

理大開課程育品酒碩士

香港文匯報訊（記者 馮晉研）懂得品酒，可以體現一個人的生活品味，如果有系統地學習箇中的知識，甚至可以成為專家，將之發展為事業。理工大學酒店及旅遊業管理學院昨日宣布，新學年將開辦國際葡萄酒管理理學碩士課程，學費約17萬元，首年目標招生30人。學院副院長及課程主任宋海岩表示，本港業界只有9.8%從業員具有與葡萄酒相關的專業資格，未能滿足業界和市場的人才需求，故開辦亞太地區首個集中以紅酒為教學內容的碩士課程，冀培育更多專才。

據了解，2013年亞洲紅酒銷售金額高達700億美元，業界預計每年將有8.3%的增長，而內地的葡萄酒市場亦迅速增長，同年的紅酒入口量達45億公升。宋海岩指，本港作為內地的重要紅酒業樞紐和進口來源地，目前相關人才供應未能滿足龐大的市場需要。

月底接受申請 擬取錄30人

他引述2013年在本地進行的研究指，本港紅酒業本有57.2%全職從業員擔任管理與督導階層的職位，但整體只有5.2%從業員具有與葡萄酒相關的專業資格，即使到去年有關比例已提升至9.8%，但人才仍供不應求，故理大決定開辦課程培育專才。

理大酒店及旅遊業管理學院院長、講座教授、郭炳湘基金國際酒店服務業管理教授田桂成介紹，課程將於2015/16學年開辦，2月底開始接受申請，目標取錄30名學生。學生可以全職或兼讀的方式修讀，年期由一年半至六年不等，學費約為17萬元。

有機會到法國產地考察

課程共有31個學分，除了必修的紅酒市場和管理等知識外，還包括選修的實習課和海外研究考察。學院的專業應用（酒類）教授及首位亞裔葡萄酒大師李志延表示，學生有機會到法國勃艮第和波爾多等紅酒生產地，了解行業前線的最新情況，累積經驗擴闊眼界。至於實習期，最長約為6個月，學生可以按興趣選擇紅酒相關的行業，例如紅酒教育、貿易、管理和製酒等方面。

理大昨日舉行課程講座，吸引了數十名有興趣者參與品酒，其中包括現時在某集團擔任品酒師的黃小姐。黃小姐指，兒時透過父親開始接觸品酒，於瑞士修讀酒店管理學位課程時，老師向其介紹酒的文化激發起她的興趣，後來她又向客人分享品酒樂趣，令對方也愛上品酒，這令她大有成功感，故打算向葡萄酒專業發展。她又指，紅酒的世界很大，有興趣報讀上述理大的課程深造，如有機會實習，希望到意大利、法國、西班牙的酒莊了解其運作。

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理大亞太首辦 葡萄酒碩士課程 酒莊實習 訓練專才

國際葡萄酒市場蓬勃，香港為重要發展樞紐，理工大學下學年開辦亞太區首個國際葡萄酒管理理學碩士課程。課程主任宋海岩指，課程教授內地及全球市場發展趨勢及消費文化等，滿足行內對葡萄酒專才需求，提供高等及專業資歷認可。報讀學生須具至少一年酒店、旅遊或與酒類相關工作經驗，學費逾十七萬元，課程提供酒莊實習。記者 林可欣

理大酒店及旅遊業管理學院明年九月開辦自資的國際葡萄酒管理理學碩士課程，為亞太區首個同類課程。副院長兼課程主任宋海岩指，香港為全球葡萄酒貿易重要樞紐，亦是最大向中國大陸輸入葡萄酒的城市，「內地葡萄酒市場快速增長，前年已輸入四十五億公升葡萄酒；本港在獨特地理位置，葡萄酒專才需求大。」

他引述一份人力資源調查指，目前業界近六成人已是管理層，行內卻僅約百分之五從業員具葡萄酒相關專業資格。他又指現時本地近二百個相關課程，多為職業訓練，少達學士程度，「配合國際市場發展需要，從業員需要較高工作技能和資歷認可。」

宋海岩強調新課程涵蓋葡萄酒生產、物流、投資貿易及管理等方面，亦加入學術研究部分。有份設計新課程的首位亞裔葡萄酒大師李志延指，不但教授品酒、各款葡萄酒特色等實用知識，亦重視行業市場運作，深入了解消費者文化等。

須具一年相關工作經驗

她以內地為例，表示有別於外國品酒文化，約四成內地的葡萄酒消費者，買酒主要為生意來往或送禮，亦有兩成人為社交及娛樂用途，「內地有獨特文化，亞洲如是，同時為最大發展潛力市場，將領先歐美；各地對葡萄酒又有不同政策和限制，學生可從中學習。」

新課程學費逾十七萬元，料取錄最少三十人，不設面試，學生須最少有一年酒店、旅遊或與葡萄酒相關工作經驗，並獲本地或海外認可大學學士學位，內地大學則須是全國排名前十。李志延指，學生亦可選修自費約二萬五千元，赴世界知名如法國的葡萄酒產區考察，亦可按學生發展興趣，安排到酒莊實習半年，從事製造、貿易或管理等工作。

