in Bordeaux France.

6. On Sept 8, 2015, he completed the tallest skyscraper in China in the city of Tianjin. At almost 500 meter, it was the second tallest building in the world

7. In his spare time, he also loves polo

QUOTES

Chapter 10.06 Joseph Lau Luen Hung (Ceiling Fan, Real Estate)



劉鑾雄

Age 64 Net Worth \$10.2B Forbes 11/2015

Citizen Hong Kong, UK Born Hong Kong

Self-made in Ceiling Fan, Real Estate, purchased Chinese Estate (60 year old property company) in 1986

EDUCATION Bachelor U of Windsor

RECORD In 2013, he was convicted of bribery and fled to England to avoid a trial in Macau. Nickname "Shares Sniper" in Hong Kong for speedy execution of stock market

BEGINNING

1. He was born in 1951 in Hong Kong of Chaochow ancestry
2. He went to study in Canada and graduated with bachelor degree from U of Windsor in 1974. Lau early years with his brother Thomas Lau (thin Liu) succeeded his father Liu Yue Kee Kwong Wing Factory founding ceiling fan factory,
3. founded in 1978 and Liangying Wei Mei Koo Ceiling Fan is also a ceiling fan manufacturer, subsequently developed Mei Koo group
4. it was a very lucrative business, during the Energy Crisis of the 1970s, the ceiling fan netted him his first 100M HK dollar. in 1981.
5. Then he dabbled into stock trading. He was so successful he earned the nickname "Shares Sniper."

SUCCESS

1. Since 1985. He founded 4 tier holding company with 4 IPOs in the 1980s. The 4 areas are (1) real estate (2) media (3) construction and (4) manufacturing. Over time, real estate became the most lucrative and most important of Chinese Estate.
2. 1980 has been active in the financial and real estate sectors
3. In 1986, his biggest coup was he acquired a 43% 60-year history of Chinese Estates with such speed and stealth that earned him the nickname of "Shares Sniper".
4. Rumor had it he was hiding in London to avoid publicity during the long and absentee trial. He is now a UK citizen.
5. He was found guilty in Macau Court of bribery and paying HK\$20 million bribes in 2005 to Steven Lo-Kit Sing Chie Ao Man-Long was jailed for 29 years in May 2012 he was sentenced to 5 year and 3 months jail in Macau.
6. In the aftermath of the bribery scandal, he quit as CEO and let his son Lau Ming-wai run his company
7. He still holds 75% of Chinese Estate. He is famous for womanizing with multiple movie star mistresses, and also a world-class art collections.
8. His brother, Thomas Lau, is also a real estate billionaire in Hong Kong.

QUOTES

"People are on the sidelines as some investors are cautious of the market's volatility right now."

"As we enter the reporting season for major blue chips, we're more biased towards the upside. In the short-term, that kind of sentiment can support the market."

Chapter 10.07 Zhou Qunfei (Smart Phone Glass)



周群飞

Age 45 Net Worth \$8.7B Forbes 11/2015

Citizen HK Born China

Self-made in smart-phone glass, founded Lens Technology in 2003

RECORD She went from uneducated teenage Migrant worker in Shenzhen to become the world's richest self-made billionaires.

BEGINNING

1. She was born in 1970 Xiangxiang, Hunan. the third child of poor parents.
2. Her mother died when she was 5 years old and her father went blind, and she's been supporting her family by working in the farm
3. At age 16, she quit school and went to Shenzhen as a migrant workers
4. Her first job was making glasses for watches... and she worked 16

to 18 hours a day

5. She married her boss at the glass factory

6. In 1993, Ms. Zhou, then 22, decided to set out on her own. With \$3,000 in savings, she and several relatives started their own workshop next door. They lured customers with the promise of even higher-quality watch lenses.

7. After she divorced first husband she married long time colleagues Zheng Junlong, her current husband and now vice-chairman of Lens of Lens

8. In March, 1993, she and sister, brother, brother, sister-in-law, three cousins, eight people in Bao'an District of Shenzhen rented a three-bedroom houses set, by 20,000 Yuan start-up capital to start an independent venture road, out of or screen printing

SUCCESS

1. In 2003 -- startup , manufacturing In 2003, she launched Lens Technology, developing the start-up into the touch-screen sector's dominant player, supplying products made by leading electronics giants including Apple, Samsung and Huawei.

2. Making glass for watches got her started, but the advent of the smart mobile phone made her fortune.

3. In 2015, her company Lens Technology went and grew 452 percent , hitting the daily trading limit for 13 consecutive days.

4. At age 45, she became Richest woman self-made billionaire in the world. Few had heard of her before.

5. She owns 89% of the company and has 80,000 workers

QUOTES

"I'm not qualified to be a high-profile person," Hunan Daily quoted her as saying. "I think it's important not to get carried away when you are successful - and not to let yourself feel gloomy when times are bad."

"In the village where I grew up, a lot of girls didn't have a choice of whether to go to middle school. They would get engaged or married and spend their entire life in that village," she said in an interview at her office, where there was a wooden statue of Mao and a 27-inch desktop Mac. "I chose to be in business, and I don't regret it

"I worked from 8 a.m. to 12 a.m., and sometimes until 2 a.m.," "There were no shifts, just a few dozen people, and we all polished glass. I didn't enjoy it." (recall her days as a migrant worker)

"My father had lost his eyesight, so if we placed something somewhere, it had to be in the right spot, exactly, or something could go wrong, That's the attention to detail I demand at the workplace."

"My greatest regret is not learning English."

Chapter 10.08 Gong, Hongjia (Radio and Venture Capitalist)



龚虹嘉

Age 50 Net Worth \$5.1B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Radio, Venture Capitalist, founded Hikvision in 2001

EDUCATION

BS Huazhong University of Science and Technology

BEGINNING

1. Gong Hongjia was born in China in 1965.
2. In High School, he excelled in literature and dreamed of becoming a reporter or a lawyer.
3. But at the University of He studied at Huazhong University of Science and Technology (in Central China) and while there, he changed his focus and graduated with BS in Computer Science in 1986.
4. After graduation, he traded electronic goods in southern China for a few years.
5. Driven by a desire to produce a homegrown brand to compete with Japanese radio makers, Gong founded Tecsun General Electric in 1994 in Dongguan, Guangdong China.
6. Under him, Tecsun General Electric soon became China's largest radio manufacturer

SUCCESS

1. His next step was to become an investor in China's up and coming technology. In the next 5 years he invested in at least 15 technology start-up
2. In 2000, he made a successful deals in Asiainfo-Linkage, a software company and one of the earliest Chinese firms to go public on Nasdaq
3. In 2001, he founded Hikvision
4. In 2002, he founded Funinhand in Guangzhou, China engaged in the frontier development of rich streaming media technology as the only one in Asia, In particular, it mobile streaming media application. Its products include Funinhand Encoder, a video and audio encoder; Funinhand Platform, a mobile streaming management and delivery platform; Fondoplayer, a media player; and Funinhand Share, which transcodes real-time files captured by camera to H.264 format.
5. In 2013 his net worth soared to \$2.4 billion from a year ago on brisk sales at security equipment supplier Hikvision, where he is vice chairman and the largest individual shareholder.
6. In 2015, Hikvision is the world's largest supplier of video surveillance products and solutions. Hikvision employs over 13,000 employees, including a R&D staff of more than 4,000.

QUOTES

"Advice to those looking for success: Do what other people don't want to do and don't dare to do."

Chapter 10.09 Hui, Wing Mau (Real Estate)



许荣茂

Age 65 Net Worth \$4.8B Forbes 11/2015
Citizen Hong Kong, Australia and US Born Fujian, China
Self-made in Real Estate, founded Shimao in 2001

EDUCATION High School

RECORD: Twice Immigrant, first from China to Hong Kong, then to Australia. He owns property in 2 continents

BEGINNING

1. He was born in Fujian Province in China in 1950. the oldest of 8 children.
2. After graduating from high school, he was sent to the countryside and worked as a barefoot doctor in 1960s.
3. He emigrated to HK in the 1971, Penniless, he worked as a textile workers, later he sold securities.
4. In the 1980s he worked in a Chinese state-run company, later became a trader and built first fortune in textile
5. He allegedly started a textile factory in his hometown in 1998
6. In the 1990s, he and his family moved to Darwin and he started investing in real estate in Australia.
7. In the late 1990s, he created one of China's first luxury real estate brands. He bought prime land in when others, fearing that the city was becoming overbuilt, were fleeing the market. In the late 1990's and began a huge riverfront development in the city's Pudong District.

SUCCESS

1. He founded Shimao Property in Hong Kong in 2001
2. In 2003, he completed an distance learning MBA from U of South Australia
3. In 2006, Shimao Property went listed in HK Stock Exchange
4. He was a member of the distinguished National Committee of the Chinese People's Political Consultative Conference, an advisory body to the central government.
5. In 2002 to 2003, he was also one of the largest donor in 2003-2004 to the Australian Labor Party
- 6 In 2014, Shimao Property bought Sydney Tower in Sydney's CBD for just over \$390 million,
7. In 2015, he is one of the largest property developer in Shanghai
8. Today he controls 2 publicly listed companies: Shimao Property Holdings, led by his son Jason, and Shanghai Shimao led by his daughter, Carol
9. Some says he has more luxury real estate projects in US than Donald Trump. A very private man, he never grants interview.

Chapter 10.10 Choi, Francis Chi Ming (Toys)



蔡志明

Age 68 Net Worth \$3.6B Forbes 11/15

Citizen Hong Kong Born China

Self-made in Toys, Real Estate , founded Early Light Industrial 1972 (later became Early Light International in 1994)

EDUCATION High School

RECORD Nickname Toy King

BEGINNING

1. He was born in Guangdong province in 1945
2. He emigrated to Hong Kong as a kid and graduated in High School in 1969
3. His first job was a toy salesman. He made his first fortune by farming toy production and work to local housewives and then driving himself to pick up finished goods.
4. In 1972, at the age of 25, he opened his first toy factory in Kwun Tong industrial area of Hong Kong. Within five years, his business had grown to 300 employees.
5. Then he began his relationship with toy giant, Mattel, Inc. during his first decade in business. One of his first merchandize was Snoopy doll. He also manufactured toys for Lionel, and Hasbro.
6. In 1984, he opened the first factory across the border in Shenzhen. He reported cut his payroll over 90% with this relocation.
7. In 1994, he founded Early Light International Holdings in 1994 , which was to be the core of his toy empire.

