



# 中大通訊 CUHK NEWSLETTER

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# 與長者同頌流金歲月 Celebrate Life with the **Elderly**





試想像·全港有四分一人被認為是動作緩慢、體能欠佳、一無是處, 那將是怎樣的一幅都市景象?

這並非無中生有,現時一般市民對 長者的印象偏向負面,而預計到了 2033年,達四分一人口將年逾六十五, 若這種負面的觀感持續蔓延,恐怕非 一個健康的社會現象。

If one in four persons in Hong Kong were slow, weak and unproductive, what would the city look like?

This is not pure imagination. In 2033, it is estimated that the number of people aged 65 or above will account for a quarter of the population in Hong Kong. If people continue to have negative impressions of the aged, it will probably do no good to our social sentiment.

口老化為社會高度關注的課題,今年的施政報告提出:「人口高齡化是香港社會必須正視的挑戰,個人、家庭及社會,均需作出共同承擔。」中大早已承諾為這新挑戰盡一分力,由那打素護理學院推行、為期五年的「流金頌培訓計劃」(www.cadenza.hk/training/),獲香港賽馬會慈善信託基金撥款七千四百萬元,提供一系列老年學及護理教育,建立社會人士對長者的正面態度,提高護老知識。該計劃乃「流金頌:賽馬會長者計劃新里程」的一部分。

#### 身心社靈 全人照顧

那打素護理學院院長兼流金頌培訓計劃的總監李子芬教授(圖)表示,現時傳媒對長者的描述多屬負面,例如廣告多強調年紀長了,會皺紋頓現、骨骼脆弱。她期望該計劃透過提供全方位的護老知識,改變長者在公眾心目中的形象。「我們聘請了具不同護老專識的教授及導師,例如護士、職業治療師、物理治療師、臨床心理學家及社工等,從不同層面講授長者護理及老年學知識,照顧長者身心社靈的需要。」

#### 三類對象 不同層面

計劃費用全免,對象分為市民、非正規長者照顧者,以及醫護和社福界專業人員。以公眾為對象的內容,多是透過講座、電台廣播、派發教育宣傳單張及小冊子等傳達,讓受眾認識老化過程、長者家居安全和溝通技巧等,「有正確的認識,便會明白長者的反應,如他們會因聽覺退化,聽不到家人的呼喚,而非有意不瞅不睬。」

針對非正規長者照顧者,即長者家人、護老院員工等的訓練,就以不同主題的工作坊形式推出,「內容以實務為主,如中風後的餵食、扶抱技巧,傳染病及發燒等的基本護理等。」

李教授稱若家人能掌握照料的技巧,可減少長者患病時不斷進出醫院的折騰。「長者患病入院,痊癒後出院,在家沒有適當護理,不一會又病發須再入院,不斷循環,這情況非常普遍。」

至於為醫護及社福界專業人員而設的課程,以網上形式推行,每課程更有兩次專題討論,深入探討內容重點及應用。

學院自今年5月起已陸續開辦各類課程,並透過社區中心、 老人中心及老人院舍宣傳,李教授稱不少講座及工作坊甫 推出旋即額滿,尤其是一些貼合生活所需的課題,更受市 民歡迎。 Population ageing is a matter of great concern for our society. In his last Policy Address, Chief Executive Donald Tsang stated that, 'The ageing population is another challenge we must address. Individuals, families and society should share the responsibility for taking care of our elderly people.' CUHK has already pledged its support for the new challenge. The five-year CADENZA Training Programme (www.cadenza.hk/training/), run by the CUHK Nethersole School of Nursing, provides a wide range of courses in gerontology. Supported by the Hong Kong Jockey Club Charities Trust with HK\$74 million funding, the programme aims at fostering a positive attitude towards ageing in society and increasing public awareness of the health care needs of seniors. It was also part of the project 'CADENZA: A Jockey Club Initiative for Seniors'.

