

Programme for Leadership Enhancement for serving Vice Principals

WONG PIK WAH & WU FUNG KING

Attachment to:



Introduction of ARTE



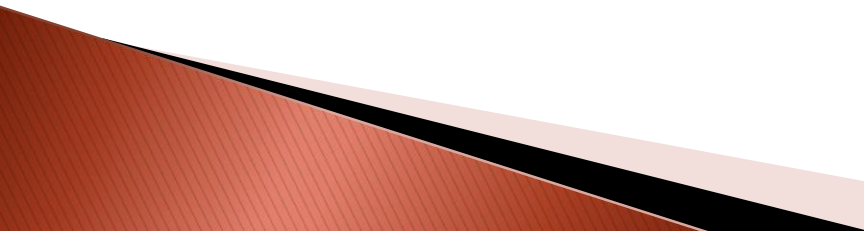
ARTE
JEWELRY



Introduction of ARTE

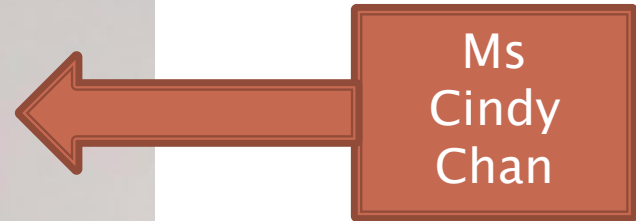


Introduction of ARTE

- ▶ ARTĒ was founded **in Spain** by a craftsman specializing in the creation of **jewelleries for the affluent**
 - ▶ ARTĒ – a Spanish word for “art”
 - ▶ ARTĒ employs **new generation synthetic gemstones** from Switzerland
 - ▶ **Scientific crafting** techniques
 - ▶ **Excellent quality** assurance standards
- 

Introduction of ARTE

- ▶ In 2003, Ms Cindy Chan bought the brand and began to set up retail shops in Hong Kong.



No. of shops at present

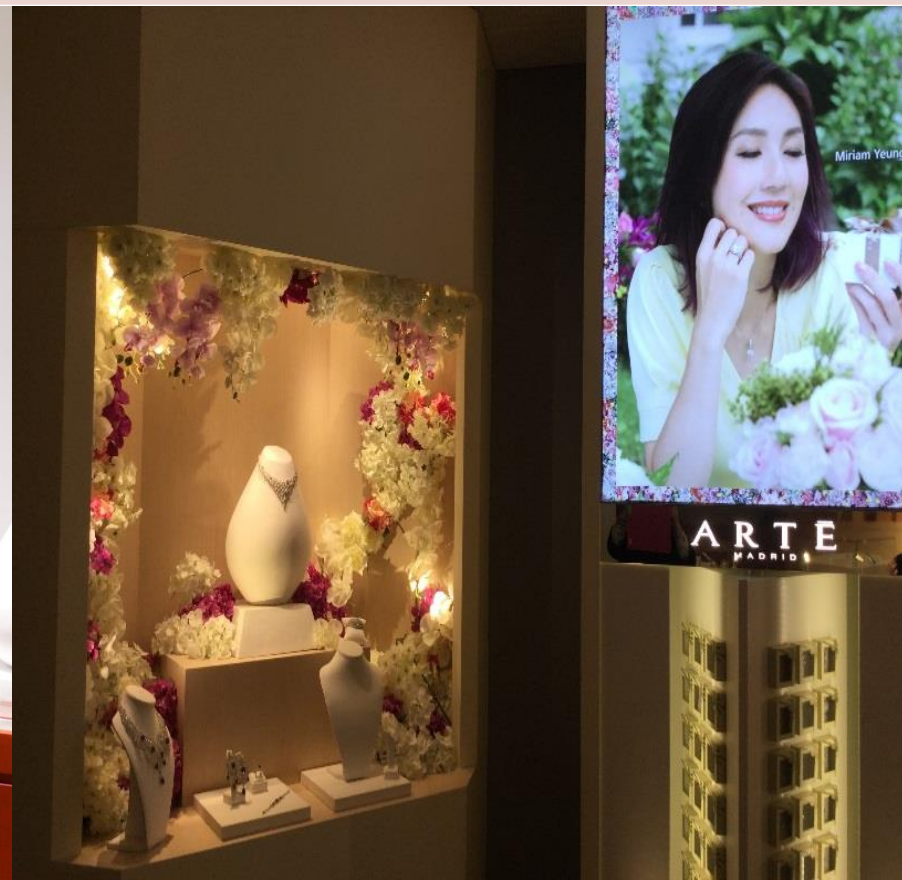
Geographical Locations	No. of shops	Total
Shanghai	5	
Beijing	2	
Chengdu, Nanjing, Wuhan, Chongqing, Wenzhou, Xian, Hefei, Quanzhou, Kunming, Dalian, Hangzhou, Qing Dao	20	
Hong Kong	14	
Macau	5	
Taiwan	3	
Total in Asia		49
Total in Europe		21

Business Opportunities/Goals



Greater China is every businessman's target market. ARTE is no exception!

