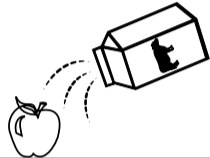




今時今日，學業與事業已無必然次序，在學的不斷尋找工作機會，就業的又不斷忙於進修。廿一歲的喬布斯在自家車房砌造出世界最早的商業化個人電腦，成立蘋果公司的軼事，是顛覆次序的經典。

想創業的學生不可能都是喬布斯，但年輕人的夢想和雄心畢竟值得支持鼓勵。在寸金尺土的香港，一個媲美車房的空間是最實際不過的，再加上技術和行政支援，創意氛圍的營造，可說是幾近完美的組合——中大做到了。本期給讀者介紹促進創業的Pi Centre，還有二年級生曾家俊的現身說法。

創業向來成少敗多，然而人生是一場長途旅行，實在無須執着目的地的景觀而錯過了沿途風景。張艾嘉在10月底的一場講座裏，與大家分享她怎樣把失敗當作牛奶喝進肚子裏，汲取養分。



In this day and age, work and study no longer follow a fixed order. Students seek employment opportunities, while those in the workforce look to further their studies. Steve Jobs famously subverted the study-work order when he built the world's first commercial PC in his home garage at 21, before going on to found Apple.

Not all students wishing to start their own companies are Steve Jobs, but their dreams and ambitions are still worth supporting. In Hong Kong, where land is scarce, a space of a size comparable to Jobs's garage, technical and administrative support, and a creative atmosphere are a dream combination for such students, a combination that has materialized at the Chinese University. This issue will introduce the Pi Centre (Pre-incubation Centre) and student entrepreneur Tsang Ka-chun will share his experience.

Failures may outnumber successes along the entrepreneurial path, but life's journey has many other scenarios in store. In a talk in late October, actress and film director Sylvia Chang talked about how she gulped down failure like a glass of milk.



Photo by ISO staff

計算機科學學生曾家俊的創業路 (頁8)
Tsang Ka-chun Tab on student entrepreneurship (p.8)



文壇巨擘的藝術人生 Arts and Life of a Literary Master

10月31日下午，逾八百位中、大學生和公眾人士擠滿大學圖書館進學園，不只為了一睹諾貝爾文學獎得主高行健博士的風采，更重要的是聆聽他的「藝術與人生」。

In the afternoon of 31 October, the Learning Garden of the University Library was packed with over 800 secondary and university students, and members of the public who came not only to see Dr. Gao Xingjian, Nobel Laureate in Literature, but also listen to his lecture on 'Arts and Life'.

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學生創業新基地

New Student Entrepreneurial Initiatives at CUHK

「學生創業」通常令人聯想起一群二十出頭的大學生，窩在宿舍通宵達旦測試雛形產品的畫面，正如喬布斯、蓋茨、佩奇、布林、朱克伯格等傳奇人物，他們撼動世界的創意正是在大學時期萌發的。然而在中大，學生創業卻在以別的方式發生。

中大副校長（研究）張妙清教授最清楚不過。她在此所植根於中國文化的學府工作超過三十載。同事戲稱她是「創業家」，因為張教授在校園內外成立了大大小小的研究中心、課程、非牟利協會和公共團體。她解釋道：「不一定要自己開公司才算是創業家。創業精神是關乎創新與變通，是關乎善用有限資源，抓緊機會，創造有影響力的新東西。創業精神不應受限於工作的場所或環境，而是關乎工作者的思維和態度。」

所以當沈祖堯校長提議，在校園設立創業育成中心時，張教授首先研究了其他知名學府怎樣支援學生創業，進而開始和各方協商。張教授回憶道：「最後我們達成共識，建立『前期育成中心』（Pre-incubation Centre，簡稱Pi Centre），讓學生培養創業思維，學習成為創業家。」

創業育成中心的概念並非憑空而生的。學生創新與創業促進委員會主席黃錦輝教授說：「中大每年都主辦、參與各種本地和國際的學生創新與創業活動，大部分是以競賽形式在香港、內地和美國舉行。我們感受到青年創意的急速發展，相信是時候闢出專用空間，持續供學生使用，把創意轉化為事業。」

Pi Centre的成立最終在2013年底敲定，2014年2月起運作至今。首輪招募吸引了二十二隊學生申請，由校外的業界顧問組成評審團，從中挑選出九隊。2014年9月進行第二輪招募，二十隊申請，七隊獲選。入選團隊獲配位於何東夫人堂的工作間，這個地方配套齊全，有一位全職員工支援行政，一位資深顧問擔任導師，利於學生安心孕育新意，專注規劃。直至今日，首批申請隊伍當中已有部分發展成熟，足以脫離Pi Centre，其中一隊正準備搬進香港科技園自立門戶。

Pi Centre 由創業研究中心管理，區玉輝教授是中心主任。「多年來我們發展過許多項目和活動，幫助學生、教授和校友結識香港資深的創業家和投資者。」區教授說，「但一直欠缺的是個固定地方，讓大家在定期活動上碰面，或順道經過看一看。現在有了Pi Centre，終於有地方讓參加者塑造一種共享、

開放、互利的文化。希望參加者可以感受到，Pi Centre是個啟發靈感、資源充足、可以遇到各種聰明才智的人，友善交流的地方，而會期待一次又一次回來。」Pi Centre定期舉辦工作坊和活動，有時安排在晚上，以方便校外的企業家和演講者參與，分享經驗。