本身是品酒師的黃小姐，表示有意報讀新課程，於瑞士留學主修酒店管理的她，計畫長遠從事紅酒及葡萄酒有關職業，希望工餘進修，認識不同品酒技巧及掌握市場發展。

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理大新碩士學位 教授葡萄酒管理

【明報專訊】為滿足市場對葡萄酒專業人才需求，理工大學酒店及旅遊業管理學院推出國際葡萄酒管理理學碩士學位課程，課程由亞洲首名葡萄酒大師李志延設計，教授學生由種植葡萄、釀酒到葡萄酒品牌管理、銷售的全過程。課程有1年半全日制及3年兼讀制兩種選擇，學費為19.5萬元，學生有機會到世界知名葡萄酒產區參觀學習。

理大酒店及旅遊業管理學院副院長及課程主任宋海岩表示，2008年撤銷與葡萄酒稅及有關的清關及行政管制措施後，本港成為全亞洲的葡萄酒貿易及分銷中心，每年亞洲的葡萄酒貿易額達700億美元。另外因香港與內地簽訂內地與港澳關於建立更緊密經貿關係（CEPA），香港成為內地進口葡萄酒最便利的地方。他認為香港對葡萄酒相關專業人士的需求將進一步增加，但本港的相關學位課程卻寥寥無幾。

亞洲葡萄酒大師設計課程

據職業訓練局的調查，全港酒相關行業從業員有5.4萬人，但僅5.2%具相關專業資格，宋海岩指該院此課程一方面幫助業內人士進修，另一方面也可吸引有志之士投身葡萄酒行業，學生畢業後也有多元化就業選擇，包括葡萄酒生產、進出口貿易、零售及餐廳等。

課程由亞洲首位亞裔葡萄酒大師李志延設計（葡萄酒大師資格由英國The Institute of Masters of Wine頒發），除實際知識外，課程最重要是培養學生視野，了解全世界葡萄酒行業運作、政策如何影響全球葡萄酒市場等，所以課程除涵蓋葡萄酒品牌管理、市場推廣外，還包括葡萄栽培和釀酒法、葡萄酒旅遊及世界各地的葡萄酒文化等，如不同產區的酒有何特色、不同食物菜系應如何選匹配的葡萄酒等。

學費19.5萬可海外考察

品酒師黃小姐對課程有興趣，稱雖然學費不算低廉，仍考慮報讀。她對品酒有濃厚興趣，在瑞士讀完旅遊及酒店管理學位後，回港任品酒師逾一年，希望借此機會更有系統地學習品酒，她也有興趣參觀世界各地的酒莊，故認為課程的海外考察環節很吸引。

課程將於本月27日起接受報名，基本學費170,500元，參加海外考察額外費用為2.5萬元，入學條件包括具本港或外地的本科學位，最好有一年葡萄酒行業或酒店行業相關工作經驗。若沒相關經驗，也可參加學院提供的實習計劃。

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蘋果生活：首位亞裔葡萄酒大師授課 學費20萬 紅酒碩士課程 參觀法酒莊

理大將開辦的亞洲首個國際葡萄酒管理碩士課程，且由首位亞裔葡萄酒大師李志延教授，課程包括葡萄酒旅遊、商機和未來發展，全期學費連海外考察合共二十萬元。

記者：倪清江

理大酒店及旅遊管理學院副院長宋海岩昨引述政府前年調查指出，五成七本地葡萄酒僱員要負責管理和監督工作，但整體至去年只有一成人持有與葡萄酒相關資歷。

他指出，前年本港有一百九十三個葡萄酒相關課程，只有一個屬學位程度，開辦國際葡萄酒管理碩士課程正好填補專上課程不足。被問及港大專業進修學院都有一個研究葡萄酒和烈酒的商業學深造文憑，宋指港大課程只有數個科目與酒有關，而理大課程則涵蓋葡萄酒生產、發展和投資等。

最少收生30人

該課程預計收生最少三十人，適合從事葡萄酒行業僱員、教員、計劃將加入葡萄酒業人士及對葡萄酒有熱誠人士報讀；非本地居民也可報讀。全期學費十七萬元，另加海外考察費用二萬五千元。學院另提供學分少四成的深造文憑課程。

該課程由學院和李志延共同設計，不是教飲酒的興趣課程，學生需修讀酒店及旅遊管理、釀酒學、世界各類葡萄酒和葡萄酒經濟等科目，並有機會到如法國產酒區勃艮第或波爾多參觀。李在二〇〇八年通過葡萄酒大師學院（Institute of Masters of Wine）測試，是首位亞裔葡萄酒大師，有份創辦香港品酒學校。

李志延昨在課程簡介會上表示，內地是世界第五大酒類生產和消費國，而香港是全球最大紅酒消費地區。作為美籍韓人的她，對調味多又偏甜韓食不適合葡萄酒之說予以否定，「今日我就展示給你看是配合得來」。院方提供烤牛肉給出席者，配合法國和澳洲紅酒各一佐膳。