SUCCESS

1. In the 1990s, now known as the Toy King, he also diversified into real estate
2. By 2007, he employed about 70,000 people worldwide
3. The same year, after a huge scandalous recalls of his toys because of lead paint by Mattel. He discovered the problem of quality control of his subcontractors. He opened up a new second factory in Shaoguan, Guangdong Province to keep 90% of manufacturing under one company,
4. He further diversified his manufacturing into automotive and jeweler industries,
5. His latest foray was into the healthcare and hotel industry.
6. He is a member of the Chinese People's Political Consultative Conference.

QUOTES

(On Mattel lead Toy Recall in 2007) "It has been very difficult to control the quality at the factories of our subcontractors," he says. "I knew sooner or later there would be problems. That's why I began building a new factory three years ago to consolidate all production."

"Now more people know me as the toy king."

"Now more people know me as the toy king."

Chapter 10.11 Chou, Pollyanna (Financial Services)



朱李月华

Age 57 Net Worth \$3.6B Forbes 11/2015
Citizen Hong Kong Born Hong Kong
Self-made in Financial Services, co-founded Kingston Financial with husband in 2010

EDUCATION BA Golden Gate U

BEGINNING

1. She was born Lee Yuet Wah in Hong Kong in 1958
2. Her father is Lee Wei Man one of leading operator of Macau's casino
3. In 1976, at age of 18, moved to the United States..
- 4 She studied and graduated from Golden Gate U.
5. In 1985, she married husband Nicholas Chu in US, and together they had a son
6. They became real estate investors and moved to Hong Kong in 1992. Her father encouraged her to look into setting something up in Hong Kong's newly booming market
7. In Hong Kong, they started a new career, on securities -- they only had real estate background
8. In 1993, she named the company Kingston Financial after her only son Kingston Chu, who was born in San Francisco
9. Golden Resorts Group has been listed in HK Stock Exchange since 1996.

SUCCESS

1. In 2010, she founded Investment Banking Department, studied IPO, mergers and acquisitions, and three, four strands of financial consultancy services
Pollyanna Chu, chief executive of Kingston Securities of Hong Kong, co-founded the firm with her
2. In 2003, she was accused of market manipulation in 2003 by the Securities and Futures Commission, She survived.
3. In 2005, she joined the Golden Resorts Group
4. In 2010, she decided to branch out of Golden Resorts Group co-founded Kingston Financial with husband
5. Now his son helps to run the brokerage firm

QUOTES

"I'm only a relationship officer who never stops learning."

"Finance is a serving business. What we should do is finding out the customers' needs and meeting their needs. Therefore, we ourselves seldom speculate on stocks."

"In the beginning, I didn't know anything about finance. I gradually learnt and improved my knowledge in the field. I have kept learning till now. There have been big changes in the business. Only learning can keep up to date with the developing finance. I am also good at exploring what others need. I can help them find experts to solve the problems. During their conversation, I am able to learn something when I sit to one side."

Chapter 10.12 Ye, Chenghai (Pharmaceutical)



叶澄海

Age 72 Net Worth \$3.6B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Pharmaceutical, founded Shenzhen Salubris Pharmaceuticals in 1998

EDUCATION BA Renmin U in International Politics

BEGINNING

1. He was born in 1943 in Wuhua County in Guangdong Province China, of Haka ancestry
2. In 1968, he graduated International Politics from Renmin U Beijing
3. He started work at municipal government in Hunan, re-assigned in 1970 to Shenzhen
4. In 1983, he became vice mayor of Shenzhen. He was only 39.
5. Then 1984, he encountered a scandal, and was demoted 3 grades.
6. In 1985, he resigned from government and struck out on his own, He was 42. He was one of the first high ranking official to quit position to start his own business in China.
7. In 1986, he started a silk garment firm in Shenzhen.
8. Then he went to trade in US, Hong Kong and obtained green card (permanent resident status) in US

SUCCESS

1. In his second stint in business. He abandoned his green card in the US, went back to China
2. In 1998, he started Salubris Pharmaceuticals in HK. He was 58.
3. Shenzhen Salubris Pharmaceuticals would be a supplier of cardiovascular, anti-cancer and anti-infection drug
4. In its first 10 years in business, Salubris Pharmaceuticals experienced explosive growth. .
5. Salubris Pharmaceuticals went IPO Sept 2009,
- 6, In 2014, now in his 70s. he was grooming his son and daughter, both US college graduate, to succeed him in business
7. He owns 74% of Salubris Pharmaceuticals

Chapter 10.13 Ho, Stanley Hung Sun (Casino)



何鴻燊

Age 93, Net Worth over \$3B (before he divided his Casino Empire)
Citizen Hong Kong Born Hong Kong
Self-made in Casino, he hold gambling monopoly in Macau 1962 to 2002

EDUCATION Dropout University of Hong Kong

RECORD Nicknamed King of Gambling. He was the Godfather of Macau Casinos and enjoyed enjoyed a 40 year monopoly. He would have been one of wealthiest in HK had he not divided his casino empire. Now in declining

health, he divided his casino empire to 4 heirs: (1) Pansy Ho, his daughter (2) Lawrence Ho, his son, (3) Angela Leong, 54, the mistress he never married. All three are billionaires thanks to him. Some sources say he has 17 children from 4 wives.

BEGINNING

1. He was born in Hong Kong in 1921. He was the ninth of 13 children to a wealthy family.
2. He dropped out of U of HK in 1942 because of the war
3. He fled the Japanese and settled in Macau.
4. In Macau, he worked for a Japanese Import-Export firm and mastered 4 languages.
5. He made his first fortune smuggling goods between Macau and China.
6. In 1961, he bid high (\$0.4M us) and won the gambling monopoly in Macau on promise of tourism and infrastructure development.

SUCCESS

1. He holds monopoly in gambling in Macau since 1962, continued till 2002, for a 40 year monopoly
2. In 2001 he built the Grand Lisboa, but that was not enough to stamp the tide
3. When Macau was returned to China in 1999. China announced in 2002 when the Chinese government opened up the market to foreign competition, thus ending his monopoly.
4. At his height, he was reported to employ 25% of the labor force in Macau
5. Having suffered a stroke in July 2009, followed by a long period of recovery, he took steps in late 2010 to divert his wealth among his children, wives and mistress. It was a mess as he was sued by his sister

QUOTES

"Because I became a refugee in Macau during 1941, we had this war in Hong Kong, I fought for the government as an air raid warden for 15 days. Our government surrendered, Hong Kong Government surrendered, so I took a junk and came to Macau in 16 hours and I was a refugee, so that's why I was so much indebted to Macau."

"Even for charity I always give priority to education because I always teach young people - knowledge is your real companion, your life long companion, not fortune. Fortune can disappear."

"Macau is limited in size and land is expensive, so gaming and leisure development must be more efficient. We follow a very conservative financial strategy."

Chapter 10.14 Leong, Edwin Shiu Hung (Real Estate)



梁绍鸿

Age 63 Net Worth \$2.9B Forbes 11/2015

Citizen Hong Kong Born Hong Kong

Self-made in Real Estate, founded Tai Hung Fai in 1977

EDUCATION BS Computer Science U of British Columbia 1975

BEGINNING

1. He was born in Hong Kong in 1952
2. Edwin Leong is the sixth son of Henry G. Leong, a comprador of British trading house Jardine Matheson. His father died when he was nine year old,
3. He fled Hong Kong to Canada during Hong Kong's Maoist tumult of the 1960s
4. In 1975, he graduated from U British Columbia with a degree in computer science
5. He then returned to Hong Kong, and spent 2 years he toiled in Hong Kong banking for a few years before opening his Tai Hung Fai business in 1977.
6. His first business was trading in foreign exchange, After a few stumbles, he set his sights on the property market.

SUCCESS

1. Edwin went on to build a fortune of his own. His main business and foreign partners include Oakwood, an apartment rental company in Los Angeles, Thai-based Onyx Hospitality and Inter-Continental Hotels
2. Tai Hung Fai Enterprise invests in residential, commercial and industrial properties. H
3. During the SARS outbreak in 2003, he made a killing by being contrarian. He bought when prices tumbled.
4. In 2004, he started the Indigo Hotel chain, which grew to 61 hotels boutique style in Canada, Hong Kong, UK and Costa Rica by 2015
Hotel Indigo Hong Kong Island opened in Hong Kong in 2013, defined new luxury
5. During the Occupy Central District in 2014, when his office was barricaded too by angry students, Yet he was buying property.

QUOTES

"Timing is what's important in real estate,"

(In early 1960s when his Hong Kong classmates did not) "even dare speak to the teacher loudly.. Today, "the voice of students is much louder than teachers themselves, and they've become more and more radical because they're not satisfied with what's going on."

"The rich are becoming richer, and the poor are becoming poorer, and that's bad. I think Hong Kong now understands, since what happened, that we can't go on like this.. It's quality of life, not politics, that's at the root of mass disquiet "Once society is fairer, there will be a lot less dissatisfaction."

"I have to look long term. I'm a local investor in a niche market in Hong Kong and don't invest in mainland China because I still do not trust the legal system, frankly. Before Hong Kong people were quite frightened of mainland China because of ideology. Right now they're more realistic. I don't brand them as Communists anymore. They're more capitalist-like, but they have a strong hold on mainland China."