中大的學生創業態勢在上月再有突破，學生和教授可申請名為「大學科技初創企業資助計劃」的新資助，以建立自己的公司。這個每年四百萬元的資助由香港創新科技署提供，中大研究及知識轉移服務處管理。中大顧問評審團選出的每間公司，每年可獲高達五十萬元補助，並長達三年之久。研究及知識轉移服

務處副處長蔡錦昌博士強調新資助的重要：「初創公司即使有偉大的產品創意，往往未及吸引到投資商注資便已胎死腹中。有了創新科技署的新資助，這些公司就能堅持下去，向投資者證明，自己產品的可行性和切合市場需求。」

初創企業的成功率低，而多數成功企業家都是從失敗中磨礪技巧，豐富知識的。Pi Centre和大學科技初創企業資助計劃為學生創業提供有形的推動力，但更重要的是學生在轉化意念成行動的過程中，獲取創業經驗。正是走過高高低低，學生才學懂面對失敗、鍥而不捨、解決衝突，以及最重要的，認識自我。



左起：副校長張妙清教授、沈祖堯校長、香港科技園副總裁楊德斌先生、中大創業研究中心項目總監蔡明都先生及匯友資本始創合夥人胡景邵先生為Pi Centre主持開幕禮

From left: Prof. Fanny M.C. Cheung, Pro-Vice-Chancellor; Prof. Joseph J.Y. Sung, Vice-Chancellor; Mr. Allen Yeung, vice president, Hong Kong Science and Technology Parks; Mr. Mingles Tsoi, project director, Centre for Entrepreneurship, CUHK; and Mr. Kelvin Wu, principal partner, AID Partners Capital Limited; hosting the opening ceremony of the CUHK Pre-incubation Centre

To many, 'student entrepreneurship' conjures up an image of a bunch of 20-year-old students staying up late in a dorm room testing out their makeshift products—just as how the legendary **Steve Jobs, Bill Gates, Larry Page, Sergey Brin, Mark Zuckerberg** and the like came up with world-shaking ideas when they were students. However, at CUHK, student entrepreneurship may take different forms.

Prof. **Fanny M.C. Cheung**, Pro-Vice-Chancellor (Research) at CUHK, knows it well. She has been working at CUHK, a public institution richly steeped in Chinese heritage, for more than 30 years. Her colleagues would brand her an 'entrepreneur' because of the many research centres, programmes, non-profit associations and public bodies that she has founded inside and outside campus. 'You don't need to start your own business to become an entrepreneur', she explained. 'Entrepreneurship is about creativity and flexibility; it's about seizing an opportunity with whatever little resource you have to create a new entity with an impact. Entrepreneurship is not tied to the setting of a workplace; it is related to the mindset and attitude of the workers.'

So when Prof. **Joseph J.Y. Sung**, Vice-Chancellor of CUHK, suggested to set up a startup incubator on campus, Professor Cheung studied how other world-class universities support student entrepreneurship before she started discussing with the stakeholders. Professor Cheung recalled, 'We arrived at the idea of a Pre-incubation Centre (Pi Centre) for our students to acquire entrepreneurial thinking and how to become entrepreneurs.'

The concept of an incubator for student entrepreneurship did not just come out of the blue. 'CUHK has been hosting and participating in a number of local and international student innovation and entrepreneurship events every year,' explained Prof. **Wong Kam-fai**, chairman of the Committee of Advancement of Student Entrepreneurship and Innovation. 'Many of these events are in the form of competitions held in Hong Kong, the mainland and the

US. We have felt a rapid growth in student innovation and believed that it was the right time to have a dedicated space for students to turn their creativity into ventures on an ongoing basis.'

The establishment of the Pi Centre was finally decided in late 2013 and it has been in operation since February 2014. The first call for application attracted 22 teams of students, among which nine teams were selected by a panel of external industry advisers. The second call for application in September 2014 attracted 20 teams, and seven teams were selected. The admitted teams are provided with a stimulating and a well-equipped workspace in the Lady Ho Tung Hall supported by a full-time staff member, and mentored by an experienced consultant. To date, a few teams from the first call for application have developed well enough to exit the Pi Centre, and one of them is ready to move to the Hong Kong Science and Technology Parks to start a business.

The Pi Centre is operated by the Centre for Entrepreneurship under the directorship of Prof. **Kevin Au**. 'For many years, we had developed many programmes and facilitated many activities for students, professors, and alumni to meet with experienced entrepreneurs and investors in Hong Kong,' Professor Au said. 'What had been missing was a dedicated place where people could meet for regular events or just stopped by to check things out. Now, with the Pi Centre, we finally have a place where participants can shape a culture—a culture of sharing, openness, and mutual benefits. We want participants to feel that the Pi Centre is inspiring, resourceful, and full of smart and friendly people, and they will look forward to coming back again and again.' The Pi Centre holds workshops and events regularly, sometimes in the evening, to make it easier for even entrepreneurs and speakers from outside CUHK to participate and share their experience.

Student entrepreneurship at CUHK reached another milestone last month when a new fund known as the 'Technology Start-up Support Scheme for Universities' (TSSSU) was made available to CUHK students and professors to start their own companies. This HK\$4 million annual fund, provided by the Innovation and Technology Commission (ITC) of the HKSAR Government, is

administered by CUHK's Office of Research and Knowledge Transfer Services (ORKTS). Each company selected by a CUHK advisory panel can receive a subsidy of up to HK\$500,000 per year for up to three years. Dr. **Tony Tsoi**, associate director of ORKTS, highlighted the significance of this new fund, 'Startup companies with great product ideas often fail prematurely before they attract funding from investors. With this new fund from ITC, these companies can hold on long enough to prove to investors the feasibility and market demand for their products.'