#### A Holistic Approach

Prof. Diana T.F. Lee (photo), director of the Nethersole School of Nursing and programme director of CADENZA Training Programme said that the media always portrays the old with a negative image, with wrinkled face and brittle bones. She hopes the programme can rectify the situation by offering interdisciplinary courses which teach knowledge from different perspectives. She also said, 'We have a team of professionals with different specializations, delivering a whole-person caring approach. They include nurses, occupational therapists, physical therapists, clinical psychologists, and social workers. The participants will learn the skills of caring for the old in physical, psychosocial and spiritual aspects.'

#### **Three Types of Target Participants**

All courses of the programmes are free of charge. The target participants are the general public, informal caregivers of older people, and professional social and health care workers. The training activities taking the form of talks, radio programmes and educational leaflets, etc., cater for the needs of the general public. They stress general topics such as the ageing process, home safety, communication with the old, and so on.

(To be continued)



賽馬會長者計劃新里程 A Jockey Club Initiative for Seniors

Cadenza是古典音樂名詞,是協奏曲中由演奏者以超卓技藝演奏出的華彩段,往往出現於協奏曲中的最後部分。培訓計劃以此為名,並意譯作「流金頌」,寓意步入晚年應是人生最煊燦華麗的高峰,是適當時候安享歲月,奏出人生的華彩段。

In classical music, a 'cadenza' is an extended virtuosic section, usually near the end of a movement in a concerto. The word is used here in a figurative context to describe the apex of one's life and the celebration of a lifetime's accomplishments. Here CADENZA stands for: Celebrate their Accomplishments; Discover their Effervescence and Never-ending Zest as they Age.



For the informal caregivers of older people such as family members of the elderly and staff of homes for the aged, the courses will be carried out in the form of workshops. 'This series is practical. Participants can learn feeding and lifting skills for caring for older people who have had a stroke, the basic treatment of infectious disease and fever.'

Prof. Lee pointed out that the elderly in fact can avoid going to hospital repeatedly if their family members take care of them well. She observed, 'Without proper care at home, the elderly will get relapses easily and need to be hospitalized again after they are discharged. It's an endless cycle and this is a very common phenomenon.'

Online courses are available to suit the needs of professional social and health care workers. Two seminars will also be run to provide in-depth study of the topics.

From May this year, the school has been running various courses and promoting them through community centres, elderly centres and homes for the aged. According to Prof. Lee, the courses were extremely well received.

#### 參加者心聲:

What the Participants Say:

- **張志新**·任職老人護理院保健員只一年多·由於老人院規模較小·因此要兼顧各類工作·工作坊令她更 了解長者的生理及心理變化·從而明白他們的需要。
- 霍惠珍·智障人士護理中心護理員,工作上要照顧長者,在家中也要照料八十多歲的媽媽,工作坊中角色扮演的一環,使她有機會易地而處,代入長者的想法,掌握溝通之匙。
- 姚麗珊,長者鄰舍中心服務幹事,訓練讓她掌握長者的脾性,籌辦活動時,會更貼合他們需要。
- Ms. Cheung Chi-sun, health care worker for just over a year. The workshop gave her knowledge of
  the physiological and psychological changes of ageing which benefited her work in a small-scale
  home for the aged.
- Ms. Fok Wai-chun, nursing staff in a centre for the mentally retarded. She has to take care of elderly clients in her working place. In addition, she has to look after her 80-year-old mother at home. From the workshop, Ms. Fok learned to be more considerate and understanding of their difficulties and hence communicate better with them.
- Ms. Yiu Lai-shan, project officer of a neighbourhood elderly centre. The course gave her more knowledge about the characteristics of the elderly and take their needs into account when organizing activities.