"I made a fortune because I was right" (about recovery after the SARS outbreak in 2003)

"We are one of the major beneficiaries of inflation in the last 15 years,

Chapter 10.15 Huang, Shih Tsai (Real Estate)



黄世再

Age 64 Net Worth \$2.8B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Real Estate, founded Great China International Group in 1987 in Shenzhen

EDUCATION High School or less

RECORD First to invest in North Korea

BEGINNING

1. He was born in Hwelie, Guangdong Province, in 1951
2. He was the eldest son and of Chaochow descent
3. He studied in US, but returned to China to start business in the 1980s,

with the aim to help China develop

4. He started in Shenzhen around 1994. He initiated multiple residential projects in the rural sections of Shenzhen City. catering to old and homeless. These residencies are seen as welfare projects rather than profit ventures as they target the underprivileged and sell the properties at low rates.
5. He was the pioneer of urban village concept in residential development. Urban village stresses that enterprise should benefit the state

SUCCESS

1. He maintain good relations with the Chinese Government
2. One of the largest developer in Northeast China, around Shenyang
3. He is very media-shy and he maintains strict privacy, so little is known about him.
4. He is a devout Christian
5. In January 2014 he started construction on a commercial project in Pyongyang, North Korea
6. His other real estate investment include Shenyang, China and Maryland USA, in Singapore and Canada, Hong Kong
7. His sons (David Huang) and daughter (Huang Wenxi), both graduates of US university, are now running his company

QUOTES

"The Chin Emperor spent 10 years to build his empire. I spent 10 years to build GC Square (Greater China). This plaza's relationship to me is like father and son."

"God wants us to come to this world is to get us to do things, no matter what line do the same, only different division of labor. You come to this world, to contribute to mankind! I obey God's will, in accordance with this one effort to do a good job."

"Dare to be the first."

Chapter 10.16 Tang, Yiu (Shoes)



邓耀

Age 81 Net Worth \$2.8B Forbes 11/15
Citizen Hong Kong Born Hong Kong
Self-made in Shoe, founded Belle in 1970s, IPO 2007

EDUCATION High School or Less

RECORD Nickname Shoe King

BEGINNING

1. He was born in Hong Kong in 1934.
2. in the 1950s, Tang Yiu started as an apprentice
3. In the 1960s, he opened his own small factory
4. At age 40, he seized the opportunity he started business ventures into China in 1974 to 1976, but his activities were stopped by Cultural Revolution,
5. Eventually his time came when economic reform in China began in late 1970s, He seized the opportunity to enter the Chinese market.
6. in 1979, he opened his own shoe stores under name Belle. It was the first women shoe brand in China
7. By 1980, he was known as the "Shoe King".
8. In 1987, fed up with the slow adaptation to shoe style of factories in China, he opened his own factory in Shenzhen
9. His slogan in the 80s, is "profit, not political power." He was willing to be majority owner of the company, but left the management to others.

SUCCESS

1. In 1992, as the internal market of China exploded. He adopted his style: This time, his slogan is "Business is competition, not conflict." and expanded his market penetration in China.
2. In 1994, to fight counterfeit of his shoes in China, he set up his own retail outlet.
3. In 2007, Belle went IPO in Hong Kong Stock Mark and raised more than \$1B
4. He suffered a stroke in 2011 and stepped down as director on Tang King Loy is a director and senior VP
5. The stock of Belle peaked in 2013.
6. His company Belle now has more than 12,000 locations

.

QUOTES

"I don't want power. I only want the highest quality merchandise and also my factory is the only one making these shoes"

"Business is competition, not conflict" (referring to Cultural Revolution in China in the 70s)

Chapter 10.17 Ying, Michael Yuen (Fashion)



邢李焯

Age 65 Net Worth \$2.8B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Retail, joined Esprit in 1970

EDUCATION High School

RECORD He was in the lime light a lot. His ex-Movie Star wife Brigitte Lin Ching-hsia, made more than 100 movies

BEGINNING

1.. He was born in 1949 in Guangzhou (Canton) China

2. As an infant, he moved to Hong Kong with his parents

He grew up in a tiny flat in the seedy Mongkok district. After high

school, he worked in 1968 as a reservations clerk for Cathay Pacific Airways for \$60 a month. Next, he was an errand boy in the territory's then-booming garment industry

3. At age 21, he was hired as Esprit's primary sourcing agent in 1971..He introduced efficiency and productivity in an industry

4. His 3 pillars of innovation in the 1970s, were globalization, brand and efficiency

5. His second turning point came in 1981 when he opened the first Esprit retail store in Causeway bay Hong Kong s 570 retail store.

6. In 1994, he married the Taiwanese Movie Star Brigitte Lin

SUCCESS

1. Later bought rights to the clothing brand in Europe and Asia; listed Esprit Far East on Hong Kong stock exchange in 1993. Same year IPO in London

2. He turned Esprit into a global brand with more than 600 stores

3. In 2003, he stepped down as chief executive in 2003; remains chairman

4. He sold his remaining interest in Esprit in 2010, more than \$2B then the profit dropped 98%. He sold at the right time.

QUOTES

"Esprit is not just about clothing. Esprit is a style and an attitude. Esprit defines life."

"In a business like Esprit, you have to understand the psychology of the masses. Watching people on the street tells you a lot about what's in and what's out."

"I like to buy clothes, but also to buy some clothes to wear out! "

"Running this business is like a religion. You have to indoctrinate your staff and make them believe what they do is right."

Chapter 10.18 Lee, Patrick Wan Keung (Paper)



李運強

Age 73 Net Worth \$2.6B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Paper, founded Lee & Man Paper Manufacturing Limited in 1994 with son Lee Man Chun

EDUCATION High School or Less

BEGINNING

1. He was born in Hainan Island as an orphan in 1940.
2. He moved to HK in 1945 and learned trading from his uncle.
3. His salary was HK \$250 HK a month, he worked hard for 3 years, saved his capital and in 1948 he started business with HK \$2000 HK
4. He started tape recording firm Mantex, by 1976, he was already millionaires (HK Dollar). He was one of the pioneers who took the plunge to

invest in Mainland China factories.

5. His initial success was handbags, but he had trouble finding boxes for exports.

6. To solve this problem he co-founded Lee & Man Paper Manufacturing in Dongguan China, 15 miles from border of HK

A5. Lee Man Chun his eldest son, co-founded Lee & Man. Lee Man Chun who graduated from University of British Columbia in Canada with first honor in electrical engineer. Father and son survived scam and swindlers and Li & Man continued to expand their business.

SUCCESS

1. Lee Man Chun his eldest son co-founded Lee & Man. The father and son team survived scam and swindlers and Li & Man continued to expand.

2. In 2003, Lee & Man Paper was first listed in Hong Kong Stock Exchange

3. His paper empire is now run by his eldest son, Raymond Lee

4..His paper empire now runs plants in Vietnam , Pearl River Delta and outside Shanghai and California

5. Lee & Man Paper, headquarter in Dongguan, is now the world's second largest manufacturer of paper

QUOTES

"My whole life people use 60% of my energy to educate time cultivation children, so there is the eldest son of achievement today, I am so proud."

Chapter 10.19 Lin, Tianfu (Shoes)



林天福

Age 53 Net Worth 2.3B Forbes 11/2015
Citizen Hong Kong Born Hong Kong
Self-made in Retail (footwear), founded Guirenniao in 1987

EDUCATION High School or Less

RECORD Nickname “Shoe King”

BEGINNING

1. He was born in Kowloon, HK in 1962
2. He completed High School in HK,
3. In 1986, founded a footwear company in Xiamen for export
4. In 1987, gave it a name Guirenniao, meaning noble bird.
5. He launched his “Guirenniao” brand for shoes in 2002 and mainly sells them in second- to fourth-tier cities in China. T

SUCCESS

1. In 2006, he changed his passport to Hong Kong.
2. Guirenniao went IPO in Shanghai in 2014, raised more than \$153M funding
3. He owns 82% of Guirenao

.

QUOTES

“Product differentiation and market segmentation is the core of Guirenniao competitiveness.

Chapter 10.20 Sit, Kwong Lam (Oil Transport)



薛光林

Age 47 Net Worth \$2.3B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Oil, Transportation, founded Brightoil Petroleum in 1993

EDUCATION PhD Nanjing U

BEGINNING

1. He was born in Anhui Province, China in 1967
2. He arrived in Shenzhen in 1992 with 2,000 CNY
3. His first Job in Banking, his second job in Telecom. Then began trading pagers as a side business. ,
4. in 1993, at age 26, he founded Brightoil Petroleum. This was a turning point, when, when China from oil exporting nations to an oil importing nation. same year he obtained permission to build oil storage facility in Shenzhen
5. construction of oil storage started in 1997, completed first oil storage in 1998.
6. During 1998 government reform, Brightoil almost went out of business. He reformed his business according to government guideline
7. In 1999 he completed another breakthrough when Brightoil secured a strategic agreement with state CNPC to provide it with storage facilities and trading services in southern China.
8. In June 2002, the company received permission to trade a refined oil wholesale operations from the Chinese government
9. In 2003, he was elected as government official -- National Committee country, change of fortune

SUCCESS

1. In 2008, Bright Oil went IPO in HK. His next step was to move into the oil bunkering business. The following year, he registered Bright oil in Sheung Wan, Hong Kong. Brightoil Petroleum (Greater China) Ltd. operates as a subsidiary of Brightoil Petroleum Holdings Limited.
2. In . 2009, he registered Bright Oil Singapore, where he also bought his first oil bunker
3. In 2014, Brightoil in February this year agreed to buy \$1.1 billion of oil and gas assets in eastern China's Bohai Bay from Anadarko Petroleum of Texas.
4. He owns 84% of the Brightoil.

QUOTES

"Why can't China have its own John Rockefeller?" (Oil Magnate)

"Margins from crude oil trading are much better than in bunkers, which involve too many operating costs such as storage, blending and port fees," Sit said. "Crude trading is on big volumes and after a year or two, we can become one of the biggest trading houses in the world."

"We can sell to so many countries, but China will be [our] biggest buyer. As a Chinese company we receive a lot of national support," he said.

"What we need now is net profit, not sales volumes. From a long-term perspective, we decided to start reducing our risk to the fuel oil business from earlier this year," he said.

Chapter 10.21 Fung, Victor Kwok King (Outsourcing)



馮國經

Age 70 Net Worth \$2.2B Forbes 11/2015
Citizen Hong Kong, US Born Hong Kong
Self-made in Outsourcing, he and brother owns Li and Fung, founded by his grandfather

EDUCATION BS MIT PhD Business Economics Harvard U

BEGINNING

1. He was born in 1945 in Hong Kong
2. After graduating with BS in Electrical Engineer from MIT, he obtained PhD in Business Economics.
3. He taught at Harvard Business school before coming back to Hong Kong

in 1974 join his brother to run Li & Fung, a company his grandfather founded in 1906.