The success rate of startups is low, and most successful entrepreneurs hone their skills and knowledge by learning from failures. While student entrepreneurship is given a tangible push with the establishment of the Pi Centre and the TSSSU fund, what is really important to CUHK is the entrepreneurial experience that students can gain when developing their ideas into ventures. It is the experience of going through many ups and downs that students learn about handling failure, perseverance, conflict resolution and, most importantly, themselves. 📌



觀看Pi Centre錄像·請掃描QR碼或瀏覽以下網址：
To watch the video of Pi Centre, please scan the QR code or visit:
www.iso.cuhk.edu.hk/video/?nsl447-pi-centre



Letters to a Young Executive

Letter 4: The Rhyme and Reason of E-mails

6 November 2014

Dear K.,

In a previous letter I wrote about e-mails with scepticism. Well, I do not actually object so much to this new mode of communication as to the confusion with its predecessor in the hands of the careless and the unwitting. One must know when one is writing a letter or when one is writing an e-mail, and there are lessons to be drawn from the one on the other.

For a start, an extra piece of information or document is *enclosed* with a letter, but *attached* to an e-mail. Hack phrases such as 'I refer to...' and 'With reference to...' should be used with scruples in e-mails, as they are quickfire correspondences where the full text of the referred-to message often appears immediately below, and the full-text of the previous one further below, *ad infinitum*.

Another important difference is that a letter is addressed to and read by one. Maybe a few at times. An e-mail enjoys no such familiarity or anonymity. It can be addressed to many at the same time, and is usually forwarded to and read by many unintended readers in the nick of time. So write for those you have in mind, as well as those whom you have no way of knowing or anticipating! Consider that mission impossible.

You send a reply letter to one—to agree, to challenge, to cajole, whatever. But you can

'Reply to All' with an e-mail, to a spectrum of positions, dispositions and purposes all comfortably or uncomfortably squeezed into the balcony of your act. It is the one button that merits the greatest caution. You don't get to lick the envelope or the stamp. But should anything go wrong, you would be swallowing your spit.

Having said all this, the two media actually share more than that meets the eye. For one, *cc* (carbon copy) and *bcc* (blind carbon copy) are legacies from the epistolary to the electronic.

More than two centuries ago, Philip Dormer Stanhope (1694–1773), the fourth Earl of Chesterfield, gave some advice on letter-writing to his godson Philip Stanhope, later the fifth Earl of Chesterfield: 'Letters of business must be answered immediately...the subject is ready and only requires great clearness and perspicuity in treatment. There must be no prettynesses, no quaintnesses, no Antitheses, nor even wit.'

Quick response and crisp prose are the first two cardinal rules of e-mailing for Eric Schmidt, former CEO of Google. Schmidt advised acting quickly on e-mails, and not just to a few selected senders but to everyone. Even a short response like 'got it' is recommended. Once you are known for responding to e-mails quickly, your non- or delayed response, in individual cases, becomes a message in itself.

Schmidt is no fan of *prettynesses*, *quaintnesses*, *Antitheses*, or *wit*, either. He said, 'If you are describing a problem, define it clearly. Doing this



requires more time, not less. You have to write a draft then go through it and eliminate any words that aren't necessary.' Delete and retype—that's what the former Google man essentially says. And letter writers of all ages are no strangers to drafting, destroying the drafts, and drafting again. By the way, Schmidt offers a total of nine golden rules for e-mailing which can, of course, be googled.

Closure is always an art in letters. I have a soft spot for the parting words in eighteenth-century English familiar letters with which the writers reiterate and reaffirm their loyalty and/or affection for the recipients. I wish I had the same skill and sentiment, or that someone at the receiving end. No such finery for e-mails.

Your obliged friend I remain,

H.



了不起的失敗—— 張艾嘉談成功道上的 挫折

The Success of Failure: Sylvia Chang Shares Her Stories of Defeat on the Road to Victory

沒 有甚麼比聽成功的人談失敗更具吸引力。張艾嘉，一身光環，從演戲到唱歌，從編劇到導演都功成名遂，是個全能的電影人和成功女性的典範。一年多前答應來中大演講，思前想後，最後定下「失敗是成功的牛奶」為題目，在觀眾前自揭一身成就背後的一身傷疤。

張艾嘉四十年的從藝生涯是以演戲開始的。10月31日的信興藝文講座上，她放映了自己1974年初入行參演的電影片段。熒幕上一臉稚氣的她，時而尖叫着躲避反派的追逐，時而可憐巴巴地等待男主角的英雄救美。「那個時代香港幾乎全是武打片。女明星可以有的角色，只能是個花瓶。坐在片場等一天，到了最後半小時，喚你過去坐在中間，副導演舉起兩個拳頭：『來，左手是男主角，右手是被打的人，你在中間演不知所措！』」

拍了三部戲後，電影公司老闆有天跟她說：「真奇怪，你本人看上去還可以，但你上鏡實在不怎麼好看！」「我本來是個非常有信心的女孩子，但突然有人跟我講，我其實是一只不太漂亮的花瓶。」