簡介會有約五十人出席，大部份是從事與葡萄酒相關工作。其中在酒店工作、已取得品酒師第三級（最高第五級）的黃小姐表示，即使學費高昂，

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「香港蘇文大學」淘寶賣假證書

內地一所自稱「香港蘇文大學」的機構，一度在淘寶網出售不同課程證書，其網站更盜用中文大學校長沈祖堯的名義招徠，又指本港知名商場屬該校校舍。中大昨發出嚴正聲明，指該機構盜用中大照片，保留追究權利。事件曝光後，該機構即刪去淘寶網和網站的資料，並在傍晚於網上發公開信，承認盜用中大照片，向沈祖堯致歉。

「香港蘇文大學」在購物網站淘寶網出售不同課程證書，包括副學士、學士及碩士學位等，售價由數百至一千元人民幣，聲稱課程「遠程函授、全程託管、取證快速」。機構的網站更盜用中文大學校長沈祖堯及學生拍攝的照片，以及前行政長官曾蔭權出席活動的照片作宣傳。

盜用沈祖堯相片招徠

網站聲稱該校設大學、中學及小學部，僅花八千元人民幣便能報讀工商管理碩士學位、中國法制等課程，亦展示兩張國際金融中心及海港城的照片，外牆原有的標誌被刪走，改為「香港蘇文大學」校徽及校名，明顯造假；事件曝光後，淘寶網的資料已刪除，並關閉機構網站。

教育局發言人表示，「香港蘇文大學」並非根據《教育條例》註冊或臨時註冊的學校。中大亦發出嚴正聲明，指該機構盜用中大多幅照片作宣傳，未得到校方同意，校方深表遺憾，有關行為絕不能容忍。中大亦澄清與「香港蘇文大學」沒有任何關係，要求立即刪除所有照片並澄清。

機構董事長陳繼岸其後在網上發致歉信，承認盜用沈祖堯的照片，機構因各種原因未實際營運任何項目，公司職員擅自利用部分網站的圖片和內容，實在不能接受，目前已辭退相關人員並關閉網站；至於在淘寶網銷售證書，陳指實為虛擬性質，證書在內地並無法律效用。本報記者

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### 假大學 改海港城ifc圖片扮校舍 淘寶賣畢業證書

【本報訊】內地假貨包羅萬有，連大學都有假貨！一間名為「香港蘇文大學」的機構聲稱是香港註冊機構，在淘寶網站售賣大學證書。該校官網更上載多張造假照片，包括將香港國際金融中心（ifc）及海港城改圖，在外牆加上該校校徽及校名，「化身」為該校校舍，又盜用中大圖片，借中大校長沈祖堯作招徠。教育局指該校並非本港註冊學校，中大表示會保留追究權利。記者：謝明

明

這間「香港蘇文大學」機構透過淘寶網站出售「香港蘇文大學遠程函授學位」證書，包括副學士、學士及碩士學位證書，價錢由一百至一千元人民幣不等（約一百二十三港元至一千二百三十八港元），更附有證書樣本參考。購買者不用上課，證書會於七至十天送到。

自稱製作電視節目供人使用

該校網頁更上載多張造假照片，包括將ifc及海港城外牆改圖，加上蘇文大學校徽及校名，「化身」該校校舍，甚至連港鐵站內亦變成該校環境的一部份。網頁更懷疑盜用中大網站內的圖片，包括借用中大校長沈祖堯作宣傳用途；另上載一張聲稱參加香港高等教育聯盟會議的照片，並指前特首曾蔭權有出席。但記者發現這活動佈景板原為香港教育學院的校徽，被改成為「香港蘇文大學」的校徽。

該網站更指蘇文大學是內地授權機構，附有由教育局前身教育統籌局發出的感謝狀，但感謝狀上列明的活動為「全民潔港、活出健康」承諾日。網站亦上載其註冊證書及牌照，但相關註冊證書實為由公司註冊處發出的商業登記。

是明珠台《進修新天地》節目由香港公開大學製作，恰巧該校網頁寫上「網頁可以让你了解公開大學學生的生活」。

蘇文大學自稱成立於一九八九年，並設有附屬中、小學，報稱校方辦公室地址為灣仔駱克道駱基中心二十三樓。記者昨午到上址，發現為一間秘書

本報翻查公司註冊資料，發現該公司只有一名報住內地江蘇的陳姓股東。教育局表示，「香港蘇文大學」並非本港註冊或臨時註冊學校。中大發聲明指，與「香港蘇文大學」無任何關係，批評對方擅自盜用中大多數照片，行為絕不可容忍，會保留追究權利。

董事長發聲明稱嚴重失誤

昨日網上瘋傳這宗騎呢造假新聞，至傍晚自稱「香港蘇文大學」董事長的陳繼岸透過網站發聲明，聲稱公司管理嚴重失誤，給外界造成困擾和傷害，特別是未經沈祖堯允許擅自盜用圖片，深表歉意。信中澄清，公司未有實際營運任何項目，工作人員在建立網站時擅自用了一些圖片和內容，並加以處理，公司對有關行為無法接受，已辭退有關人員，並即時關閉網站。信中又稱，內地的授權點未經公司同意，擅自頒發所謂學位證書，實為虛擬性質，證書在內地無任何法律效用。

DOCUMENT ID: 201502030060092

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South China Morning Post | University of Hong Kong | Circulation / Reach: 188,464 |
2015-02-03

Newspaper | EDT3 | EDT | Education scam | By Shirley Zhao

Word Count: 526 words

High degree of anger over bogus HK university

Fake institution offering degrees on mainland website uses photo of Chinese University chief

Fancy obtaining a diploma for HK\$125 or a bachelor's degree for HK\$1,250 and attending your "university" classes at the International Finance Centre or Harbour City?