SUCCESS

1. Li & Fung stock plunged more than 60% since 2011, as consumer demand in Europe declined and Wal-Mart, his biggest customers, shifted its strategy from a middleman to a brand.

QUOTES

"My father gave me a word for life, everyone, up and down, there are things you can learn. "

Chapter 10.22 Fung, William Kwok Lun (Outsourcing)



馮國綸

Age 68 Net Worth \$2.2B Forbes 11/2015

Citizen Hong Kong Born Hong Kong

Self-made in Outsourcing

EDUCATION

William Fung BS Princeton U in Electrical Engineering, MBA Harvard U

BEGINNING

1. He was born in Hong Kong in 1949. Brothers' grandfather Fung Pak-liu started the business with partner Li To-ming in 1906
2. In 1970, he graduated with degree in electrical engineering from Princeton U
3. In 1972, he received MBA from Harvard U
4. The same year, he returned to Hong Kong and entered the family business
5. In 1974, he was joined by his brother Victor Fung, who returned from US to run the family business
6. In 1976, he became head of textile
7. In 1986, he became CEO of Li & Fung, and built it into a multi-national corporation

SUCCESS

1. At one point, he coordinated the supply chains for about 30% of the brands found in the average American shopping mall
2. Stock of Li & Fung suffered decline in past 5 year

QUOTES

"One of the beauties of B2B is that there is a finite number of customers. So the marketing costs are much different. You don't have to take out Super Bowl ads or plaster the New York subway system."

"The way China is looking to boost consumer spending is astounding. They are going to boost the minimum wage by 13 percent a year every year for five years... I don't know if people realize how dramatic that is."

"In the old days, communication was not as effective. Today, when the Internet connects so many people, fashion information and styling information go around the world in a matter of days

"Good design, doesn't have to be expensive. Good design can be an everyday article of clothing; it doesn't have to be couture. Li & Fung is the side that makes it not expensive; we're the production side."

Chapter 10.23 Wong, Luen Hei (Construction Pipes)



黄联禧

Age 53 Net Worth \$2.1B Forbes 11/2015
Citizen **China** Born China
Self-made in construction piping co-founded Lesso
China in 1996 with wife Zuo Xiaoping

EDUCATION No High School

BEGINNING

1. In 1996, he and wife Zuo Xiaoping co-founded Lesso China in Shunde, Guangdong.
3. For the first 5 years concentrated on Guangdong's Foshan and Shunde area
4. In 2001 began rapid expansion from South China to the rest of country. Its first station is Wuhan China
2. 2004, began selling overseas in Africa and Latin America
5. By 2009, Lesso had established production factory in 9 provinces in China.

SUCCESS

1. His firm benefited greatly from China's urbanization and his new plastic pipes costs a fraction of traditional iron pipes, making cheaper and easier alternatives to traditional construction material.
2. In 2010, Lesso went IPO in Hong Kong, after 14 years in business
3. In 2011-12 Lesso opened subsidiary into Canada and US market. and also into India and Indonesia
4. In 2015, it has a network of 21,00 distributor
5. In 2015, he owns 70% of China Lesso Group. With 8000 employees in 28 subsidiaries, including 25 manufacturing facilities in China, USA, Canada, UAE, Indonesia and India.

QUOTES

"Between 2010 and 2015, the growth rate in China is expected to be 12%. We will grow significantly faster than that. We will also try to expand internationally." (2010 Interview before IPO)

Chapter 10.24 Lo, Siu Yu (Armor Truck)



罗韶宇

Age 45 Net Worth \$1.9B Forbes 11/2015

Citizen Hong Kong Born Chongqing, China

Self-made in Armor Truck , founded Chongqing DIMA Industry, in 1997

EDUCATION BA in Economics from Chongqing Technology and Business U

BEGINNING

1. He was born in Southern Bank of Chongqing in 1969
2. In 1998, he graduated from Chongqing Technology and Business U a with degree in economics,
3. His first job was at East Bank
4. In 1997, with borrowed 30,000 RMB from his mother to start DIMA, DIMA built an armor truck for cash transport service just when China's robbery was becoming a problem.

SUCCESS

1. In 2002, DIMA went IPO in Shanghai. By then DIMA had 50,000 vehicles and revenues of more than \$120M US dollars
2. In 2006, he diversified his business in Hong Kong, which included machinery manufacturing, information technology and real estate property and energy exploration.
3. Since 2012, he also entered the gas station business
- 4 He is a resident of Hong Kong but he lives in Chongqing
5. A most mysterious person, as no one can get his cell phone number in Chongqing and many even question his age.
6. In 2015, he entered into high tech agreement with Chinese government. DIMA plans to cooperate with the Chengdu Aircraft Design Institute, which owns Aviation Industry Corporation of China

Chapter 10.25 Xiong, Xuqiang (Real Estate)



熊续强

Age 58 \$1.7B Forbes 09/14

Citizen Hong Kong Born China

Self-made in Real Estate, founded Yinyi Real Estate in 1994

EDUCATION BA Zhejiang U

BEGINNING

1. He was born in Ningbo China in 1956
2. He was a former Chinese top officials
3. In 1994, he founded Yinyi Real Estate in Ningbo, China

SUCCESS

1. In 2013, the stock of Yinyi Real Estate plunged more than 35%
2. In 2014, he diversified, spent \$58M and bought in Chinese semiconductor materials maker Ningbo Kangqiang Electronics
- 2 In Sept 2015, he plans to invest about 1 billion Yuan (\$156.99 million) to set up e-commerce, logistics, and import trade business in the Ningbo Free Trade Zone
3. He also holds mining investments in Mexico, Indonesia and the Philippine.

Chapter 10.26 Li, Sze Lim (Real Estate)



李思廉

Age 58 Net Worth \$1.7 Forbes 11//2015

Citizen Hong Kong Born Hong Kong

Self-made in Real Estate, co-founded Tianli (later R&F Properties) with Zhang Li in 1993

EDUCATION: BA Chinese U of Hong Kong, Mathematics

BEGINNING

1. He was born in Hong Kong in 1957.
2. His first job was in the stock and securities industry. His second job was China Trade.
3. He started his real estate business in 1993 in Guangdong
4. In 1994, he co-founded Tianli Properties with Zhang Li, who is a government official. Zhang Li is a high school graduate who had a construction company since 1998.
5. Zhang Li concentrated on front aspect of the business engineering and management, while Li concentrated on the backside of the business --finance and sales
6. Their first venture was a failure, ended up selling for 50% loss, but they took their lesson.
7. His slogan then was "Demolition of the old plant, built new homes". where he made his first fortune
8. Tianli became the predecessor of R&F Properties

SUCCESS

1. In July 2005, R&F Properties became listed in the Hang Seng China Index
2. By 2006, R&F owned land in 25 cities.
3. His strategy is one of planning and timing that are closely linked to China's urbanization. In particular, R&F concentrated on 2 CBDs (Central Business District) (1) Guangzhou CBD and(2) Pearl River New City . Both CBDs saw explosive growth
4. In 2013, R&F began expansion into San Jose California, Brisbane and Melbourne of Australia and Southern Malaysia.
5. In 2014, he d \$80 million in December 2014 for the Intercontinental Huizhou Resort located in Huizhou.
6. In 2015, Zhang Li, his business partner and co-founder of R&F Properties , is also a billionaire

QUOTES

"If there is one thing a man firmly opposed, then Heaven will not do like no one had the impression that insist on doing the other things that do persist." (On partnership with Zhang LI)

"Planning and timing , closely linked to urbanization."

Chapter 10.27 Kan, Billy Che Kin (LNG)



簡志堅

Age 63 Net Worth \$1.69B Forbes 11/2015

Citizen Hong Kong Born Hong Kong

Self-made in Energy , founded in China LNG Group in 2001

EDUCATION BA U of East Anglia

BEGINNING

1. He was born in Hong Kong
2. He studied in U East Anglia and came back to HK as a chartered accountant
3. While in England, he sold encyclopedia and he also worked in a bakery
4. After graduation he first worked for KPMG and then for Peter Woo in Kowloon Wharf as chief executive
5. In 2001, he decided to strike out on his own, he

incorporated a company called Artels Solutions Groups, with emphasis on residential property and environmental issues

6. Artels Solutions went IPO in 2001

SUCCESS

1. He is new to the area of energy. 3. After working 15 years on his own, he is still looking for partner, because the LNG not profitable yet.
2. His first break came is first energy investment to investment from Tahe Oilfield in Xinjiang Luntai station oil pipeline.
3. In 2014 he changed Artel Solutions to China LNG, became a billionaire first in 2014 during the heights of the commodity boom
4. He rode the wave of Chins' push to clean energy, his stock in China LNG has quadrupled in 2013, propelling him to billionaire status

QUOTES

"LNG growth potential, in worldwide it is about 20%, in China it is only 2%, there is huge potential for growth."

Chapter 10.28 Chu, Nam Yiu (Fragrance)



朱林瑶

Age 45 Net Worth \$1.67B Forbes 11/2015
Citizen: Hong Kong Born China
Self-made in Fragrance, co-founded Huabao Spice in 1996 with husband Lam Kwok Min

EDUCATION High School or Less, studied university at Beijing (college name unknown)

RECORD nickname "Spice Queen"

BEGINNING

1. She was born in 1971 in Sichuan
2. From little we known, in 1990 she started her own spice firm in Beijing, met husband Lam Kwok Min, an established spice trader. Husband invested 20 million USD to start Huabao Spice
3. In 1996, after marriage, she quickly moved to Hong Kong from Shanghai
4. In 2004, she founded Huabao International in Hong Kong. She entered the international spice

SUCCESS

1. Her business is flavoring, and there are 2 parts: (1) spice for tobacco and (2) spice for food, now she also established research center in Germany and China.
2. In 2006, Huabao Hong Kong sold HK\$1.52B or US\$196M of shares without a formal IPO. Some accused her ploy as "backdoor listing."
3. Besides existing research center in Yunan, Guangdong, Germany and Shanghai, she has built up extraction center as far away as Botswana and South Africa.
4. Recently, she has branched out into manufacture and sale of fine chemical products, information technology and operation of medical centers.
5. She owns about 39% of Huabao

QUOTES

Chu Lam-Yiu Highly secretive, she never grants interview, she avoids talking about her past with employees, so very little is known when and which school she went to, how she started her business etc.