那是張艾嘉面對的人生第一個打擊。「但我沒有把它當作失敗，只是把它當一杯牛奶，把它喝下去。」她走出錄影棚，走進配音間。為的不只是配音，更是研究演員的表演。

她發現當時所有對白都設計得肉麻造作，不是日常說的話。於是發展出自己一套方式，把對白說成發自內心的語言。「當機會再來臨時，我的功課已經做好了。」張艾嘉接到了《梅花》(1975)、《碧雲天》(1976)等好劇本，放膽用自己的方式演。「我每一次都用真眼淚。很多人演哭都是假哭，因為真哭不好看，鼻子會腫，嘴巴會變厚。我嘴巴已經蠻厚，再一哭就更厚了！」

張艾嘉決心，要把電影當作一生的事業。在七八十年代，女演員通常演到三十出頭，就必定結婚息影。為了讓事業得以延續，她決定自己為自己寫戲。

八十年代初，張艾嘉回台灣和一幫新浪潮導演雄心勃勃打算創文藝片新風，正當覺得前途一片光明之際，迎來的卻是人生第二次重創。

她為觀眾播放了一段當年策劃兼主演的《海灘的一天》(1983，導演為已故的楊德昌)。「這部戲可以和最近的票房冠軍《失蹤罪》比。也是懸疑片，也講夫妻的不信任和現代婚姻的問題。我那個年代已經在拍這樣的故事。很可惜，台灣的發行商絲毫不珍惜，還說，張艾嘉專門拍不賣錢的戲，專門給自己朋友開戲，開觀眾不看的戲……。我很痛心，決定辭職。」

張艾嘉再次放下身段，捲起袖子重新開始。「我靜下心來，開始專心寫《最愛》(1986)的劇本。從那時起，我的生命裏再也沒有成功和失敗兩個詞，只有好好把該做的做好，僅此而已。」

講座上放映的第三段影片，是她的新片《念念》(2014)。「其實不允許放的，可我請求片商，希望讓今天的朋友看到我又一次轉變。他們答應了。」她的眼睛笑成了月牙兒，俏皮的說。

從1974年的《黃面老虎》到2014年的《念念》，觀眾不僅看到了張艾嘉的蛻變，更看到了電影在語言、節奏、畫面、拍攝手法的發展。拍電影是用視聽講故事的藝術。眼前的張艾嘉用自己的過去，成功地說着關於失敗的故事。

There is nothing more instructive than listening to the stories of failure of celebrities. In a career that spans acting and singing, script-writing and directing, **Sylvia Chang** is a paragon of a movie-maker and a woman. Chang came to CUHK on 31 October to deliver a Shun Hing Lecture on Arts and Humanities entitled 'Failure is the Nutrient of Success'.

Chang started out in the early 1970s in the traditional female role of screaming and waiting for her hero to appear, which can be seen in the first clip she brought to the lecture. 'At that time Hong Kong cinema was dominated by *kung fu* films and an actress's role was not much. We waited for a whole day only to be told by the director to sit between two men, one being the male star, and go berserk when one starting to hit the other.'

After her first three films, the investor said to her one day, 'You do look OK in person, but strangely less so on film.' Chang used to be a young woman with some measure of self-confidence. Upon hearing that she was brought down from heaven. 'But I treated it like a glass of milk. I swallowed it,' Chang said.

She went into the dubbing studio not to learn dubbing but about how people acted. She discovered that what the actors were made to say in films was not what ordinary people said in real life. She then developed her own method of saying her lines with the most apposite words from her heart. 'When the next opportunity presented itself, I was ready,' Chang recalled with some satisfaction.

Her next opportunities were famous films such as *Victory* (1975) and *Posterity and Perplexities* (1976) in which she cried authentic tears. 'Most actors don't cry for real for fear of messing up their noses and lips. My lips are thick already. A real cry would make them even thicker.'

Chang's next challenge was not writing her marriage vows but writing for the screen. She returned to Taiwan in the early 1980s and became part of Taiwan's New Wave Cinema, unwittingly her second failure.

She showed a clip from *That Day, on the Beach* (1983), a classic by the late **Edward Yang** that preceded the recent blockbuster *Gone Girl* by three decades in its depiction of the alienation and violence of modern couples. Her avant-gardism was, however, treated by distributors with sarcasm and she was branded as hopelessly artsy without regard for the audience or the box office. Chang was distraught and decided to quit.

Chang said, 'After cooling off a little, I began writing again. This time it's the screenplay for *Passion* (1986). I gave it all. Since then, success or failure did not mean anything to me anymore.'

The third clip she showed at the lecture was from her new film *Calling All Angels*. Her smugly childlike smile betrayed her fondness for this latest baby.

From *Slaughter in San Francisco* (1974) to *Calling All Angels* (2014), the audience have been witness to how Sylvia Chang has developed in terms of film language, tempo, composition and mise-en-scène. Film is a storytelling art through audio-visual means. Sylvia Chang at the Shun Hing Lecture told her story successfully through her past failures. 📺



張艾嘉1974年《黃面老虎》中的角色
Sylvia Chang in *Slaughter in San Francisco* (1974)

預測兒童數學成績 Predicting Children's Math Achievement



美國密蘇里大學校董會榮譽教授兼傑佛遜心理學及跨領域神經科學講座教授大衛·格爾瑞教授應聯合書院之邀，擔任本年度的「到訪傑出學人」，於10月22至28日到訪書院及作專題講座。

格爾瑞教授為傑出的認知發展和進化心理學家，主要研究興趣包括數學學習和性別差異。他以「數學成績和成績增長的早期預測」為題主講，簡介關於幼稚園至九年級，以及學前班至一年級學童的數學學習及學習障礙風險的研究，並探討以幼兒學前的知識量化指標，預測他們的一年級數學成績。格爾瑞教授亦主講了「特質易感性的進化」，兩個講座的錄像將稍後上載於iTunes U。

Prof. David C. Geary, Curators' Professor and Thomas Jefferson Professor of Psychology and Interdisciplinary Neuroscience, University of Missouri, US, was invited to visit United College from 22 to 28 October, as the College's Distinguished Visiting Scholar in 2014-15.