## 新聞與活動

## **NEWS & EVENTS**

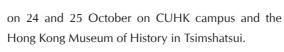
## 公開講座

### **Public Lectures**

- 由崇基學院及新亞書院合辦,中大歷史系協辦之「香港中文大學第二屆余英時先生歷史講座」於10月舉行,主講嘉賓為新加坡國立大學的大學特級講座教授王賡武教授(左)。王教授分別於24日及25日在本校利黃瑤璧樓和香港歷史博物館主講「華僑性:海外,香港與中國」及「帝國、中國、天下與世界史」。
- 香港特別行政區律政司司長黃仁龍資深大律師(中)於 11月7日蒞臨逸夫書院,擔任該院聚會的嘉賓講者,以 「領導與服侍」為題,與一千五百名學生分享高見。
- 新任美國駐香港總領事唐若文先生(右)應邀於11月 19日主講「香港成功於美國的重大意義」。百多名嘉賓 出席,包括中大師生、政商界和學術界人士,以及多國 駐港領事。
- Jointly organized by Chung Chi College and New Asia College, and co-organized by the Department of History, the Yu Ying-shih Lecture Series in History 2008 was held in October. Prof. Wang Gungwu (left), university professor at the National University of Singapore, was the guest speaker. His lectures, 'Being Overseas Chinese' and 'Empires, Zhongguo, Tianxia: China and World History', were delivered respectively







The Honourable Wong Yan-lung (centre), SC, Secretary
for Justice of the Hong Kong Special Administrative
Region, shared his views on 'Leadership and Service'
with some 1,500 students at the Shaw College
assembly on 7 November.



Mr. Joseph R. Donovan Jr. (right), the newly-appointed Consul General of the United States of America in Hong Kong, spoke on 'Hong Kong's Success Is Important to the United States' on 19 November. Over 100 guests attended the lecture, including CUHK staff and students, members of the political, business, and academic sectors, and various foreign consuls.

## 加州大學柏克萊分校校長來訪

### **President of UC Berkeley Visits CUHK**

州大學柏克萊分校校長Prof. Robert J. Birgeneau (右)及其夫人於11月9日到訪中大,與多位於該校畢業的中大教授見面,共話當年,又會見文、商、醫及理學院和新書院的代表。該校與中大向有學術聯繫,包括物理及醫學研究,更早在1965年展開交換生計劃。

Prof. Robert Birgeneau (right), President of the University of California at Berkeley, and Mrs. Brigeneau visited CUHK on 9 November. A number of CUHK faculty members who had graduated from Berkeley were present to share with Prof. Birgeneau how their days at Berkeley have shaped their academic lives. Prof. Birgeneau met with representatives from the Faculties of Arts, Business Administration, Medicine and Science, and the new Colleges. The University's collaborations with Berkeley include physics and medical research, and a student exchange programme that dates back to 1965.



### 慢性疾病護理的挑戰

### **Shedding Light on Chronic Illness Management**



三百位本地及海外護理學及業界代表雲集香港·參加那打素護理學院於11月13至15日主辦的第四屆泛太平洋護理會議暨第六屆香港癌症護理研討會。

世界各地長期病患人數不斷攀升,本港約有一百萬人患有一至兩種慢性疾病,每年長期病患者的死亡人數更佔總死亡人數的六成。針對這情況,今年會議以「慢性疾病的護理:為護理實務及研究帶來的挑戰與機會」為主題,深入探討慢性疾病護理的複雜性及面對的難題,從而發展出創新方案,加強護理支援,提升病人的生活質素。

Over 300 local and overseas nursing academics and practitioners attended the Fourth Pan-Pacific Nursing Conference and the Sixth Hong Kong Nursing

Symposium on Cancer Care organized by The Nethersole School of Nursing from 13 to 15 November.

The theme of the conference, 'Managing Chronic Illness: Challenges and Opportunities for Nursing Practice and Research', was most relevant given the increasing threat of chronic disease to the health of populations across different countries and cultures. Locally, chronic disease accounts for 60% of deaths every year. About one million people in Hong Kong suffer from one or two types of chronic diseases. The conference examined the challenges and complexities of managing chronic illness to maximize the quality of life of patients and facilitate the development of innovative strategies for chronic disease management.