One of her employees made this description to a reporter "Chairwoman Zhu is very low-key. She doesn't like to talk about how she became wealthy and the struggles she endured. She'd rather discuss business with us. So we know little about her."

Chapter 10.29 Wong, Man Li (Furniture)



黄敏利

Age 50 Net Worth \$1.54B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Reclining Sofas, co-founded Man Wah Sofa Ouyang YanWah in 1992

EDUCATION High School

BEGINNING

1. He was born in Nanan Fujian Province, China in 1965
2. He graduated from high school in 1979
3. In 1980, at age 15, he arrived in China, he earned \$4 a day as a laborer
4. By age 27, he had risen to manager of textile and electronics plants
5. In 1992, he sold his spare flat for \$120,000 profit and co-founded Man Wah Sofa with Ouyang YanWah. They had 3 employees. He owned 50% of Man Wah.
6. In 1995, he bought off remaining shares of Man Wah from his partner and invested in a new plant in Shenzhen
7. At the same time he was expanding manufacturing capability in Shenzhen, he introduced foreign buyers through Hong Kong's big trade shows, thus expanding his market.

SUCCESS

1. In 2005, Man Wah Holding was listed in the Singapore Stock Exchange.
2. In April 2010, Man Wah went IPO in the Hong Kong Stock Exchange after being delisted in 1999/
3. In 2014, his reclining sofa business had expanded to US, Europe and China. He moved into the mattress business. In the US he sold directly to Big Box retailer such as Macy, using container shipping to increase efficiency.
4. In 2015, to make sales in the fragmented Chinese furniture market, he plans to open 1,500 franchised retail store in China the fragmented Chinese furniture market, He now employs more than 8,000 and is the undisputed "Furniture King" of China.
5. His latest venture is into mattresses and intelligent furniture product

QUOTES

"You didn't need a big plant (for furniture), the product wasn't complicated and it was easy to find customers in Hong Kong," (1995 decision to invest in China)

"I owe everything I have to Hong Kong,"

"Factories and distribution have to go hand in hand" "We hope to have double-digit growth every year,"

"We've been in business for 21 years and have grown every year." Even with 1% of China's huge market, we'll have more business that we can handle."

"Hong Kong is the freest economy in the city, but recent political disputes intensified, the government will inevitably impact on governance and economic development, have a negative impact on the business environment. As a member of the business community, and we are not without worries."

Chapter 10.30 King, Pak Fu (Real Estate)



景百孚

Age 45 Net Worth \$1.5B Forbes 11/2015

Citizen HK Born China)

Self-made in Real Estate, founded Oriental Ginza Holdings

EDUCATION High School or Less

BEGINNING

1. He was born in Kowloon, HK on Jan 1st, 1970
2. His first business was trading electronic goods
3. He penetrated the finance of Hong Kong-listed Oriental Ginza
4. He has a different focus: tourism. He wanted to bring shopping, hotel, into a single integrated experience

SUCCESS

1. He convinced Chinese government to sell him big parcels of land to build hotels
2. To build hotel, restaurants, entertainment and shopping all modeled after the American Outlet Mall, which also centered around tourist on cheaper land
3. He changed its name in 2012 to Carnival Group International. (It has no ties to the cruise ship giant.)
4. His approach with Carnival is to pick cities where he sees good tourism potential and can obtain a large enough piece of land. Qingdao,

QUOTES

"This is the Group's first acquisition in the food industry. With the domestic consumption of the middle class population growth, we believe that high quality buffet and banqueting market potential cannot be ignored, and the leopard just provide excellent opportunities for the group to grasp this opportunity. According to the Group's experiential consumption business models, new acquisitions are located in major cities nationwide restaurant chain, along with theme parks, hotels and discount shopping plaza, will form a complementary,"

"upcoming flagship project - Qingdao Maritime Festival. Group acquisitions can make good use of synergies and restaurant network, cross-selling other lines of business growth."

Chapter 10.31 Yu Pei Di (Real Estate)



俞培迪

Age 55 Net Worth \$1.48 Forbes 11/2015
Citizen Hong Kong Born China
Self-made in Real Estate, founded Greatown Holdings in 1986

EDUCATION High School or Less

BEGINNING

1. He was born in Fujian Province in China in 1960 with family ties to overseas Indonesian Chinese
2. In 1983, he started an import export business in electrical machines. His business was so successful that he earned the nickname "South China Tiger".
3. In 1986, he founded Great Town Holdings in Shanghai.
4. Company primarily provides residential buildings, retail shops, shopping malls, hotels, commercial buildings, office buildings and parking lots, among others. It also involves in the land consolidation business. The Company mainly operates its business in Fuzhou, Fujian province, China

SUCCESS

1. In 2011, Greatown went IPO at the Shanghai Stock Exchange in 2011.
2. In 2013, he became billionaire for first time according to Forbes.
3. He is Hong Kong citizen, but reportedly lives in Fuzhou China. But his children live in Hong Kong.

QUOTES

"Make fortune to benefit the World."

Chapter 10.32 Simon and Eleanor Kwok (Cosmetics)



Age 62 Net Worth 1.3B Each Forbes 11/2015
Citizen Hong Kong Born NA
Self-made in Retail, co-founded Sa Sa International Holdings in 1978

EDUCATION NA

BEGINNING

1. Eleanor Kwok and husband started Sa Sa in the small basement of a Causeway Bay mall in 1978.
2. The name Sa Sa was chosen to evoke a happy young girl.
3. Disaster struck, in 1989, her landlord tripled her rent. They moved to Wan Chai and started over again
4. She has built her regional beauty enterprise based on the "one-stop cosmetics Specialty store" concept. She built Sa Sa based on her passion for the cosmetics industry and her love for things beautiful

SUCCESS

1. Sa Sa went public in Hong Kong in 1997,
2. In 2003, affected by the severe acute respiratory syndrome crisis, the Kwoks quickly changed their strategy to sell more masks and disinfectant products. Sa Sa continued to expand..
3. In the early 2000s, the Kwoks adapted their stores to in Mainland Chinese shopping in Hong Kong. This fueled another bout of rapid expansion.
4. As of 2014, Sa Sa had 280 stores.

QUOTES

"I have a 'can do' attitude because I believe everything can be done as long as we find ways to solve the problems

.

"I simply love the industry. This is what drives me and keeps me going. As a woman, my advantage is that I know the products well".

"I like to solve problems and believes perseverance is important for career women to excel."

"I am lucky I am running the business with my husband as we can always discuss and sort things out together," .

"I still have business appointments at weekends, but I always try to set aside time to have fun with my family. I love to have facial treatments to relax myself. Actually, having facial treatments is one of our family activities."

Chapter 10.33 Chen, Jinsong (Real Estate)



陈劲松

Age 51 Net Worth \$1.35B Forbes 11/2015
Citizen HK Born China (Residence Shenzhen)
Self-made in Real Estate , founded World Union in 1995

EDUCATION BS Tongji U construction engineer,
MA Tongji U construction management

BEGINNING

1. He was born in Harbin, Heilongjiang China in 1964
2. In 1985, he graduated construction engineering in Tongji University in Shanghai
3. In 1987, he graduated master of science in construction management
4. From 1988 to 1993, he worked in real estate in Beijing
5. From 1990 to 1993, he moved to Hong Kong to work in China Overseas Land and Investment Limited
6. In 1994, he co-founded World Union with his wife.
7. He picked the worst-selling new property project in Shenzhen to build up the company's reputation. He succeeded and World Union became an established player in real estate management. .

SUCCESS

1. World Union listed on the Shenzhen Stock Exchange in 2009
2. In 2013, he announced plans to sell a 10% stake in World Union to online real estate information provider SouFun Holdings for \$120 million. The two companies will share on advertising, e-commerce, listing service, new home agency and consultancy.
3. in 2014 his stock rose more than 75%, propelling him to billionaire,
4. He still holds 47% of World Union.
5. In 2015, he announced World Union will expand into 3 new areas (1) build overseas (2) elderly and (3) financial services to bolster the standing of World Union

QUOTES

"Elderly care is a hotly talked-about concept now, but real services have not started yet. The biggest issue in China is not the hardware but the software – the services."

"We deal directly with families who have a strong demand for housing but are anxious about high prices. Our clients often face a shortfall of 100,000 Yuan for the down payment for a home. And they are too shy to borrow from their parents or relatives, or they have already done so."

"I think China should scrap home purchase restrictions in second-tier cities. This year would be a good time to free up China's hukou (home residency quota) registration restrictions in small cities."

Chapter 10.34 Zhang, Zhirong (Shipbuilding)



張志熔

Age 47 Net Worth \$1.24B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Shipbuilding, founded China Rongsheng Heavy Industries (RSHI) in 2010

EDUCATION High School or Less

BEGINNING

1. He was born in 1972 in Ruga, Jiangsu Province China.
2. He followed his father to Shanghai when he was 11.
3. In 1990, he saved 30,000 RMB from his work and started his own company. Soon he turned his attention to the red hot Shanghai real

estate market.

4. Since 1997, they developed several higher profile in the Shanghai real estate projects. In addition, he is also involved in pesticides, information technology and bio-pharmaceutical industries. He is the youngest member of the National Federation.

5 His company Shanghai Hong Yun Estate Co established a "high-tech-oriented, real estate development as pillars" of development strategy. Has participating in the construction, construction and independent development of the Portland Bridge Tower, Big Shanghai International Garden, Green Park and other big Shanghai Sunshine residential area, and is eligible for a number of awards

SUCCESS

1. In 2005, Zhang Zhi Rong returned to his home Rugao founded Rongsheng Heavy Industries (RSHI), but he was not directly involved in the operation RSHI, but by the charge of the Chen Qiang, former founder of the Shanghai Waigaoqiao Shipyard This was his first forage into shipyards
2. In 2008, he had the bad luck the financial tsunami and saw the collapse of shipping rate, but he survived.
3. In 2010, he once divided into 4 segments: Shipbuilding and Offshore Engineering, Engineering Machinery, Marine Engine Building and the Energy Exploration and Production. The company is headquartered in Hong Kong
4. In 2012, he was charged with insider trading by SEC (Security and Exchange Commission) of US
- 5 . To rid himself of legal trouble, in 2013, Zhang sold a 7% stake in China Rongsheng to current chairman Chen Qiang. The stipulation is that Chen, who could not sell in next 5 years 2013
6. Once China's largest shipbuilder, RSHI in 2015 delivered the last of 16 bulk carriers, or the Ore Nigbo (capacity 400,000 tons) to Brazilian miner Vale. But the delivery was 3 year late and with Vale on the verge of bankruptcy, RSHI began large scale layoff of its workers.
7. In 2015, he continued to retreat because of legal and financial problems. He gave up the chairmanship of his two major listed companies, shipbuilder China Rongsheng and real estate developer Glorious Property. He gave as reason for resignation to "devote more time to his personal endeavors."