These are the audacious claims of a fake Hong Kong university, which the Education Bureau confirmed was not registered as an educational institution in the city.

The "Suwen University of Hong Kong" – which has been selling diplomas on the controversial, Alibaba-owned site taobao.com – Photoshopped its name and logo onto the facades of the IFC and Harbour City.

A photo of Chinese University president Joseph Sung Jao-yiu and his students is even posted on the website's banner.

But as Chinese University angrily denied any connection yesterday, Suwen's "president and chief executive" Chen Jian issued a statement offering "profound apologies" for the "confusion and harm" the company had caused to Sung and others.

Suwen's "About" section features two photos that appear to be its campus buildings. But a closer look shows them to be the Harbour City in Tsim Sha Tsui and the IFC in Central, with the Chinese and English characters of Suwen and its logo Photoshopped onto the facades.

The introduction claims the "university" was founded in 1989 and now also has primary and secondary school sections. It says the university offers bachelor's, master's and honorary master's degree programmes as well as associate degree programmes.

The diplomas are offered for sale on taobao.com, the mainland's largest online shopping platform, which has clashed with state regulators over claims it allowed unauthorised businesses to sell fake merchandise.

Suwen touts fees ranging from 100 yuan (HK\$125) for a "short-term training programme" to 1,000 yuan for an associate, bachelor's or master's degree programme.

One article published on the Hebei channel of Xinhua's website introduces Suwen as a university with three campuses occupying 299 hectares. The article says the university has 4,700 students and 407 staff.

But phone calls to the numbers given on the website led to a firm providing company

registration services. It said Suwen was incorporated in 2012 but ceased operation after about a year.

A Companies Registry check found a person surnamed Chen, from Jiangsu province, registered as a director of Suwen University Education Development Group.

A Chinese University spokeswoman slammed Suwen's use of the university's photos. "We express profound regret on this and believe such behaviour is absolutely intolerable," she said.

Chen Jian said the company had not operated any programme due to "various reasons" and that it had shut down the website and sacked the staff who used Chinese University's photos. He said the mainland merchant had sold diplomas without the company's approval.

A Taobao spokeswoman said it had removed the Suwen-related items, adding that the company welcomed reports of activities that broke regulations to "maintain a healthy online shopping environment".

DOCUMENT ID: 201502035331073

The Standard | University of Hong Kong | Circulation / Reach: 222,413 | 2015-02-03
Newspaper | P01 | Top News | headline | By Kenneth Lau and Jasmine Siu
Word Count: 411 words

Fake HK uni busted

A bogus Hong Kong university has been shut down after it was found to be selling false diplomas and bachelor's degrees on the mainland's largest shopping website, the Alibaba-owned Taobao.

The Suwen University of Hong Kong website photoshopped its name and logo on SAR landmarks while publishing a picture of Chinese University of Hong Kong vice chancellor Joseph Sung Jao-yiu with some foreign students.

The Suwen scandal is the latest revelation amid ongoing scrutiny of Alibaba-owned taobao.com, which state regulators allege has allowed unauthorized businesses to sell fake merchandise on its site.

Alibaba executive chairman and billionaire Jack Ma Yun said in Hong Kong last night that he is not surprised that products like this surface on Taobao as it is a platform for young people.

A team of 5,000 is in place to conduct product checks, with about 2,000 workers online round the clock to go through 1.2 billion products.

"Send us that news clipping, and we will handle it immediately," Ma told reporters.

Bachelor's, master's, honorary master's and associate degrees from Suwen - which claimed to have been founded in 1989 - were sold on Taobao for 300 yuan (HK\$371) to 1,000 yuan with the diplomas delivered in seven to 10 days.

Its office address was given as Lucky Plaza on Lockhart Road but when a reporter called the telephone number, it was a dead line.

Chen Jian, who claims to be chairman of the Hong Kong Suwen University Education Development Group, to which the "university" belongs, apologized to Sung and the rest of Hong Kong on the school website.

The website was shut down yesterday afternoon with a link "suwenhk.eu/sorry.htm."

"In the mainland, some agencies did not get approval from my company and they granted some so-called degree certificates without any authorization.

"They are fake and they have no legal recognition," Chen said, adding he would sue the agencies.

He claimed that the photos were mistakenly posted by frontline staff whom he had sacked.

Xinhua said Suwen was a fake and a big scam. It even duped the news agency, which last year praised it for "training talent and providing diversified courses."

An Alibaba spokeswoman said: "We welcome the public to report to us any behavior that violates our regulations."

A spokeswoman for Chinese University denied any links with Suwen and demanded it remove the photos.

The Education Bureau said Suwen is not a registered college. Police said they would investigate if they receive any complaints.