DATE	TIME	Activities
14/3/2017 (Tuesday)	2pm– 3pm	– Meeting with Ms Cindy Chan, Managing Director



DATE	TIME	Activities
30/3/2017 (Thursday)	2pm– 7pm	<ul style="list-style-type: none">– 1st attachment– Meeting Mr. Alfred Wong, Brand Director– Site visit at ARTE Studio, Chai Wan



↑
Mr.
Alfred
Wong

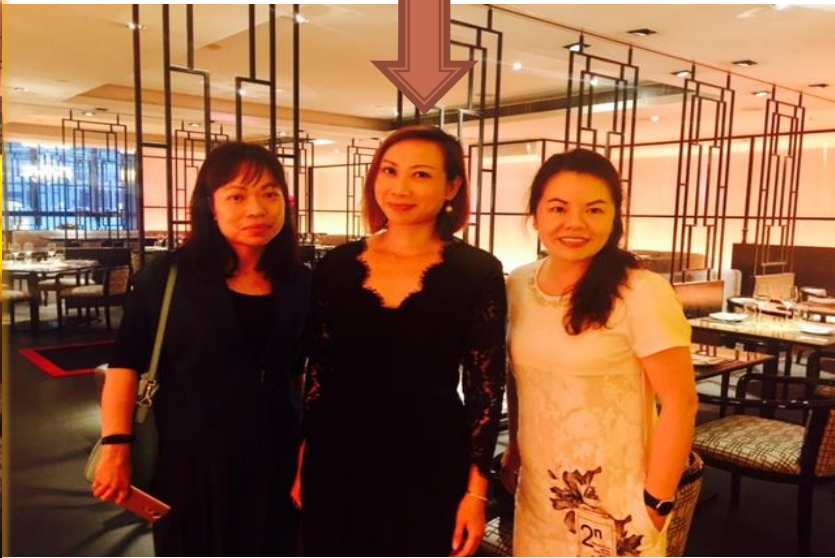


Model shooting at Studio



DATE	TIME	Activities
20/4/2017 (Thursday)	2pm– 7pm	<ul style="list-style-type: none">– 2nd attachment– Meeting Ms Annie Lai, Marketing Director– Site visit at Armani Aqua

Ms Annie
Lai



DATE	TIME	Activities
24/4/2017 (Monday)	2pm- 7pm	<ul style="list-style-type: none">- 3rd attachment- Meeting Mr. Li Wan Wai, Sales Director of ARTE- Shop Visit at IFC

Mr. Li Wan Wai



Date	Time	Activities
27/4/2017 (Thursday)	2:00pm– 7:00pm	<ul style="list-style-type: none">– 4th attachment– Meeting Ms Caren Lee, Financial Controller and Executive Director of ARTE.– Caren also arranged Shirley, Stock and Purchasing Manager; Jessie, Product Analyst and Angela, Account Manager to introduce their job duties to us.– Visit Arte Warehouse



Ms
Caren
Lee



Date	Time	Activities
5/5/2017 (Friday)	2:00pm– 3:00pm	<ul style="list-style-type: none">– Farewell meeting– Photo taking– Sharing by Ms WONG PIK WAH & Ms Wu Fung King– Closing remark by Dr Hui Wai Tin– Closing remark by Ms Cindy Chan



Serving the Community

Example 1: collaboration with **SPCA**



Serving the Community

Example 2: Collaboration with **Cancer Fund**



facebook 註冊 (27 shops in China, like Urumqi and

ARTÈ MADRID 分享了 HarbourCity 的相片。
2012年2月3日 · 公

慈善禮盒首飾為全港獨家的Carisma戒指，以經典Deseo系列為設計繆思，22顆璀璨晶鑽配合精湛工藝，為情人節帶來一場視覺盛宴。
* 收益將全數撥捐血癌基金。

The exclusive ring from this charity box set is inspired by ARTÈ signature representable icon "Deseo". 22 stones in alluring colours bring you the feast of love.
* All proceeds will be donated to Hong Kong Blood Cancer Fund.

若要到 Facebook 查看更多 ARTÈ MADRID 的內容，請登入或建立帳戶

Serving the Community

Impromptu decision at our last meeting:

*The First Hong Kong Secondary
School Jewellery Design
Competition*

Coming Soon!



Application to schools

- ▶ **easy-to-remember school slogans** for the staff and students
- ▶ **Global perspective:** We, as educators, should prepare our students with a global insight by *linking quality education across China's Belt and Road Initiative culturally, socially and economically.*

Application to schools

- ▶ **“Why customers don’t buy? Because of me.”**

Cultivate the atmosphere of **strive for excellence** among the teachers so as to encourage them to have **a reflective mind** and be more responsible in their teaching

- ▶ **“Crisis as opportunity”**

In a school setting, **crisis can also be an opportunity. So, be positive.** For example, some schools are facing the problem of downsizing, they use new strategies like STEM to be their new ways to go.

- ▶ Strategy of **positioning** and **expectation management**

Application to Schools

- ▶ ARTE is very **sensitive to the market trend and customer needs and ‘keeping pace with times’, ‘today’s success does not equal to tomorrow’s success’, ‘alertness’, ‘awareness’** are important elements to lead an organization, including a school, to the next milestone. (e-learning, STEM, One Belt One Road, gifted education and deep learning, etc.)

Application to Schools

- ▶ **Staff management**

- empowerment of the **middle managers**



- **soft approach** to raise staff morale, motivation and sense of belonging



1. Hong Kong Baptist University
2. Education Bureau of Hong Kong
3. Dr. Hui Wai Tin, Principal Lecturer of HKBU
4. Ms Cindy Chan, Managing Director of ARTE
5. Mr. Alfred Wong, Brand Director of ARTE
6. Ms Annie Lai, Marketing Director of ARTE
7. Ms Caren Lee, Financial Controller of ARTE
8. Mr. Li Wan Wai, Sales Director of ARTE