QUOTES

"When the tide to catch the sea, you can hardly get a gift of the sea; low tide, even walking on the beach can also pick up beautiful shells opportunities it is the reason.."

Chapter 10.35 Yeung, Albert Sau Shing (Watches)



楊受成

Age 71 Net Worth \$1.23B Forbes 11/2015

Citizen Hong Kong Born Hong Kong

Self-made in Watches, Real Estate, founded EEG (Emperor Entertainment Group) in 1999

EDUCATION High School

RECORD

He was 3 times convicted by Hong Kong government. Also, nicknamed "Watch King"

BEGINNING

1. He was born in Chauchow China 1943
2. His father opened a watch shop in Hong Kong in 1942, a year before his birth
3. In 1960, his father loaned him 200,000 to start his watch business.
4. In 1964, he opened his retail shop in 1964,
5. By end of 1960, he was millionaire and known as Watch King, he made his fortunes in Omega Watch and Tissot Watch. .
- 6.. He led a flamboyant life style. He got himself in legal trouble twice, first in 1980, when he spent 6 months in jail.
7. In 1983, however, he ran into financial difficulties with his Good World Group and racked up debts worth HK\$320 million (US\$41.3 million), which he later struggled to repay. His Good World Group and his watch stores located across Hong Kong were seized by the banks.
8. Age 40, he was bankrupt, sentenced to jail for 9 months, accumulated massive debt
9. In 1986, he was sentenced to 6 months of suspended jail and again in 1994. His critics said he was related to the triad

SUCCESS

1. In his late 40s, he worked hard to repay all his debt and rebuild his reputation
2. He reported paid back his debt through trading in foreign exchange and securities
3. In the 1980s, he began to invest in real estate and hotels using his profit he made in entertainment business
4. In 1986, he founded EEG (Emperor Entertainment Group) Since 1999, he branched into records and music In 2004, and he branched into movie and entertainment industry.
5. He sold off a media company to China's Evergrande in 2014.

QUOTES

"Whenever I am not working, I like to put on fine clothes, drive expensive cars, eat great food, enjoy all life can give me, this gives life a meaning."

"I grew up in a watch shop and learned how to do the business from my parents,"

"I was depressed. I did not know how to tell my secretary: 'I cannot afford to hire you. Your salary is too high; please find another job'," he recalled. (bankruptcy in 1980s)

"I like doing financial and securities business. It is challenging and offers high returns," (on his comeback in 1980s)

Chapter 10.36 Wu, Gordon Ying-Sheung (Real Estate)



胡應湘爵士

Age 80 Net Worth \$1.2B Forbes 11/2015

Citizen Hong Kong Born Hong Kong

Self-made in Real Estate and Infrastructure, co-founded Hopewell

Construction in 1963 with Wu Chung, his father

EDUCATION BS Civil Engineering Princeton U

BEGINNING

1. He was born in Hong Kong in 1935. His father Wu Chung, a businessman, had the reputation as "King of Rental Car"
2. He studied and graduated from Wah Yan College HK (one of elite high school)
3. In 1953, he went to study at U Manitoba in 1953, then transferred to Princeton, where he graduated with BS in electrical engineering in 1958.
4. Hopewell Construction Company Limited was co-founded by Mr. Wu Chung and Sir Gordon Wu. It was the forerunner of Hopewell Holdings Limited acting primarily as the contractor for the Wu family's property development projects. -- 1963
5. In 1970, he established Hopewell Housing Limited
6. In 1979, he designed the first Build-Operate-Transfer (BOT) project for the China Hotel in 1979, thus 'leading the way' into China.

SUCCESS

1. In 1991, he was the top 10 richest man in Hong Kong
2. In 1995 He has donated more than \$104M to Princeton U. At the time it was the second largest donation to an American private university in the world.
3. Since 2003, his dream was to build the largest bridge in the world, Wu has been an advocate for more than two decades for the construction of Asia's largest bridge project linking Hong Kong, Macau and China's Zhuhai city. The Hong Kong-Zhuhai-Macau Bridge project was given support by the PRC government in August 2003, modeled after the Chesapeake Bridge in Maryland

QUOTES

"You have to earn money the hard way. Because no-one will serve it up to you on a silver platter."

"I probably have mellowed down a bit. But when it comes to principles, I still have to make a stand."

"Princeton has made an enormous difference in my life, and I am delighted to be able to express my gratitude in such a tangible way. The generosity of earlier generations of donors made it possible for me to attend Princeton as a young student from Hong Kong, and I have always wanted to do all I could to assure that students in the future.. from the United States and around the world.. ". (his 100M donation to Princeton University)

"Anybody who doesn't think that Hong Kong has to depend on the PRC (China) must be the biggest idiot on earth because you are talking about getting access to a 1.3 billion people market."

"A small number of people ... are against everything the SAR government wants to do and against everything that's from the central government. They are also using such slogans as 'uprising' and 'liberation.' These show they have hidden purposes."

Chapter 10.37 Tang Hsiang Chien (Textile, Electronics)



唐翔千

Age 92 Net Worth 1.20B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Textile, Electronics , founded Chung Nam Textile in 1953

EDUCATION: Shanghai Utopia U, MA Illinois State U 1948

BEGINNING

1. He was born in Wuxi, China 1921, a city about 80 miles from Shanghai. His grandfather and his father was in the textile business
2. In 1945, he graduated from Tatung U in Shanghai
3. In 1948, he graduated from Illinois State U with Master Degree
4. In 1950, he moved to Hong Kong
5. He worked for China Industrial Bank of HK for 3 years before striking out on his own.
6. In 1953, at age 30, he founded Chung Nam Textile Factory.
- 6 His first business was not a success as major investors began to squabble over control.
7. He weathered the storm. By 1969, his factory has become the largest textile manufacturer of Hong Kong

SUCCESS

1. In the 1970s, he entered politics
- 2 He also joined the waves of investors into China by opening up his first textile factory in Shenzhen
3. He was the pioneer. He was one of the first to use Mainland cotton instead of American Cotton
4. He was a member of the Standing Committee of the 7–9th CPPCC National Committee. (roughly from 1988 to 1998)
5. His son Henry Tang Ying Yen was former Financial Secretary of Hong Kong
6. In the 1980s, he entered the wool industry, later electronics and was one of the largest manufacturer of PCB (printed circuit board). through Meadville Holdings , which is listed in HK Stock Exchange?
7. He is grooming his son Founder of printed circuit-board maker Meadville. He is now selling his shares in Meadville to pave way for his son to enter politics.

QUOTES

"To succeed-" is to have the indomitable spirit; the second is to find a place where there are good raw material; third is to improve the management level, so that the product yield and quality assurance"

Chapter 10.38 Shen, Neil Nan Peng (Venture Capitalist)



沈南鹏

Shen Neil

Age 47 Net Worth \$1.0B Forbes 11/2015

Citizen Hong Kong Born China

Self-made in Venture Capitalist, founded ?? in ??

EDUCATION: BA Jiao Tong U MA Yale U

BEGINNING

1. He was born in Zhejiang, Nanpengin 1964
2. He grew up in Shanghai and attended Jiao Tong U, the MIT of China
3. In 1992, he graduated with Yale School of Management and became one of the first from mainland China to work in Wall Street
4. He worked in Investment Banking Department of Lehman Brothers and Citibank.
5. He is the founder of Ctrip, where he acted as CEO and CFO for a long time. Ctrip is the biggest travel-service company in China and got listed in NASDAQ by the end of 2003.
6. He also founded Home Inns & Hotels Management, which is the industry leader of China's economy hotel chain and got listed in NASDAQ in 2006.

SUCCESS

1. He as running China capital markets for Deutsche Bank. Internet companies such as Sina and Baidu
2. He had worked for more than 8 years in investment banks in both New York and Hong Kong In
3. In 2005, he received a call from Sequoia Capital, and joined because he was attracted by the promise of "independent investment decisions from day one"

QUOTES

"You have to totally change your mind set when you are a venture investor," When you do private equity, you have so many reference points. The companies are basically static. In buyout investments, globally, you just improve the operating efficiency, put on a lot of borrowed money and you could make money. VCs in China can't do that. The situation is much more dynamic. It is all about giving small and fast fish money so they can compete successfully with bigger, slower fish."

" You say to yourself, 'Hey! I identified this company when it had only 15 people camped out in some shabby office in Shanghai."

"Venture capital is a regret business,"

"The most important of VC of investment is human."

Chapter 11.00 Foreigner Self-made Billionaires in Hong Kong

Chapter 11.01 Kuok, Robert Hock Nien (Sugar, Hotel)



郭鹤年

Age 92 Net Worth \$9.5B Forbes 11/2015

Citizen Malaysia Born Malaysia

Residence in HK for more than 30 years

Self-made in conglomerate, founded Shangri-la Hotel & Resort in Singapore in 1971

EDUCATION BA Raffles Institution and English College Johore Bahru, dropout

RECORD Once known as Sugar King of Asia, King of Cooking Oil, Hotel King

He also speaks 3 languages, Chinese, English and Japanese

BEGINNING

1. He was born in Malaysia in 1923 to parents who are traders from Fujian Province China
2. He was the middle of 6 children,. Kuok's parents ran a shop that sold rice, sugar and flour. Kuok recalls living with the smell of his addicted father's opium pipe
3. His other brother William was a communist and died in the war against colonial rule in 1953. He cited his brother William as one he most admired
4. He reported dropped out of high school during World War II.
5. He worked for Mitsubishi Shoji Kaisha between 1942 and 1945.
6. At Mitsubishi, he was soon promoted to head the rice-trading department. After the war, he took the skills he learned from the Japanese back to the family's business in Johore
7. In 1947, at age of 24, he went to Singapore and started his first business
8. In 1959, he was one of first businessman to do business in China under Mao..
9. By 1962, he was so successful he was hailed as "sugar king"

SUCCESS

1. In 1963 He made his first investment in Hong Kong real estate, hotels and mass media in 1963
2. most of his business are privately owned and family-run
3. In 1971, he build introduced a luxury hotel brand in 1971, he named it Shangri-La, after the fictional utopia in which inhabitants enjoy unheard-of longevity. In hotel, he made his second fortune
4. . Now. he owns a network of companies in areas like sugar, palm oil, shipping and property, from diverse geographical area including Singapore and Malaysia
- 5 . He also owns Hong Kong's South China Morning Post, once the world's most profitable daily newspaper. and also real estate in Beijing. His hotel chain Shangri-la, headquarter in Hong Kong, has 72 hotels all over Asia

QUOTES

"Everything on earth is dynamic. I can only give my children a message, not money. If they follow it, we can go another three or four generations."