DOCUMENT ID: 201502034480068

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Wen Wei Po | University of Hong Kong | Circulation / Reach: 132,000 | 2015-02-03  
Newspaper | A03 | 重要新聞  
Word Count: 626 words

董建華兩夢想：團結香港 扶青年上流

香港文匯報訊（記者 陳庭佳）「團結香港基金」昨日邀請阿里巴巴主席馬雲，與香港青年交流創業心得。全國政協副主席、「團結香港基金」主席董建華表示，每個人都有自己的夢想，國家也有「中國夢」，很多人為此而努力。他又道出自己其中兩個夢想：香港和諧團結、社會安定、經濟繁榮；構建有創新、創意和創業精神的社會，為青年帶來就業機會和上流空間，實現他們的夢想。

國家也有「中國夢」

董建華昨在交流會上致辭時表示，每個人從小到大都有自己的夢想，國家也有「中國夢」，很多人也為「中國夢」在努力。他續說，自己也有許多其他夢想，最希望看到香港和諧團結，大家都能享有社會安定、經濟繁榮及幸福愉快的生活，也希望通過構建有創新、創意和創業精神的社會，為香港帶來新的經濟動力，為青年帶來無數就業機會和上流的空間，實現他們的夢想。

「團結香港基金」邀請到香港大學前校長徐立之組建及領導一個隸屬基金會的「創新、創意、創業專項研究委員會」，並由徐立之擔任主席；前行政會議成員、金山工業集團主席羅仲榮擔任副主席。董建華希望委員會能夠為香港發展成為創新、創意、創業的社會製造共識，為香港青年帶來最佳的創新氛圍。

氣氛感染「年輕20年」

董建華又笑言，感受到現場充滿活力的氣氛，「就連我自己亦感覺年輕了20年」，並讚揚馬雲是當今最知名的創業家、企業家，也為內地千千萬萬的小企業、個體戶製造了創業和就業機會，感謝馬雲支持香港青年開拓事業，設立「香港青年企業家基金」，並在每年為200個香港大學生提供在阿里巴巴實習的崗位。

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Ming Pao Daily News | University of Hong Kong | Circulation / Reach: 140,000 | 2015-02-03

Newspaper | A04 | 港聞 | 主編推介

Word Count: 1098 words

馬雲籲勿靠地產港青應變革 讚「知識面好」籲創業要行動

【明報專訊】阿里巴巴集團董事局主席馬雲在本港出席論壇，與青年談創業時，提醒與會者，「如果20年後仍然靠地產，就麻煩了」，但認為問題非地產商造成，而是年輕人沒有變革。他指本港青年「知識面好」，本港有其地理位置和條件，中國內地中有這樣質素的學生不多，勉勵年輕人在抱怨時要思考，要繼續抱怨還是改變自己，如果想創業就要有行動。

佔領者可獲基金？馬：why not

阿里巴巴日前宣布，擲10億元助港青創業，每年選200名大學畢業生到阿里實習。被問到其基金會否批給曾參與佔領的年輕人，馬雲反問，「這是給香港年輕人的，why not（為何不可）？」至於會否為基金申請人爭取回鄉證，馬雲笑言，其父親也曾不讓他見朋友，甚至取掉他的零花錢，遺憾「somediscipline is

needed（一定的紀律是需要的）」。他形容態度「要有個度」，冀年輕人相信自己、相信祖國，亦相信自己的父親。

馬指年輕人都會犯錯及衝動，但應走出自己的情結，打開心胸，重新認識世界，他相信香港年輕人會改變自己，亦見到他們已慢慢回過來。

董建華：邀徐立之領創新委會

身兼團結香港基金主席的全國政協副主席、前特首董建華宣布，已邀請港大前校長、基金顧問徐立之率領團結基金創新和創業專項委員會，希望為香港創新發展建言獻策。

馬雲昨日是應董建華邀請，在會展與近7000名香港青年分享創業歷程。他說以前也曾抱怨，為何被別人、如微軟創辦人蓋茨搶走機會，但細心想想，為何要將自己和李嘉誠、蓋茨比較，他認為，年輕人應將自己和「老王、小張」比較，因為人都是差不多的。

馬雲認為現時香港年輕人的機會一定比他15年前多（即當他創辦阿里巴巴時），而機會其實都是均等的，他以風比喻機會，指「很多人天天在找風」，以為「風來的時候，豬都會飛」，但其實「風過去以後，摔死都還是豬」，指「有人是真正的豬，機會過去了也沒看見」。

指所認識企業家均永不抱怨

馬雲說，近年成功令他認識很多企業家，發現他們都有共通點，就是他們切定是很樂觀看待未來，永遠不抱怨，只有檢查自己的問題，及有超越常人的堅持，指創業者如果無這些質素，不能走得遠。他批評不少人或工商管理碩士的課程，經常叫人參考別人成功的經驗，但創業者其實應多花一點思考別人為什麼失敗，因看得太多成功的例子，會令人飄飄然，反而創業者多看同行為何失敗，能避開經常犯的錯誤，方能做下去。

馬雲指不同世代、國家和地區也面對不同麻煩，問題只是年輕人肯不肯行前一步。馬雲談創業除了吸引了不少年輕人，中央政策組前首席顧問鄭維健和立法會議員馮檢基、莫乃光等都有出席。

董悉設基金「十分高興」

馬雲（右）接受董建華（左）邀請到香港向年輕人講創業，他稱決定創立10億元「香港青年企業家基金」後，第一個便是通知董建華，指董當時十分高興。（葉家豪攝）

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Hong Kong Economic Journal | University of Hong Kong | Circulation / Reach:

