

MAJULAH



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SINGAPORE COMPANY IN HONG KONG

“A Great Way to Fly” is a tagline familiar to many Singaporeans and a tagline of a homegrown brand that many Singaporeans are proud of. Singapore Airlines has come a long way since it was established in 1972. It has been regularly described as being among the best airlines in the world, providing not just a mode of transport to get from one destination to another, but creating a customer centric flying experience.

The first flight from Singapore to Hong Kong, operated by then Malayan Airways, landed on 27 September 1958 and Singapore Airlines subsequently set up its Hong Kong office in 1962. Wilson Yong, General Manager for Hong Kong, shares about his experience in Hong Kong.

Q: When did you come to Hong Kong?

A: I came to Hong Kong in July 2021. I was offered the opportunity then to be posted to Singapore Airlines' Hong Kong office under the rotation programme for executives. I am currently here in Hong Kong with my wife and three children.

Q: How long have you been with Singapore Airlines? Where were your previous postings?

A: I have been with Singapore Airlines for more than 20 years. Besides working at HQ in Singapore, I have previously been posted to London in UK, Seoul in South Korea and Nagoya in Japan.

Q: What does your role in the Hong Kong office cover? How would you describe the posting in Hong Kong thus far compared to your other overseas postings?

A: My current role in Hong Kong oversees all commercial and operational aspects of the Airlines' passenger business in Hong Kong and Macao. This includes flight ticket sales, airport operations, as well as customer service. Compared to my previous postings, the Covid-19 pandemic has made the current posting a very unique experience. It has been a challenging period for airlines to continuously adapt to the evolving Covid situation and travel measures. Nonetheless, Singapore Airlines has remained committed to the Hong Kong market throughout the Covid period. We continue to have daily flights between Singapore and Hong Kong. With the progressive relaxing of quarantine measures, we foresee an increase in demand to travel and look forward to seeing more passengers in the skies again!

Q: What was your impression of Hong Kong before coming here for posting? How has your impression changed after staying in Hong Kong?

A: Previously, I had visited Hong Kong as a tourist and for short business trips. Hong Kong to me then was a fast-paced cosmopolitan city, with gastronomic delights and great shopping. The Hong Kong culture, be it the cuisine, movies or dramas, were familiar and popular with Singaporeans. But it was generally very much a touch and go on the surface experience. Having now stayed here for over a year, I have started to explore the city in greater depth and learnt to appreciate the different sides of Hong Kong. For example, Hong Kong has lots to offer in terms of nature, such as a wide variety of hiking trails. It is also a place with strong heritage and well-preserved culture, such as the historic Hakka village.

Q: What is your favourite food in Hong Kong?

A: Roast goose, which is not available in Singapore. Another cuisine that has left a deep impression on me is the Shunde cuisine. The essence of this cuisine is the freshness and umami taste, or what the Chinese say “鮮(xian)”. A key ingredient of this cuisine is the fish, and the dishes are often prepared in a clay pot to ensure that the food is served hot with the flavors sealed within.



(from left to right) Singapore Airlines' General Manager for Hong Kong Wilson Yong and Consul General of Singapore in Hong Kong Ong Siew Gay, at a Singapore Airlines event in Hong Kong



Wilson exploring a different side of Hong Kong at Tai Mo Shan

Q: What is your favourite activity in Hong Kong?

A: With the Covid-19 pandemic, my family and I have not had many opportunities to explore Hong Kong in the past year. But now with the situation getting better, we would love to find time to explore different parts of the territory, to walk around the streets and look at the small shops, to get to know the people and experience the local culture.

Q: What is the biggest difference between Singapore and Hong Kong?

A: To me, the most obvious difference would be the weather. Compared to all year-round tropical Singapore, the four seasons climate in Hong Kong allows for more varied activities. For example, during the cooler seasons, there are many outdoor nature activities to participate in, and during the warmer seasons, there are also many beach activities and sea sports to choose from. The four seasons here also means that there are seasonal food options, such as having claypot rice and lamb stew during winter.

Q: What do you miss most about Singapore?