Professor Geary is a notable cognitive developmental and evolutionary psychologist with interests in mathematical learning and sex differences. In the lecture, 'Early Predictors of Mathematics Achievement and Achievement Growth', he talked about the studies which include kindergarten to ninth grade and preschool to first grade longitudinal investigations of the cognitive underpinnings of children's mathematical learning and risk of learning disability. Professor Geary also covered the study to determine the preschool quantitative knowledge that predicts first-grade numeral knowledge. He gave another lecture on 'Evolution of Trait Vulnerability'. The lecture recordings will be uploaded to iTunes U later.

深圳研究院李偉波樓命名 Naming Ceremony of Li Wei Bo Building CUHK Shenzhen Research Institute



為銘謝萬利加集團主席兼總裁李偉波博士多年來鼎力支持中大發展，並捐資三千萬港元，令深圳研究院大樓順利建成，大學特命名該大樓為「香港中文大學深圳研究院李偉波樓」，並於10月23日舉行命名典禮。

典禮由（右起）李博士、沈祖堯校長和常務副校長及深圳研究院署理院長華雲生教授主禮，出席嘉賓逾三百人，包括政府及學界人士、公益機構代表等。

中大深圳研究院李偉波樓位於南山虛擬科技園，2011年啟用，建築面積二萬五千平方米，樓高九層，具備完善的配套設施，供培訓、研究及科技轉移之用。

In appreciation of the long-term support and generous donation of HK\$30 million made by Dr. Li Weibo, chairman and CEO of Glory Harvest Group and honorary chairman of Li Weibo Charitable Foundation, CUHK named its Shenzhen Research Institute main building Li Wei Bo Building.

Officiated by (from right) Dr. Li, Prof. Joseph J.Y. Sung, Vice-Chancellor, and Prof. Benjamin W. Wah, Provost and acting director of CUHK's Shenzhen Research Institute, the naming ceremony was held on 23 October. Over 300 guests from the government, institutions and charity organizations attended the event.

Opened in 2011, the Li Wei Bo Building, CUHK Shenzhen Research Institute is located in Virtual University Park in the Nanshan District of Shenzhen. The nine-storey building, with a gross floor area of 25,000 sq. m., is equipped with comprehensive facilities for training, research and technology transfer.

周大福慈善基金支持公共衛生培訓 Chow Tai Fook Charity Foundation Supports Public Health Trainer Project

大學承蒙周大福慈善基金的支持，慷慨捐贈一百萬港元予CCOUC災害與人道救援研究所，與無止橋慈善基金合作開展「中國農村公共衛生培訓者培訓計劃」。

支票捐贈儀式於10月17日舉行，由周大福慈善基金理事長鄭家成先生（前排右三）、中大醫學院院長陳家亮教授（前排左三），以及CCOUC災害與人道救援研究所所長陳英凝教授（前排左四）主禮。周大福慈善基金理事古堂發先生（前排右二）及無止橋慈善基金行政總幹事周嘉旺女士（前排右一）亦應邀出席見證儀式。

CCOUC將以專業和規範的培訓，裝備無止橋計劃的參加者走進中國偏遠農村地區，進行公共衛生及防災減災工作，並培訓當地人員。計劃預計為期兩年，期望能提升偏遠貧困社區的公共衛生和防災水準。

Chow Tai Fook Charity Foundation has recently donated HK\$1 million in support of the 'Public Health Train-the-Trainer Project in China's Rural Communities' initiated by the Collaborating Centre for Oxford University and CUHK for Disaster and Medical Humanitarian Response (CCOUC).



Officiated by Mr. Peter Cheng (3rd right, front row), chairman of the foundation; Prof. Francis K.L. Chan (3rd left, front row), Dean of Medicine, CUHK; and Prof. Emily Chan (4th left, front row), director of CCOUC, a cheque presentation ceremony was held on 17 October. Also in attendance were Mr. Koo Tong-fat (2nd right, front row), director of the foundation, and Ms. Sharon Chow (1st right, front row), CEO of Wu Zhi Qiao (Bridge to China) Charitable Foundation.

With the donation from the foundation, CCOUC will provide professional and systematic training programmes to participants of the Wu Zhi Qiao project. The Public Health Train-the-Trainer Project, which is expected to last two years, aims to promote public health and effective disaster prevention measures in remote villages and communities in mainland China.