83,000 | 2015-02-03

Newspaper | A16 | 獨眼香江 | 獨眼香江 | By 紀曉風

Word Count: 1740 words

## 馬雲寄語港青減抱怨 成功創業靠實際行動

阿里巴巴豪擲10億元成立基金助本港青年創業，該公司主席馬雲昨晚在港演講，親自向年輕人傳授創業經驗及營商智慧，他強調創業不應只是夢想，更須有計劃及「動起來」，切莫「晚上想千路，早上走原路」。

馬雲認為，本港產業應朝向科技發展，「香港以前靠地產，20年後再靠地產，麻煩就大了，因為年輕人未有改革」；他更預言10至20年後，「最珍貴的資源不會是石油，是數據！」對於敏感的假貨問題，他透露阿里有2000名全職員工負責打假，去年已把400人送進監獄。至於曾參與佔領運動的青年，能否申請創業基金？馬雲說：「Why not？」

馬雲是「團結香港基金」顧問，昨天在會展中心開了場7000人演講會及交流會，名為「馬雲與年輕人有約：從夢想到成功創業」。以往在中外演說過無數次創業心得的馬雲，今次是在宣布捐贈10億港元之後亮相。席上嘉賓除了來自不同背景的年輕人外，還有不少政商界人物，如基金創辦人董建華、港交所前行政總裁周文耀、數碼港行政總裁林向陽、「蘭桂坊之父」盛智文等。阿里集團方面，執行副主席蔡崇信、首席財務官武衛等亦有出席，可說星光熠熠。

馬雲常自諷自己有脾氣，仍然是年輕人。主持人陳志雲問是否像馬雲一樣50歲也可申請10億元創業基金時，馬雲笑言：「50歲也可以申請，但我們偏愛30、40歲以下年輕人」，引來台下觀眾歡呼叫好。馬雲又說，其10億元創業基金剛剛啟動，未有細節。

獲邀跟馬雲對談的是4位年輕人，分別是港大2年級學生、國際學生組織AIESEC HKU副主席及資訊科技主管程景謙，歷耆者創辦人及見習環境工程師江穎敏，techpacker網上時裝合作平台創辦人譚慧怡，視野機械人創辦人及首席研究員岑榕琛。現場觀眾也可以在問答時段向馬雲發問，但問題要事先透過WhatsApp提出，並由陳志雲代表提問。

有年輕人關心未來會否是機械人的世界，馬雲認為20至30年後，機械人確實會給行業帶來很大進步，而阿里巴巴將來亦會投資在機械人項目上，但一向相信數據是王道的馬雲，預言10至20年後，「最珍貴的資源不會是石油，是數據！」

### 佔中者也可申請創業基金

對於有年輕人想知阿里未來的新方向，會否仍然是免費服務，他表示，「服務如果無創造價值，免費只是自殺。」他希望10年後，大家可以看到阿里是一家數據公司。

馬雲於2013年曾因指「六四雖不完美，但是一個最正確決定」的言論被網民炮轟，昨天有學生問他「參與佔中的朋友可以申請（創業基金）嗎？」馬雲回應了兩次「Whynot」，「Why not? 這是給香港年輕人的，whynot?」，台下迅即掌聲如雷。不過，問及有些參加佔中的年輕人被取走回鄉證時，馬雲直說年幼時父親也不許他參加一些活動，「Some discipline is needed, I'm sorry！」

回到創業的成功要素，馬雲指出三點，包括樂觀、不抱怨和堅持行動，「如果你真的想創業，便要動起來」，他說見過太多很想創業的人，只是想但沒有行動起來，只是「晚上想千路，早上走原路?? 真正的成功一定是改變自己，改變別人的事，請少做」。他又認為，年輕人不應怕麻煩，「要買得起房子，不是吶喊就有，只有改變自己才可以」。至於改變世界的事情，留待總理、總統去做；若要創業成功，還要有強大團隊和樂觀心態才行。

### 有些人讀完MBA變蠢

不少人認為讀MBA課程是件了不起的事情，但內地師範畢業的馬雲卻認為，「有些人本來很聰明，但讀完MBA變蠢」，因為「他們經常閱讀別人的成功故事，整個人變得飄飄然，沒花時間思考別人為何失敗」。他又指出，人類的聰明其實差不多，關鍵在於你能否避開經常犯的錯誤。

昨晚演講會座無虛席，陳志雲在交流會開始前，僅半小時已收到逾千個提問WhatsApp，笑言最多人問「馬雲你好嗎？」這問題也獲馬雲在台上回應，他一臉正經回答：「沒你們想像中好」，為完場前帶來輕鬆氣氛。不過，千多個提問，最終只能回應數個問題，而25歲藍小姐特別由北京來港，只為一睹馬雲的風采，她說有WhatsApp問馬雲「新開發的平台能製造多少就業機會」。不過，這問題未被選中。