## 兒童肥胖國際會議

## **International Conference on Childhood Obesity**

**山** 育運動科學系於11月13至16日主辦香港首個「兒 **日** 豆 童肥胖國際會議:運動科學的實踐與效果」,從流 行病學、預防和管理等多方面探討兒童肥胖的問題,並闡 述體育運動科學在這些領域的重要性。 研究顯示,肥胖率在香港以至全球不斷上升,而肥胖兒童 在成年後將有很大的機率繼續維持肥胖,增加患上二型糖 尿病、心臟病和其他相關疾病的風險。百多位來自美國、 歐洲、澳洲、日本、內地、台灣及香港等地區代表在會上分 享預防及阻止兒童肥胖的最新研究成果、科研進展和發展趨勢。大會並舉辦了一系列相關的展覽及專題工作坊,讓與會代表有機會親身體驗如何在學校及社交場合中實踐控制兒童肥胖的措施。



The Department of Sports Science and Physical Education hosted Hong Kong's first 'International Conference on Childhood Obesity: Evidence and Practice from Exercise Science' from 13 to 16 November. Topics such as childhood obesity epidemiology, prevention and management issues, and related research with an emphasis on the role of exercise science were covered.

Research shows obesity is on the rise in Hong Kong and the world, and obese children will probably remain so throughout adulthood which will significantly raise their risk of developing type 2 diabetes, heart disease and other related diseases. More than 100 delegates from North America, Europe, Australia, Japan, Chinese Mainland, Taiwan, and Hong Kong participated in the conference to share the latest knowledge and advances in the prevention and intervention of childhood obesity. An exhibition and a series of pre-conference workshops were held to show delegates skills that can help curb childhood obesity in school and social settings.

## 崇基學院五十七周年院慶

### **Chung Chi Celebrates 57th Anniversary**

基學院於10月31日及11月1日舉行連串慶祝活動, 以誌成立五十七周年。

重點慶祝活動之一,是崇基學院校史檔案館於10月31日舉辦之「如畫清諧見匠心——早期崇基校園名家建築設計回顧展」,展示了學院由1956年到七十年代中的校園規劃及設計。其中兩巨幅《崇基校園畫卷》,以傳統中國畫長卷的方式,通過建築立面圖的組合構圖來展現崇基老校園的氣勢,充分表現當年的如畫景致。昔日的建築檔案、校園相片、畫作及航拍圖等,也在展出之列。

其他慶祝活動還有於崇基禮拜堂舉行、由學院校董宋常康先生主禮的感恩崇拜,以及環校跑、千人宴和崇基校友日。

In celebration of the 57th Anniversary of Chung Chi College, a series of events were held on 31 October and 1 November, including the College Founders' Day Thanksgiving Service, a College Archive exhibition, the Feast for a Thousand, a round-the-campus-run, and Alumni Day.

One of the highlights, the 'Exhibition on Architectural Design of the Early Campus of Chung Chi College' at the College Archive, featured the architectural plan and the



buildings of the College from 1956 to mid-1970s. On display were also two large Chinese scrolls showing the composite structure of Chung Chi campus in the mid-1970s.

The Founders' Day Thanksgiving Service was held at the College Chapel. Mr. Sung Sheung-hong, member of the College Board of Trustees, addressed the assembly.

## 大專越野賽三連冠

### **More Victories for Cross Country Women's Team**



大女子越野隊於11月2日舉行之第二十二屆「大專 越野賽」中衛冕女子組團體冠軍,連續三年奪冠。 隊員姚潔貞及麥素寧分別奪得女子組個人冠軍和個人季 軍。今年共有十一間大專院校一百十七八人參賽。

The Chinese University women's team won the overall championship—their third in a row—of the 22nd Annual Cross Country Meet of the University Sports Federation of Hong Kong on 2 November. Athletes Miss Yiu Kit-ching and Miss Mak Sau-ning Tania also won the women's individual championship and third place respectively. A total of 11 schools including 178 athletesparticipated in the event.