中大對通識教育的重視，追本溯源，可上至三所成員書院尚未合併的時期。崇基學院甫於1951年創校即開設「人生哲學」一科，主要課題由何明華會督主講。四年的課程，引導學生從中國與西方、科學、歷史及宗教等角度探討人性及人生意義等問題。崇基學院的「人生哲學」、新亞書院的「中國通史」及聯合書院的通才教育課程，均鼓勵學生接觸本科以外的知識，擴闊視野，是為日後中大通識教育的濫觴。

鳴謝崇基學院借出由李兆強先生和謝扶雅先生翻譯的一年級「人生哲學」課本，現於大學展覽廳展出。

The tradition of CUHK's general education can be traced to its three founding Colleges. In 1951, when Chung Chi College was established, its founders launched the programme, 'Philosophy of Life'. Bishop R.O. Hall was invited to be the keynote speaker. Throughout their four-year undergraduate studies in the College, students had to take a series of courses in which they explored and discussed life from various perspectives, including Chinese and Western, scientific and historical, and Christian. Chung Chi's course on 'Philosophy of Life', New Asia's 'General History of China', and United's general education programme ushered in general education of the Chinese University.

The Year 1 Textbook *Philosophy of Life*, translated by Mr. Lee Shiu-keung and Mr. N.Z. Zia, is now on display in the University Gallery, courtesy of Chung Chi College.



到任同仁 Newly Onboard

Information in this section can only be accessed with **CWEM password**.

若要瀏覽本部分的資料，
請須輸入**中大校園電子郵件密碼**。

新任/續任校董

New/Reappointed Council Members

下列人士依據大學條例規程11第1(e)段、第4段及第5段規定選出，出任/續任大學校董，任期均為三年：

- 殷巧兒女士獲聯合書院校董會選出，接替在2014年7月31日停止出任大學校董的葉元章先生，由2014年8月25日起生效；及
- 范思浩先生獲逸夫書院校董會再度選出，續任大學校董，由2014年9月10日起生效。

陳志新博士獲校友評議會再度選出，依據大學條例規程11第1(n)段、第4段及第5段規定，以校友評議會主席身份出任大學校董，任期三年，由2014年9月1日起生效。

The following persons have been elected/re-elected, in accordance with Statute 11.1(e), 11.4 and 11.5 of the Ordinance, as members of the Council for a period of three years:

- Ms. Lina H.Y. Yan has been elected by the Board of Trustees of United College, succeeding Mr. Anthony Y.C. Yeh, with effect from 25 August 2014; and
- Mr. Hamen S.H. Fan has been re-elected by the Board of Trustees of Shaw College, with effect from 10 September 2014.

Dr. Chan Chi-sun has been re-elected by the Convocation, in accordance with Statute 11.1(n), 11.4 and 11.5 of the Ordinance, as a member of the Council for a period of three years from 1 September 2014, by virtue of his capacity as chairman of the Convocation.

榮休教授

Emeritus Professor

教育行政與政策學系客座教授及前教育行政與政策學系教授鍾宇平教授獲頒榮休教授名銜，由2014年10月24日起生效。

Prof. Chung Yue-ping, adjunct professor in the Department of Educational Administration and Policy and formerly professor in the department, has been awarded the title of Emeritus Professor, with effect from 24 October 2014.



殷巧兒女士
Ms. Lina H.Y. Yan



鍾宇平教授
Prof. Chung Yue-ping

支援籌辦校內國際會議

Support for Hosting International Conferences at CUHK

學術交流處新成立了一支國際活動隊伍，協助教研單位籌辦校內的國際會議，服務範圍包括撰寫會議計劃書、住宿及餐飲安排、預訂場地、設置會議登記系統、設計及製作宣傳產品，以及現場支援。主辦單位須支付有關服務的基本費用，而會議帶來的所有收入則歸該單位。為鼓勵教研單位使用服務，凡成功申請並於2015年8月31日前舉辦的國際會議，可享半價優惠。詳情請瀏覽 www.oal.cuhk.edu.hk/intevents。

A new International Events Team has been set up at the Office of Academic Links to offer administrative support to academic and research units hosting international conferences. The new team provides hassle-free and professional event management services, ranging from conference proposal writing, accommodation and catering arrangement, venue booking, to the setting up of a registration system, design and production of promotional materials, and on-site support. A nominal service fee will be charged for the services provided, while all income generated from the conferences will be retained by the host units. To encourage use of the service, a special 50% discount is offered to successful subscribers to the service for events held on or before 31 August 2015. For details please visit www.oal.cuhk.edu.hk/intevents.

平安夜及新年除夕之辦公安排

Staffing Arrangements on University Holidays on Christmas Eve and New Year Eves

根據大學關於平安夜及新年除夕等大學假日辦公之安排，所有部門於2014年12月24日、31日，以及2015年2月18日上午須留有職員值班。當值之(乙)或(丙)類服務條例職員可獲補假半天。

保健處、大學圖書館系統、資訊科技服務處之電算機操作組、保安處、交通處、物業管理處等部門須留駐足夠人手，以維持基本服務。

The following staffing arrangements for the University holidays on Christmas Eve and New Year Eves will apply on 24 and 31 December 2014, and 18 February 2015, respectively. Departments/units should arrange for skeleton staff to be on duty on these mornings to handle urgent matters and enquiries. Offices will be closed in the afternoon. Skeleton staff (Terms [B] or [C]) on duty on each morning will be given compensation off of half a day.

For essential service units such as the University Health Service, the University Library System, the operations team of the Information Technology Services Centre, the Security Office, the Transport Office, and the Estates Management Office, adequate workforce should remain on duty to provide basic services.