### 馬雲多金句

- 以前看李嘉誠、蓋茨和畢非德很厲害，但學習後發現人都差不多。
- 10至20年後最珍貴的資源不是石油，是數據。• 香港以前靠地產，20年後再靠地產，麻煩就大了，因為年輕人未有改革。
- 富二代創業不成功，因為你擁有這個擁有那個，真正的創業者一定是缺這個缺那個。
- 參與佔中的朋友可以申請（10億元創業基金）嗎？「這是給香港年輕人的，why not？」
- 對參與佔中的年輕人被取走回鄉證，他說：「Some discipline needed, I'm sorry!」（一些紀律是必須遵守，抱歉！）

### 紀曉風

DOCUMENT ID: 201502035307077

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The Standard | University of Hong Kong | Circulation / Reach: 222,413 | 2015-02-03
Newspaper | P02 | Central Station | Editorial | By Mary Ma
Word Count: 507 words

'Too big to fail' scenario for Alibaba

The outcry embroiling mainland e-commerce giant Alibaba after the State Administration for Industry and Commerce accused it of selling fake goods is a bit disproportionate.

Fake goods are nothing new - they're available everywhere in the mainland. So why is it surprising to find many of them on Alibaba's platform?

For example, it was discovered yesterday there's a Suwen University of Hong Kong promoting its distant learning services through Alibaba's online shop Taobao. On the university's "official website," doctored photos were used to show its campus sprawling across the IFC mall, Harbour City and MTR stations.

A photo of Chinese University of Hong Kong vice-chancellor Joseph Sung Jao-yiu was also attached to support Suwen's purported sub-degree, degree and master-degree programs.

Needless to say, it's all fake.

But it may appear authentic enough to confuse many mainlanders, who know little about Hong Kong but put their blind trust in Taobao because it's run by the huge brand Alibaba.

For many, the storm surrounding Alibaba is entertaining because it's extremely rare to see a business dare confront the mainland authority in such a high profile manner.

Immediately after the regulator alleged only 37 percent of goods sold on Taobao were authentic, Alibaba founder Jack Ma Yun struck back.

He wasn't scared, saying the government investigation of goods sold online wasn't scientific enough to reflect the truth. In a tit for tat, the regulator said it wasn't until the middle of last year before Alibaba's listing on the New York Stock Exchange that the authority warned the company about fake goods.

The incident took a dramatic twist after Ma personally met the regulator, after which its damning document was watered down as having no judicial effect at all, and that Alibaba pledged to stamp out counterfeits more vigorously.

To outsiders, it was a farce. How could the regulator backtrack like that after a high-level meeting with the regulated? It didn't bode well for the rule of law, and would have been better if the dispute was resolved through a formal channel.

While it was nice to see the mainland trying to do something about counterfeit goods, it was alarming to learn the authority had waited until after Alibaba's initial public offering before publicizing the investigation findings.

Skeptics should be forgiven for suspecting the authority deliberately sat on the

findings to avoid affecting the IPO.

If Alibaba hadn't become too big to fail, could the result be different? It wasn't the first time for Ma to be troubled by news of fake goods. While he has handled the queries articulately over the years, he may have to make greater efforts to defend the group since its listing in the United States.

Not surprisingly, there's at least one class-action lawsuit there against the group over risk disclosure.

It's not the only matter troubling Ma. A far more pressing issue is how to stimulate sharper growth after Alibaba saw its steepest share price dive due to poorer than expected quarterly results.

Investors are waiting to hear Ma speak the magic words: "Open Sesame."

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HK\$1b fund open to all youngsters, Jack Ma says

Alibaba chief says he will not exclude those who took part in Occupy

Alibaba Group executive chairman Jack Ma Yun said his HK\$1 billion fund to support young Hong Kong entrepreneurs would not exclude those who took part in the Occupy Central movement, but he thinks they need "some discipline".

The e-commerce giant also said his legal team would handle possible class-action lawsuits in the United States over the alleged sale of fake goods on his Taobao platform with transparency.

In a talk before some 6,900 in the city last night, Ma advised the crowd of mostly young people of university and high school age to learn especially from their failure and hardship, such as his ongoing legal travails.

Ma was asked by one member of the audience whether his fund would be open to those who had taken part in the mass sit-in for universal suffrage, which paralysed some of the city's major roads for 79 days.

"Why not? This is for Hong Kong's young people," Ma said.

Ma announced the HK\$1 billion foundation on Sunday, a day before yesterday's address organised by the think tank Our Hong Kong Foundation, founded by former chief executive Tung Chee-hwa, of which Ma is an adviser.

Ma noted, and another member of the audience pointed out, that some young Occupy protesters had had their travel documents to the mainland revoked by the authorities.

"When I was young, my dad cancelled many of my activities and didn't give me pocket money. Some discipline is needed, I'm sorry," he said, adding that the youth should "believe in our country".

Ma explained in a later media session that the fund would support any projects that would benefit the city: "We were young too. We were impulsive and made mistakes too. If we can give them another chance, I think it's good."

He declined to comment on the controversy over the city's electoral reform, saying he "had enough trouble already".

But Ma did respond to the war of words with mainland regulators over suspected fake products on his online shopping platform.

Ma said Taobao was "moving things ahead" with regard to its recent dispute with the State Administration for Industry and Commerce. He said the company was not supported by "any certain officials" during the fight over copyright infringement.

Ma said he would not have much time for the lawyers who were preparing to sue Alibaba in the US. "My legal team will handle that," he said.