## 認識營養標籤

## **Promoting Nutrition Labelling**

協助公眾認識營養標籤的重要性,理學院 於11月14至16日舉行的「科學為民」嘉年華 2008中·特設攤位介紹該院食品研究中心設立的全 港首個食品成分資料庫,並透過生動有趣的電腦遊 戲,讓參加者化身為蘿蔔糕工場東主,按照「三低一 高」的健康飲食原則,設計低脂、低糖、低鹽及高 纖的食品。



嘉年華為「科學為民」服務巡禮活動之一,由政府籌辦,旨在讓公眾更了解各部門的科學成就,以及利用科技提供的服務。

The Faculty of Science took part in the 'Science in the Public Service' Fun Fair 2008 held on 14–16 November to promote to the public the importance of nutrition labelling. A booth was set up to introduce the Food Research Centre's first ever Food Composition Database in Hong Kong. A computer game was designed to educate the public on the nutrition contents of food and the upcoming nutrition labelling scheme. The game allowed participants to play manufacturers designing a low-fat, low-sugar, low-sodium and high-fiber turnip cake.

The Fun Fair was one of the activities of the 'Science in the Public Service', a joint campaign organized by the HKSAR Government. The campaign aims at publicizing the government's scientific achievements and the application of science and technology to service provision.

## 墓 文 風 景

### A TOUCH OF CLASS



琵琶魚 譚兆祥,生理學系

Frogfish

Michael Tam, Department of Physiology



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。



市場學系陳志輝教授是中大校友,身兼工商管理學院副院長(本科課程)及行政人員工商管理碩士課程主任(EMBA課程)。陳教授曾任消費者委員會主席,現為選舉事務委員會和優質旅遊服務委員會的成員,以及香港存款保障委員會主席。

Prof. Andrew C.F. Chan, CUHK alumnus, is the associate dean (undergraduate studies) of the Faculty of Business Administration and director of the Executive MBA Programme (EMBA Programme). Prof. Chan is the ex-chairman of the Consumer Council and the chairman of the Hong Kong Deposit Protection Board. He is also an active member of the Electoral Affairs Commission and the Quality Tourism Services Association.

## ■ 回顧EMBA課程十五年的發展,有甚麼地方感欣慰?尚有哪些發展空間?

The EMBA Programme was launched 15 years ago. Looking back, what are you most proud of? Will there be new developments?

最感欣慰的,是凝聚了一群社會精英,他們在香港、鄰近 地區及海外貢獻社會,在政、商、教育和非政府機構默默 耕耘,實踐EMBA課程所學。

每個經濟社會都有發展的空間。香港是連接中國與環球經濟的樞紐,從這個角度來看,我們還有大量工作要做,不管是課程、研討會或論壇,都要觸及當前課題,邀請最合適的主講嘉賓,並要擴展和深化聯繫網絡。

I am glad that the programme has nurtured a group of elites who contribute to the government, business, education, and non-government sectors in Hong Kong, the region and overseas by applying what they have learnt from the programme.

Each economy has room for development. Given that Hong Kong is the hub of China and the global economy, we have plenty of work ahead us. To mention a few, our curriculum, conferences and forums must cover contemporary issues and invite the most appropriate speakers. We must also expand the scope and depth of our network.

#### 2 你構思的《與CEO對話》和《管理新思維》受到 歡迎,先由電台播出,擴展至電視頻道,其後又策 劃了《EMBA論壇》。這個意念當初是如何產生的? 目的是甚麼?

What gave you the idea for 'Talking to CEOs', 'New Thinking in Management', and the 'EMBA Forum'? What are the goals of these programmes?

源自五年前與學長盧榮俊博士及其夫人古嘉莉女士的飯局,他們都是中大商學院本科課程的校友。席間盧博士表示面對新形勢,沿用舊思維已不能發揮作用。他提出不少建議,其中包括擴闊學院的網絡。不久,香港電台一位編導,亦即中大歷史系校友孔祥卿女士,向我提出中大可否與港台合辦一個嶄新的節目,正好吻合盧博士的建議,《與CEO對話》由此誕生。由於反應不俗,港台因此建議合辦另一議題式的節目,造就了《管理新思維》的出現。至