第七十七屆大會典禮特別安排

Arrangement for the Seventy-seventh Congregation

第七十七屆大會(頒授學位典禮)將於12月4日(星期四)上午10時正在邵逸夫堂舉行，由大學校董會主席鄭海泉博士主持頒授榮譽博士及博士學位。

The Seventy-seventh Congregation for the Conferment of Degrees will be held at 10 am on 4 December at the Sir Run Run Shaw Hall. Dr. Vincent H.C. Cheng, Chairman of the Council, will confer honorary and doctoral degrees.

上課安排 Classes as Usual	典禮當日照常上課。 Classes will be held as scheduled on 4 December.
泊車安排 Parking	12月4日典禮當日，邵逸夫堂對面之停車場、新亞路及中央道車位，皆保留予嘉賓及公務車輛專用。 Parking space opposite to the Sir Run Shaw Hall and on New Asia Road and Central Avenue will be reserved for guests with special parking labels on 4 December.

職員審議事宜

Annual Staff Review

大學已函請各學系及部門主管，就2015年度職員審議有關(甲)、(乙)及(丙)類服務條款非教學僱員之退休、延任、擢升及由定期合約轉為長期聘用事宜提出意見。有關意見或提名須於2015年1月9日或以前，經部門送交人事處轉呈有關委員會考慮。

The University has invited department chairmen/unit heads to make recommendations concerning the retirement, extension of service, promotion and conversion from fixed-term contract to continuous appointment for non-teaching staff members on Terms of Service (A)/(B)/(C) for the 2015 staff review exercise. Recommendations from the departments/units should be submitted to the Personnel Office on or before 9 January 2015, for further referral to the relevant University Committee(s) for consideration.

校友日

Alumni Homecoming

2014中大校友日將於11月29日(星期六)上午11時至下午5時在校園舉行，節目豐富，包括旅遊、保健按摩、眼疾防治及創業等講座，大學展覽廳、大學圖書館、文物館、中草藥園及賽馬會氣候變化博物館主題參觀，以及百萬大道嘉年華會、遊戲攤位、街頭魔術和兒童歡笑樂園。

The 2014 CUHK Alumni Homecoming will be held from 11 am to 5 pm, on 29 November (Saturday). Highlights will include talks on travel tips, Chinese medicine massaging, common eye diseases, and entrepreneurship; thematic visits to University Gallery, University Library, Art Museum, Chinese Herbal Garden and Jockey Club Museum of Climate Change; and carnival, game booths, street magic performances, and Children's Merry Land.

校友日網址 Website: www.alumni.cuhk.edu.hk/homecoming/

校友日臉書專頁 Facebook page: www.alumni.cuhk.edu.hk/facebook

新書出版

New Publication

為慶祝大學成立五十周年，香港中文大學圖書館去年與文物圖書館合辦珍藏展，並輯錄同名紀念集《書海驪珠：香港中文大學圖書館珍藏專輯》。《專輯》收錄圖書館珍藏一百二十種，有商朝甲骨、中西文古籍善本、中國名家書畫、手稿及信札。

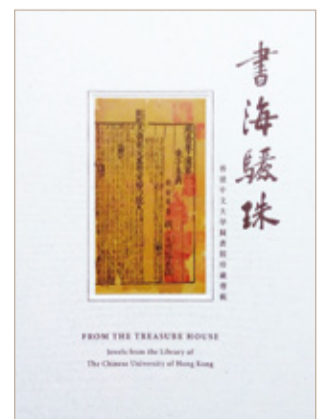
The Chinese University of Hong Kong Library has recently published the *From the Treasure House: Jewels from the Library of The Chinese University of Hong Kong*, a commemorative volume to celebrate the University's 50th anniversary with a joint exhibition held with the Art Museum in 2013. This special volume features 120 selected titles and rare items from the Library's collections. The treasures include Oracle bones of Shang dynasty, Chinese and English rare books, Chinese calligraphy and paintings, manuscripts and letters of renowned scholars.

訂購及查閱詳情，請瀏覽：

For details, please visit:

圖書館網上書店 Library eShop: <http://eshop.lib.cuhk.edu.hk/eshop/>

大學出版社 Chinese University Press: <https://www.chineseupress.com/>



曾家俊

計算機科學理學士課程二年級

Tsang Ka-chun Tab

Year 2, Bachelor of Science Programme in Computer Science

在Pi Centre支援下，開設C4Cat公司，開發手機遊戲程式，首個遊戲《Dynamix》於10月30日在Google Play上架，旋即登上銷售榜次席。

With the support of the Pi Centre, Tsang Ka-chun founded his mobile phone game company, 'C4Cat'. *Dynamix*, the company's first game, was on sale in Google Play on 30 October and soon came out second on the sales list.