"After the successful, earn more money after a few decades ago to be especially careful to speak Failure is the mother of success, my own experience, success is also the mother of failure, I ask you to pay attention to this point.

(had it not been for his brother William) Otherwise, probably I would have been an arrogant middle-class Chinese, only caring about materialism, worldly pleasures and fleshpot pleasures," When I am tempted, I think of what William went through. He sacrificed his life trying to help the underprivileged."

"I never control my children," he says. "We are a very liberal, democratic family." (of 8 children)

Chapter 11.02 Tsai, Joseph Chung-Hsin (eCommerce)



蔡崇信

Tsai, Joseph Age 50 \$3B Forbes 06/14
Citizen Canadian Resident Hong Kong Born Taiwan
Self-made in eCommerce co-founder of Alibaba, in 1999

EDUCATION BA Yale U, JD Yale Law School

BEGINNING

1. He was born in Taiwan in 1960.
2. He grew up in Hong Kong, went to study in US
3. He graduated BA and JD from Yale University
4. His first position was at Law Firm in New York City.
5. In 1995, he moved to Hong Kong. He was working in Hong Kong for 4 years and was an executive at Swedish Investor AB when he discovered Alibaba.
6. He volunteered to join Alibaba and Jack Ma accepted his offer. Alibaba was just an English web site and with no sales and 18 founders.
7. In 1999, he co-founded Alibaba with Jack Ma by incorporating in Cayman Island.

SUCCESS

1. He helped to structure Alibaba to a single formal entity.
2. From 1999 to 2005, where he was responsible for international marketing, business development and corporate finance operations
3. He negotiated multiple rounds of VC funding with Masayoshi Son of Softbank, took over Yahoo China and obtained VC funding from Goldman Sachs.
4. In 2014, Alibaba went IPO and he joined billionaire status..

QUOTES

"For him (Jack Ma), I think me coming into the scene was very novel, because I'm the guy who knew finance. I was a lawyer before, I could help incorporate a company and I could help raise capital. So immediately from day one, I think we built a bond."

"When you put pieces on the chessboard, the observer may not understand why certain pieces are in a certain place, but we understand, we have a whole master plan behind it, it's always hard for an outside observer to try to figure out what Alibaba's trying to do, but we ourselves are very, very clear as to the strategy."

"One of our values is to embrace change, because we live in such a disruptive environment. We had to learn that."

"The reason is I played lacrosse in high school and also in college. I was good enough to be on a college team. I certainly sat on the bench for four years. But I love the sport."

Chapter 11.03 Robert Warren Miller (Duty Free Shop)

Miller, Robert Warren



Age 82 \$1.6B Forbes 09/14
Citizen UK Born US Residence Hong Kong
Self-made in Duty Free Shop, founded DFS (Duty Free Shop) in 1960 with Chuck Feeney

EDUCATION BA(S) Cornell U

RECORD International Sailing Champion

BEGINNING

1. He was born in Quincy, Massachusetts in 1933
2. Some of his ancestors dated back to Mayflower, so he could be

considered part of

3. In 1955, he graduated with BS in Hotel Management from Cornell U
4. He was the first to grasp the concept of "duty-free shopping" - offering high-end concessions to travelers, free of import taxes
5. He co-founded DFS (Duty Free Shop) with Chuck Feeney, Miller founded DFS on November 7, 1960. Chuck Feeney also graduated with degree in hotel management from Cornell University, where their friendship began.
6. He first concession rights were negotiated in Hong Kong and Hawaii, and his chief customers were Japanese tourists

SUCCESS

1. In 1996, Feeney's interests were acquired by Louis Vuitton Moët Hennessy (LVMH), the French luxury goods group, for \$1.63 billion, Miller kept his share of DFS.
2. In 2003, his monohull yacht, the Mari-Cha IV, set a new world record, becoming the first ship to cross the Atlantic in under 7 days,
3. After 2010, DFS expanded beyond airport into downtown area. His DFS shop outside airport is known as the Galleria.
4. Miller now 38% of shares of DFS. He has dual citizenship of UK and US and he resides in Hong Kong. DFS was founded maintains its headquarter in Hong Kong,
5. His other investment interests include Search Investment Group and SAIL advisers, which he partners with his children

QUOTES

"Loyalty and honesty have always been at the core of everything I have done. I guess these values slipped into my consciousness when Chuck decided to take his money and walk away. It was a tortured time for me. My emotions were all tangled up but in the end I couldn't just take a cheque and walk away from everything I had built,"

"Hong Kong has been my main life stream for more than 50 years and it was love at first sight when I arrived at the old Kai Tak Airport, which at that time was still of world war two vintage. They were building the new terminal, and as soon as I stepped off the plane I felt the energy, I felt happy here, it was a very simple decision to stick with it."

"The city has been great for me, for my family and for the business. ... It's home. I was married here, one of my daughters was born here, all three of my daughters went to school here, and for doing business, well, it's ideal."

"In 1997 when China took back Hong Kong it took back a fantastic asset. Obviously, you can't push China too far because it will come back to bite you. But a good administration and a good chief executive with

vision and the courage to stand up to China and call a spade a spade when he thinks something is good for Hong Kong and push it through is the way it can prosper.

Chapter 11.04 Jim Thompson (Logistics)



Age 75 Net Worth \$1.25B
Residence: Hong Kong Citizen: Born US,
Self-made in Logistics, founded Crown Worldwide in 1975

EDUCATION: BA San Jose State U in aeronautical engineer

RECORD: in 75 birthday, he did 75 pushups in front of employees in 47 seconds. He is the fittest 75 self-made billionaire in the world. The Fittest: In 2016, Thompson will do 76 pushup in front of his employees.

BEGINNING

1. He was born in New Jersey in 1940. As a child, he followed his father, who was in the navy, to Guam and many countries.
2. He graduated from San Jose State U in aeronautical

engineering 1963

3. Upon graduation, he went to Japan to learn about the culture
4. In 1965, To make some cash, he worked for a moving company. Her started in Yokohama as a one-man company on a desk. The company is called Transport Services International.
5. When the moving company went bankrupt, he founded Crown Worldwide in 1975 with \$1,000
6. in 1978, he moved to HK, married wife Janet, British national, and has been living there since 1978. He also made Hong Kong the headquarter of Crown
7. He successfully rode the big China wave when China opened up in 1978

SUCCESS

1. By mid-1980s, Crown had become the largest moving company in Asia
2. Since 1990, he has moved from moving American expatriate to moving exquisite arts, and moved the first magna carta. He further branched into document storage and fine arts transportation, with operations in 60 countries
3. In 2008, he built a high school in Cambodia for 1,000 students in honor of his mother Joyce
4. In 2011, he acquired John Nurminen Prima, or JNP, of Finland, a move that added 115 staff and allowed Thompson to make inroads deep into European art centers such as Brussels, Amsterdam and Moscow
5. Crown Worldwide is one of the world's largest privately held moving company.

QUOTES

'I was a representative for a US logistics company in Japan in 1964 when they decided to close the company. So at 24 years old I started my own logistics company with my entire savings of \$500 and cashed in my return ticket to the US. I really did not know what I was doing then.'

'Hong Kong was great for us,' 'It was a very open market at that time. Hong Kong has a certain ease of operation for business with a simple tax regime and no red tape. We still make a lot of money here, and Hong Kong serves as a base for China and Southeast Asia.'

'We are looking to get back into Kuwait for the first time since the First Gulf War,' says Jim Thompson. 'The other markets we want to open offices in very soon are Lebanon and Egypt. The Middle East is a very good market for us and many countries have to potential to come good.'

'Hong Kong has the most efficient port in the world, and is the only deep water port that can serve the booming Pearl River Delta region of China. So it has a secure position providing it can keep its costs down.'

"It is my objective to have a global network of fine arts logistics companies. Right now the industry is very fragmented. The local companies that do that are fine, but they do not have ownership connection to other companies. We thought, as we did with our household goods business, we could sell a global network."

Chapter 11.05 Elman, Richard (Commodities)



Age 75 Net Worth \$1.05B Forbes 10/2015
Citizen UK Born UK (resides in Hong Kong)
Self-made in Commodities, founded Noble Group in Hong Kong in 1986

EDUCATION No High School, left School at Age 15

BEGINNING

1. He was born in Brighton, England in 1940.
2. He quit school at age 15 after failing all of his "O" level exams and started work as scrap metal laborer in Newcastle England.
3. After a succession of promotion, he was sent to San Francisco, where he managed a junk yard selling scrap metal to Japanese steelmakers
4. In the 1970s, he followed Phibro (Philips Brothers) to Hong

Kong

5. He felt in love with HK and stayed.
6. In 1981, Philbro was acquired by Salomon Brothers, in 1981.
7. In 1986, he created Noble Group in Hong Kong in 1986 with \$100K of his own money.
8. His early days in business was rough. 1994, went immediately bankrupt and in 1996, re-appeared another IPO in Singapore

SUCCESS

1. This time he changed his strategy, His company Noble Group would specialize heavy commodity such as in grain, coal and metals and minerals, commodities that need to transport to scale.
2. He also aggressively acquired companies to expand. In 2001, he purchased the grain and cocoa business of Swiss-based Andre & Cie. This deal doubled Noble's revenue overnight
3. In his latest growth strategy he tried venturing into the natural gas market in the United States. 200
4. His fortune declined amid soft prices for commodities, hitting his Singapore-listed, Hong Kong-based Noble Group. Not cutting back, he recently completed oil-seed crushing plants in Ukraine, South Africa and Brazil
5. In 2012, he Elman came back from retirement to take over as acting CEO in November.
6. Because of the current global commodity, he now faces real danger of falling out of billionaire rank.