A: While Hong Kong does have a lot of good food,

Singapore's hawker food is simply irreplaceable. The diversity of food options, the familiar taste of that favourite hawker stall, the value for money pricing and even the bustling environment, create a hawker food experience that is very close to heart and cannot be replicated in any other city. Another thing that I miss about Singapore is the systematic orderliness, a "Singapore-style SOP", which somehow gives a sense of reassurance.

Q: How do you stay connected with Singapore?

A: I would make an effort to follow Singapore news to keep myself updated on what is happening back home. I have also connected with many of the Singaporeans living here in Hong Kong, which creates a sense of home when we get together.

Q: What are your plans for Christmas this year?

A: Christmas to me is about spending time with family and friends. This year, my family and I would be celebrating Christmas in Hong Kong. We would most likely celebrate it the Singapore way – good makan (food) with good company! I would also like to take this opportunity to wish everyone an early merry Christmas!

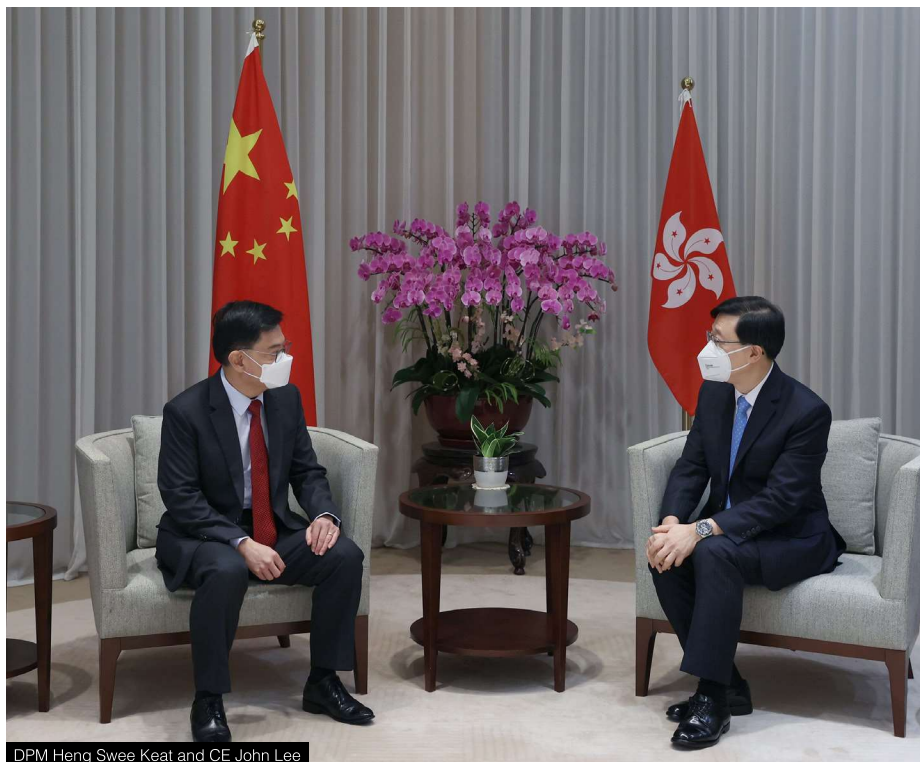
EXCHANGES BETWEEN SINGAPORE AND HONG KONG

Visit by Deputy Prime Minister and Coordinating Minister for Economic Policies Heng Swee Keat

The Consulate-General warmly welcomed Deputy Prime Minister (DPM) and Coordinating Minister for Economic Policies Heng Swee Keat and his delegation to Hong Kong for a working visit from 28 August to 31 August 2022. DPM Heng last visited Hong Kong in 2019 before the Covid-19 pandemic. This recent visit presented DPM Heng the opportunity to reconnect with friends and get updates on recent developments.

During his stay in Hong Kong, DPM Heng had a good meeting with Chief Executive (CE) John Lee. DPM Heng is the first foreign leader to meet CE since he took up this post. DPM Heng and CE discussed how the two cities can further deepen collaboration in areas such as economic resilience, public health, trade and investment, financial services, education, culture, innovation and technology, as well as how we can work hand in hand to contribute to the growth and prosperity in our region. DPM Heng looked forward to welcoming CE in Singapore soon.