你有多少年「機齡」了？

約有九年，在我們的團隊來說，差不多是資歷最淺的了。

是甚麼觸發起創業的念頭？

因家境關係，沒有餘錢購買玩具，所以，我自小愛DIY，利用現成物品製成玩具。後來電子遊戲流行，由於牽涉程式設計、繪畫插圖等多種技能，要DIY，便得自學相關知識。我第一個自行設計的電子遊戲，是由計算機改裝而來的。

學習設計電子遊戲期間，認識了一些年輕人，他們有意投身創意行業，卻難以入行，造成這行的青黃不接。電子遊戲是創意產業，我希望盡個人的能力，恢復投資者的信心，增加投資，扶植行業。

前年《龍族拼圖》手機遊戲推出，大受歡迎，利潤可觀。我窺準手機遊戲不像傳統電子遊戲要依靠發行商和實體商店銷售，便決心創業。

公司由哪些人組成？怎樣聚到一起的？

連我在內共有全職和兼職員工各五人，部分是中學和中大專業進修學院高級文憑課程的同學，其餘的是打機朋友和電子遊戲機迷會成員，全部經我嚴選，因為大家都對設計電子遊戲充滿熱誠，才能攜手合作。

為甚麼選擇開發音樂遊戲？

本來我們打算開發大型的遊戲，但因技術和資源所限，唯有先從中型遊戲着手，並同時測試我們團隊的合作，學習宣傳和發行。音樂遊戲在競爭激烈的市場較易立足，因為玩家會同時玩幾種音樂遊戲。此外，香港有不少有潛質的作曲家，遊戲平台可為他們提供多一個發表渠道，支持本地創作。

創業有甚麼血淚？

最大的挫折來自父母，他們不看好我的決定，還跟我說：「世上能有多少個喬布斯？」現在公司有業績，他們才認同。

打算怎樣發展這門「事業」？

設計《Dynamix》首要是先吸引更多玩家下載，日後會繼續更新，也會開發其他利潤較高的遊戲。

Pi Centre給了你甚麼支援？

最重要是提供了辦公室，讓我們可以集中一起工作。其次，又教授創業知識，好像怎樣開設公司、進行商業登記。在Pi Centre的創業團隊的協助下，公司得以進駐香港科技園。

怎樣分配學習和工作時間？

現時學習和工作時間分配是三比七，由於兩者處理的範圍相近，工作時已先行把原應學習的應用出來，故溫習需時不多。不過，也有遇上狼狽的情況，像10月底要正式推出遊戲，忙得不可開交，碰巧又是期中試，其中一天要連續考兩科，只好用一半時間完成第一個考試，利用餘下時間溫習下一科。暫時仍可兼顧。

有生過輟學專心創業的念頭嗎？

我已為公司定下一個盈利目標，一旦達標，會審慎考慮退學。



畢業後有甚麼計劃？

畢業後會全力投入創意行業，也希望可以舉辦講座或工作坊，與有志入行的人分享心得。

有甚麼經驗想與有志創業的同輩分享？

我認為先要清楚自己的理念是甚麼，並保持正向心態，技術方面總有解決方法。我推薦學生創業，反正沒有經濟負擔，不妨放手一搏。

How long have you been playing electronic games?

I have been playing for nine years. That makes me a junior player in our team.

What triggered you to start a business?

My family did not have any spare money for me to spend on toys. I developed my interest in making my own toys with available materials. As electronic games grew popular, I started to learn skills such as programming and drawing illustrations in order to make my own games. I designed my first electronic game by making alterations to a calculator.

During the process of learning, I got to know some young people. They wanted to join the creative industry but it was very difficult, resulting in a shortage of manpower in the field. Electronic games is a part of the creative industry. I hope to contribute in my own way and regain the confidence and support of investors.

Launched in 2012, the mobile phone game, *Puzzle and Dragons*, received overwhelming response and made great profit. Having observed that mobile phone games do not need wholesalers and physical shops, unlike traditional electronic games, I decided to go into the business.

What is the composition of your staff? How did you come to form a team?

My company has five full-time staff and five part-timers, including myself. Some of them were classmates from secondary school and a higher diploma course at CUHK's School of Continuing and Professional Studies. The rest of them are gamer friends and members from electronic games clubs. I selected them based on their passion in designing games which is critical for team work.

Why music games?

We planned to design a massive electronic game at the beginning. Due to technical and resource limitations, we modified it to a medium-sized game. It was also a good opportunity to test our ability to cooperate and hone our skills in advertising and wholesale. Players tend to play different music games at the same time. It is easier for us to get a share in the highly competitive market. Moreover, Hong Kong has many potential composers,

for whom our games will provide a platform to release their work. It's a way to support local creativity.

Any frustration encountered?

The greatest frustration came from my parents who disapproved of my decision. They said, 'How many **Steve Jobs** can there be?' Now, with the performance of the company as evidence, they are more accepting of my choice.

How will you develop your business?

Dynamix is designed with the goal of attracting as many players as possible. We will keep modifying it. In addition, games targeted at higher profits will be designed.

What support have you received from the Pi Centre?

The centre provides office space for us to work together. We also received knowledge about entrepreneurship, including how to start a company and business registration. The Pi team helps us to move to the Hong Kong Science and Technology Parks.

How do you divide your time between work and study?

The ratio of time spent on study and on work is 3:7. My work often allows me to apply knowledge before actually learning it in the classroom, so I don't have to spend too much time for revision. But there were challenges too. The launch date of *Dynamix* coincided with my mid-term exams. I even had two exams on the same day. As I didn't have enough time to study for both, I finished the first exam in half the time allocated and used the remaining time to prepare for the following exam. But so far I am handling work and studies quite well.

Have you thought of dropping out of university to focus on your enterprise?

I have set a profit target for my company. Once that target is reached, I will seriously consider giving up school.

What is your plan after graduation?

I will fully engage in the creative industry. I hope to host lectures or workshops to share my experience with those who plan to join the business.

Do you have a few words of advice for peers looking to have their own start-ups?

They should be clear about what they want to do. They should be positive—there are always ways to solve technical problems. Students have nothing to lose and no financial burden. Why not be more aggressive? 📷



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