The billionaire said he saw the foreign legal action as an opportunity for the West to better understand Alibaba's business as well as China.

"We have the courage that we should have. We will actively and transparently handle this matter," he said.

Taobao employs 2,000 staff members to detect fake goods on the online shopping platform, "but we rely on a complaint system. If no one complains, it is hard to detect," he said.

Ma said his company would deal with a case of degrees being sold for a Hong Kong university that did not exist, which were posted on Taobao yesterday.

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馬雲創業三招 樂觀 不抱怨 堅持 喻以「唐僧團隊」 排除萬難取西經

阿里巴巴集團執行主席馬雲昨與港青分享創業尋夢三大秘訣，強調要樂觀、永不抱怨以及有超越常人的堅持。馬雲又強調團隊是創業必備要素之一，並以「唐僧團隊」作喻，認為團隊需要有四種人。

身兼團結香港基金顧問的馬雲，昨與年輕人分享夢想及創業心得，從理想談起：「理想是甚麼？理想是一批人共同堅定一件事情，並且有計劃、有實踐，有行動，一點點把它變成現實。」

最重要看別人為何失敗

馬雲總結創業三大秘訣，包括樂觀、永不抱怨及有超越常人的堅持。他憶述，當年邀請了24位朋友分享互聯網創業計劃，聽完後23人都反對，只有一人說可以一試。自言讀書成績差的他，呼籲年輕人不要看低自己：「讀書不好反而容易創業。」

馬雲說，創業之初每次見到失敗案例，都會分享給同事，希望自己的公司能避免犯同樣的錯誤，「成功的原因很多，但失敗的理由都差不多，最重要看別人為何失敗。」

抱怨乏機會 不如改變自己

馬雲又大讚香港年輕人，金融、法治等方面知識較很多內地青年都強，「現在就看香港年輕人敢不敢往前跨一步。」不少人抱怨缺乏機會，馬雲則認為：「香港的麻煩全世界都有，代代人都有。」他指與其繼續抱怨，不如改變自己。

曾有調查指港青不願北上發展，馬雲坦言，跨地區、跨文化創業一定有困難。他說，在內地，關係未有很多人想像中重要，「最重要的關係是與客戶的關係」，又寄語香港年輕人如果想北上發展，「要把身段放下，融入當地的環境。」

他又寄語不要怕沒有資源：「富二代創業通常都不成功，因為他們甚麼都有，真正的創業者一定是缺這個缺那個，如果所有資源都在，為甚麼還需要你的想法？」

近日被假貨問題纏身的馬雲表示，衝動時很容易放棄，每次遇到大困難，都會睡一覺，第二天醒來冷靜下來，就會覺得堅持「就是那麼容易」。

強調團隊 最喜歡唐僧師徒組合

馬雲多次強調團隊的重要性，他說，自己最喜歡的團隊是「唐僧團隊」，領導者要像唐僧一樣，無論遇到甚麼問題都能排除萬難，堅持取西經的目標；而孫悟空很有能力，但亦會製造很多麻煩；至於豬八戒，雖然不勤奮，但卻有幽默感，是團隊所需的人；剩下的沙和尚，每天埋頭苦幹八小時。

佔中者可否申基金 「Why not？」

創業基金主要針對30歲以下的香港年輕人，交流會主持人陳志雲問曾參與佔中的年輕人可否申請時，馬雲說：「Why not？」他再次指喜愛香港這地方，且讚賞港青勤奮、了不起，知識層面遠勝內地生。

遭撤回鄉證 「做每件事有限度」

至於會否替獲批基金，但被取消回鄉證的年輕人取回證件？他以自身經驗說，曾經沉醉於自己認為對的事上，認為應相信自己、祖國，打開心胸，放眼世界，「每做一件事，都要有個度（限度）。」

記者：畢嘉敏謝雅寶

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HK govt keen to help startups

By GLADDY CHU and LUO WEITENG in Hong Kong

In addition to Alibaba's large fund for young Hong Kong entrepreneurs, the SAR government is also devoting resources to foster startups.

According to the 2015 Policy Address, the SAR government plans to establish a HK \$300 million Youth Development Fund. This is to support innovative youth development activities, including assisting young people starting their own businesses.

Joe Wong Chi-yin, chief executive of Medisen, a Hong Kong-based medical solutions and devices design startup, is glad to see the government providing solid support for young people to chase their "entrepreneurial dreams".

His company has already benefited considerably from government resources. He said the government fund would be of great help to the young people of the city, who are usually faced with funding problems to put their promising business projects into practice.

The success stories of local startups, like GoGoVan, an app connecting van drivers and users, and the hit smartphone game Tower of Saviors inspire many Hong Kong youth to dream of running their own businesses.

The government fund could effectively foster a sound entrepreneurial atmosphere, said Eddie Chen, former chairman of Hong Kong Young Entrepreneur Association (HKYEA).

However, Chen said many organizations like HKYEA, which is committed to providing support for Hong Kong's startups, were expected to work jointly with the government.

They are required to inject some money to start collaboration with the government fund, he added.

Large organizations such as Hong Kong Science and Technology Parks Corporation, Hong Kong Cyberport Management Company and Hong Kong Federation of Youth Groups may find it easier to raise the money while small ones may be unable to afford this, explained Chen.

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