DPM Heng also met other government officials such as Chief Secretary for Administration (CS) Eric Chan, Financial Secretary (FS) Paul Chan and Secretary for Innovation, Technology and Industry Sun Dong. CS Eric Chan shared that he welcomes enterprises and talents from Singapore to leverage



DPM Heng Swee Keat and CE John Lee

Hong Kong as a platform to tap into the Guangdong-Hong Kong-Macao Greater Bay Area market as well as the whole of China market. FS Paul Chan shared that Hong Kong looks forward to strengthening economic and trade co-operation with Singapore and other ASEAN countries under the Belt and Road Initiative, and has also been actively seeking to join the Regional Comprehensive Economic Partnership (RCEP)

as soon as possible, to foster economic integration and push for high quality development together. These meetings helped to renew our friendship and convey our common goal of bringing collaboration between Singapore and Hong Kong to the next level. DPM Heng also had the opportunity to catch up with former Chief Executive Carrie Lam, an old friend of Singapore whom he last met three years ago.



DPM Heng Swee Keat and CS Eric Chan



FS Paul Chan and DPM Heng Swee Keat



DPM Heng Swee Keat and Former CE Carrie Lam

At the 7th Belt and Road Summit, DPM Heng participated in the policy dialogue held on 31 August 2022. DPM Heng shared how we can progress as a region if we work towards BRI + S. B for Bankability, R for Responsibility, I for Interconnectedness + S for Stability. This is an approach which can enable Asia to unlock its tremendous potential and improve the lives of our people. Check out DPM Heng's remarks here: <https://go.gov.sg/beltandroadsummit2022>

Consul General's Engagements with Hong Kong SAR Government

Consul General (CG) Ong Siew Gay called on Chief Executive (CE) John Lee earlier in August 2022. Prior to this, CG had met CE last year, when he was then Chief Secretary, as part of CG's introductory calls. The friendship between Singapore and Hong Kong goes a long way back. During the meeting, they had a good conversation on the Covid-19 situation and exchanged views on areas for mutual learning and collaboration between the two cities.

As part of CG's regular engagements, he also met various members of the Hong Kong SAR government. For example, Chief Secretary for Administration (CS) Eric Chan joined us in celebrating Singapore's 57th birthday over a dinner with friends from Singapore businesses in Hong Kong. CG also met Financial Secretary (FS) Paul Chan, Secretary for Commerce and Economic Development Algernon Yau, Secretary for Labour and Welfare Chris Sun, Secretary for Transport and Logistics Lam Sai-hung, Secretary for Education Dr Christine Choi, Secretary for Housing Winnie Ho, Secretary for Innovation, Technology and Industry Sun Dong, Secretary for Culture, Sports and Tourism Kevin Yeung, Hong Kong Trade Development Council Chairman Dr Peter Lam and Convenor of the Executive Council Regina Ip.

We look forward to keeping up this momentum of regular exchanges and bringing our friendship to new heights under this new administration.



Consul General's Commentary – "As Friend and Partner, Singapore welcomes Hong Kong's moves to reopen"

Against the backdrop of the ongoing narrative about Singapore and Hong Kong being competitors, CG penned a commentary for South China Morning Post to share how the two cities are not in a zero-sum game, and we can both be winners at the same time. Each city has its own set of unique advantages and can grow together to support the vibrant Asian economy which has space to accommodate two or even more international business hubs.

Check out CG's commentary here: <https://www.scmp.com/comment/opinion/article/3196200/friend-and-partner-singapore-welcomes-hong-kongs-moves-reopen>

Singapore Festival 2022

Organised by SingCham HK, supported by Singapore Global Network, Consulate-General of Singapore in Hong Kong, Singapore Association Hong Kong, Little Red Dot and sponsors, Singapore Festival was held at Central Market from 12 to 13 November 2022. The event brought a taste of the Singapore experience to our community and friends in Hong Kong through food, live performances, arts and traditional games.



CG Ong Siew Gay and CE John Lee

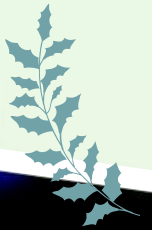


STUDENTS IN HONG KONG



Christmas has always been a magical time for both the young and old. To celebrate this special season, the Singapore International School (Hong Kong) [SISHK] Photography Club created a series of images to bring out the magic of Christmas. Instead of Photoshop, the

students used an air pump, talcum powder and moving cloths to fabricate snowflakes, created an aurora background using long exposure, and creatively used lights for special effects.