QUOTES

"Total failure in school -- I didn't have a choice. You have to be pragmatic. When you fail all your O levels what else do you do with your life? I actually didn't have a clue what to do with my life. And my parents had found this job for me and I took to it naturally, I suppose. And I have not looked back since.

'Apprentice' is kind of a nice euphemism. It was basically slave labor. (Elman on his early years) after he failed all his O-level exams

Nobody spoke English, and no one sold shoes in my size. But the sushi was great, the dollar was strong, and I began to see that you could develop a whole business in Asia."

"We deal with emerging markets, and we think that one of the fastest-emerging markets is the United States,"

"Trading is not just buying and selling, he says. Traders have to add value and services along the line."

Chapter 12.0 The Ugly Side of Hong Kong Self-made Billionaires

12.1 100,000 Cage People in HK

"The cages, stacked on top of each other, measure 16 square feet. To keep bedbugs away, Leung and his roommates put thin pads, bamboo mats, even old linoleum on their cages' wooden planks instead of mattresses." (Source: CBS News Feb 2013, average rent about US \$160 or HK \$1,300)

A picture is worth 10,000 words.

Here are 2 pictures of Hong Kong Cage People



12.2 High Housing Costs

HK is famous for high housing costs. Not only is the underclass unable to afford housing but the middle class are also feeling the same pain. While we have sympathy for their plight, the same housing crisis also exists in Beijing, Shanghai, the high growth area of China. The housing crisis exists in San Jose and San Francisco, home of Silicon Valley, and also in London, Zurich and NYC, all financial hubs. Painful, yes, but Hong Kong is hardly alone.

12.3 Air pollution

According to Numbeo web site, HK ranked 120 out of 297 major cities. Hong Kong's air pollution index is , bad, but just average bad. Air quality in HK is actually better than LA and Atlanta in the US; better than Brussels, Barcelona and Milan in Europe.

12.4 Home to Ubiquitous Gambling

The Cantonese love to gamble. In Las Vegas, the Cantonese are commonly refer as high profit customers, meaning they gamble a lot and lose a lot. They support the casino business. On the streets of it is not uncommon to see 3 generation (grandparents, parents and kids) gambling on the same mahjong tables. But gambling cannot be blamed or linked to HK SMB. Mahjong gambling is a cultural phenomenon and has been around for hundreds of years.

12.5 Four Wives and 17 Children

In olden days in China, rich old men had many wives and many children, and they left little to nothing to charity. This practice still exists. Stanley Ho, also known as Gambling King, has 4 wives and 17 children. At 93, his sister is suing him and his wives and children are fighting for inheritance. One of his wives –Angela Leong (net worth \$1.24B, age 54) and one of his sons, Lawrence Ho (net worth Age 38) ,also became inheritance billionaires in HK. I call this the ugly side of Hong Kong.

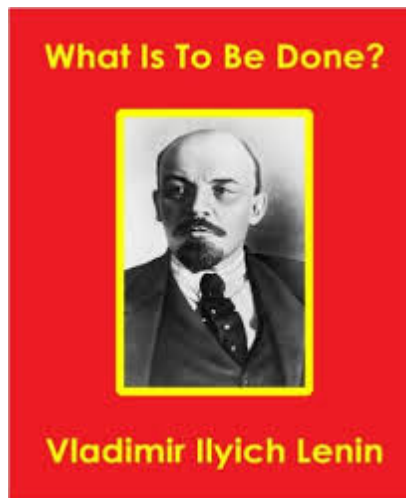
Summary of the Five Redeeming Statistics (1 to 4 covered in chapter 1)

#	Description	Implication
1	High Economic Growth	Low Unemployment

2	High Longevity	Good Health
3	Low Crime Rate	Good Safety
4	Below Average Suicide Rate	Relative Good Mental Health
5	Lowest Income Tax	High Savings Rate

You cannot have it all. HK has many redeeming features that the underclass or middle class can cheer about, good employment, low crime, high longevity, low tax, and tolerable mental stress. Just the 3 combination of some of the highest longevity, lowest crime and lowest income tax will make life more than tolerable.

Chapter 13.0 10 Lessons of HK SMB. “What is to be done?” Vladimir Lenin.



“What is to be done?” is one famous book by Vladimir Lenin. Well, here are the top 10 things I learned in the course of writing this complicated book. I separate the lessons into 2 groups: 5 are policy lessons, 5 are individual lessons.

13.1 Five Policy Lessons:

13.1.1 Policy Lesson 1: Economic freedom matters. Hong Kong has almost complete economic freedom over land, capital and people. E.g. anybody can buy land in Hong Kong. This is not true of Japan and China, where foreigners are not allowed to buy land. The freedom in capital movement and purchase of land help to attract SMB.

13.1.2 Policy Lesson 2: Low tax matters: Hong Kong has no excise tax, a flat income tax rate of 15%, making the effective tax rate about half that of the United States. It encourages business to come to Hong Kong, and after other self-made billionaire such as Joseph Tsai, and Zhou Qunfei chose Hong Kong as place of residence.

13.1.3 Policy Lesson 3: Central planning equals economic disaster. In the post WWII period, China experimented more than any other nations on central planning, and suffered 3 decade of economic decay (I prefer the steal the word decay from Professor Samuel Huntington). In 1976, Chinese per capita income was \$183 vs \$161 for India. In 2015, China's per capita GDP is \$7,572 vs \$1,608 for India. (The per capita GDP numbers from IMF WEO 2015, unadjusted for inflation)

13.1.4 Policy Lesson 4: Diversity matters, In 2015, HK has 4 women SMB. This is about 3 times higher the world average in HK (9% vs 3%). Not a single woman from Australia, Canada, France and Japan and Germany made it, In this respect, HK is truly progressive. And HK is even great for foreigners who gladly joined the party of creating wealth. . In Chapter 11, I have one Malaysian Chinese, 1 Canadian Chinese, 2 Americans and 1 Brits.

13.1.5 Globalization brings prosperity: Generations of the best German, Japanese, Americans and Brits have brought to Hong Kong their business acumen and best practice. Chinese entrepreneurs such as Michael Yin , the Fung Brothers, Robert Kuok , Pan Sutong and numerous others all learned from foreigners. Li Kashing learned to make plastic flowers from Italy, and Zhou Qunfei received her first large order to make glass for phones from Motorola. Globalization is a win-win situation for everyone.

13.2.0 . Lessons for Individual

13.3.1 Anyone Can

I like “Anyone Can” better than “All Men are Created Equal”. Because while one man is willing to work 8 hours a day, the other is willing to work 16 hours the same day. Over a few decades the difference

becomes huge. Critics would argue about quality of life and health issues. That is true to some extent, but who says being the boss is a relax job. Zhou Qunfei dropped out of school at 15. It took her 30 years to go from migrant laborer to the world's richest woman SMB. It took Richard Elman about 50 years from a high school dropout to become billionaire.

13.2.2 Self-education beats formal education

23 out of 43 HK SMB have High School or Less Education, including the richest self-made man in Asia and including the richest self-made woman and the richest self-made man. Only 9 out of 43 HK SMB attended the world's best universities. So high school or less educated outnumbered those with elite education by almost 4 to 1. A closer look at the education level shows those who attended Harvard, Yale and Princeton came from very rich family. An example is the Fung Brothers, both graduates of Harvard U. Their grandfather founded the business Li & Fung in 1909. That is Old Money. Another light-sided story is Richard Elman, who became HK SMB. As a teenager, he failed all of his O-Level exams.

13.3.3 Be Contrarian, not Conformist

To be the top 1%, be a contrarian and not a conformist. I'll use the most famous contrarian – Li Kashing. Li made his first fortune in plastic flowers in the 1950s, but made an even bigger and second fortune during the 1960s HK Riots, when the rich in HK were fleeing. Li bought real estate at rock bottom price. Li uses the same tenets as the Rothschild "buy when there is blood on the street." Nickname the Superman, he sells when everyone else is buying and he buys when everyone else is selling. With a net worth that is about 8% the GDP of HK and the richest man in Asia for the past 10 years, Li might have made half his fortune by being a contrarian.

13.3.4 Create, Don't Copy

In chapter 5 One-Product-King or Queen, I have demonstrated that 24 of the 43 HK SMB earned their first capital (in Chinese the first bucket of gold) by concentrating and dominating one product, be it sugar, ceiling fan, plastic flower, smart phone glass. These SMB are both creative and original. They create new products and services. Even the 2 Casino Kings (Stanley Ho and Lui Chee Woo) and the 2 Shoe King (Tang Yiu and Lin Tianfu) created new businesses instead of copying others. .

13.3.5 The Rich get richer, the poor get poorer is a false statement. The poor can get extremely rich. In this book, about 80% of the HK SMBs starts life extremely poor. Let's take a close look at the richest self-made woman and man here. Zhou Qunfei became a migrant laborer to Shenzhen after one of her parents died and the other went blind. It was as sad a story as you can find. On a similar path, Li Kashing came to HK at age 13 and saw his father died of tuberculosis. He had to quit school to support his mother and brother. He had no education and could not speak Cantonese or English. Yet Zhou and Li grew up to build global business empires. For the world as a whole, 67% or two third of the billionaires are self-made. Hong Kong is no exception. Many have succeeded to go from zero to billions. A low paid and dissatisfied worker in a factory can quit and start his/her business. More than formal education, the willingness to work 16 hours a day and to think creatively and differently is all it takes.

SUGGESTED READING

1. Samuel Huntington, "Political Order in Changing Societies" Yale U Press 1969
2. Vladimir Lenin "What is to be done?" 1902
3. Ayn Rand "Atlas Shrugged." 1957
4. Friedrich Nietzsche "Thus Spoke Zarathustra" 1883.
5. Emile Durkheim, "Suicide", 1897
6. David Ricardo "On the Principles of Political Economy and Taxation" 1817