SINGAPORE FOOD IN HONG KONG – DIY STYLE

WE ARE COMING TO THE END OF THE YEAR, AND IT IS THE SEASON FOR GATHERINGS WITH FAMILY AND FRIENDS! DESSERTS ADD AN ADDITIONAL TOUCH OF SWEETNESS TO SUCH GATHERINGS AND THE PANDAN CHIFFON CAKE IS ONE OF THE CLASSIC FAVORITES AMONG ALL AGES.

The recipe and image are courtesy of Singapore International School (Hong Kong) Parent-Teacher Association and taken from their cookbook “Joyful Recipes of Love”. The cookbook was published in conjunction with the school’s 30th anniversary. Part of the proceeds from the book sale has been donated to J Life Foundation as a way of giving back to the community. You can email pta@singapore.edu.hk to get your hands on a book and do your bit for charity while stock lasts.

Pandan Chiffon Cupcakes / Mini Chiffon Cakes

by **Christina Khoo**
Parent of Alumni



Photo Credit: Gary Jones at www.gazjonesphoto.com

STEPS

1. Wash pandan leaves, cut into thin strips, blend with water and squeeze the mixture into a fine sieve to extract all the juice. Measure out 35g of pandan juice.
2. Prepare cupcake liners/mini chiffon cake moulds (4 inches). Preheat the oven to 180°C, fan mode.
3. Whisk egg yolks and caster sugar until the mixture is thick and pale. Add oil to the mixture, whisk till it is well combined. Add pandan juice, coconut milk and salt, whisk mixture till evenly mixed.
4. Sift cake flour and baking powder into the mixture. Mix until batter is completely smooth with no lumps. Set aside.
5. For the meringue, use a clean, dry and grease-free bowl and whisk. Add egg whites into the bowl and beat until foamy. Beating constantly, gradually add caster sugar and continue whisking till stiff peaks form. Add 1/3 of the meringue to the batter mixture, gently fold in. Repeat this for the remaining egg white mixture, folding it in until it is evenly mixed.
6. Fill the cupcake liners/mini chiffon moulds with the batter till about 3/4 full. Bake the cupcakes/mini chiffon for 20 minutes, till golden brown on top. Insert a skewer to check, it should come out clean.
7. Let the cupcakes/mini chiffon cool slightly before enjoying them.

Serves 12
Prep 30 Mins + Cook 20 Mins

Yolk Batter

40g Fresh pandan leaves
40g Water
60g Egg yolks
25g Caster sugar
50g Corn oil/vegetable oil/neutral cooking oil
30g Coconut milk
1/8 tsp Salt
80g Cake flour
1/4 tsp Baking powder

Meringue

150g Egg whites (fresh)
60g Caster sugar

EVENTS

RECAP OF PAST EVENTS

4 AUG 2022:

SingCham HK Speaker Series Luncheon Talk by Mr Kenneth Gaw, President and Co-founder of Gaw Capital

6 AUG 2022:

Singapore National Day Reception for Overseas Singaporeans, organised by SingCham HK, supported by Consulate-General of Singapore in Hong Kong, Singapore Global Network and Singapore Association Hong Kong



28 – 31 AUG 2022:

Deputy Prime Minister and Coordinating Minister for Economic Policies Heng Swee Keat's visit to Hong Kong

30 SEP 2022:

SingCham HK Speaker Series Luncheon Talk by Mr Kenneth Tsang, CEO of Gleneagles Hong Kong

12 – 13 NOV 2022:

Singapore Festival at Central Market, organised by SingCham HK, supported by Singapore Global Network, Consulate-General of Singapore in Hong Kong, Singapore Association Hong Kong, Little Red Dot and sponsors

29 NOV 2022:

7th SingMa Annual Golf 2022

UPCOMING EVENTS

8 DEC 2022:

SingCham HK Speaker Series Luncheon Talk by Dr Jonathan Choi from the Chinese General Chamber of Commerce

CONSULATE-GENERAL OF THE REPUBLIC OF SINGAPORE IN HONG KONG

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