《與CEO對話》由此誕生。由於反應不俗,港台因此建議 合辦另一議題式的節目,造就了《管理新思維》的出現。至 於設計《EMBA論壇》是因為一些較複雜的議題,以小組 形式深入討論較為合適,加上講者多以英語或普通話為母 語,故改以論壇進行,讓學生了解講者的獨到體會。 三個節目對象雖有不同,但目的仍是把網絡帶至中大,亦把中大帶到商業社會,同時與市民分享相關理論,回饋社會。

The idea came from a dinner with Dr. Lo Wingchun and Mrs. Lo Ka-lee Clarie five years ago. Dr. Lo said the traditional mentality was losing its weight in tackling contemporary issues. Broadening the faculty network was one of his suggestions. Later, Miss Hung Cheung-hing, producer of RTHK and CUHK alumna, called me about the possibility of co-organizing a new 'Talking to CEOs' programme, which coincided with Dr. Lo's suggestion. The programme was well received and initiated another topic-orientated programme, 'New Thinking in Management'. With the complexity of its debate topics and the frequent use of English and Putonghua by the speakers, the 'EMBA Forum' allows students to gain a thorough understanding of the topics through the live interactions of the speakers.

The target audience of the three programmes are different but the goal is the same. To bring the network to CUHK, and to bring CUHK to the business world. In the process, we also share the relevant business theories with the public.

### **3**成功的管理人員應有甚麼特質? What are the characteristics of a successful manager?

誠信、可靠、善於溝通、具領導及管理才能,以及精於 謀略。

I would say 'integrity, reliability, communication, leadership, management, and strategic skills'.

#### 4 你曾任職商業機構,是甚麼原因促使你執起教鞭? 教學、從商和當主持有甚麼同異之處?

You worked in the commercial sector. What made you take up teaching? Can you compare being a teacher, a businessman, and a programme host?

我自小已立志教書,有感於欠實戰經驗的教學不能全面, 所以特意先在商界汲取經驗。教學、從商和主持三職是類似的,都是針對所肩負的責任,用盡方法滿足受眾。不同 之處是執行方法,教學是以教學理念出發,從商則以商業 角度為依歸,主持則要向聽/觀眾負責,使他們收聽/觀看 節目後能有所得着。 I made up my mind to be a teacher when I was young. I chose to work in the business sector so as to acquire practical experience to enrich my teaching. The three jobs are similar in the sense that you have to satisfy your target group in accordance with your responsibilities. The only dissimilarity is in the execution. Teaching is based on ideology while in business, you see things from a commercial angle. And a programme host is responsible to his audience.

#### **5**在獲得校長模範教學獎後,你説:「教書欠自我要 求和創意,便不能有進。」可否闡述一下?

After winning the VC's Exemplary Teaching Award, you said that there would be no progress if we did not demand excellence of ourselves and seek innovation. What do you demand of yourself? What is innovation?

我的自我要求是為周遭人士創造附加價值。創意是先要確定目標,繼而尋找更有效、不落俗套的解決方法。我的創意源自朋友、上課、報章和電台等,在生活俯拾即是,但必先要去蕪存菁,再加以整理,這樣便會湧現很多機會和創意。

To create added value for people around me. Innovation is about setting your goal and using original solutions to efficiently solve the problems at hand. Innovation may be inspired by friends, what's in the newspaper and radio, and teaching experiences. Innovation may spring from any part of our daily lives. All that is needed is to put things in order. Ideas and opportunities will follow.

## 香港的學生需要甚麼特質? What qualities do Hong Kong students need most?

作為學生,應思考對其他人負有甚麼責任,如納稅人、老師、自己和未來的僱主。深思過後,便會恪守學生的本分,不會走課,不會不用心學習。簡言之,是將心比己,己所不欲,勿施於人。

Students should consider their responsibilities to others such as taxpayers, teachers, themselves and their future employers. They should perform their duties as students, i.e., not skip classes, concentrate on learning. In other words, put yourself in others' shoes, and do not impose on others what you do not desire.

#### 十 方 吐 露 TEN QUESTIONS FOR

## **7**你擔任不少公職<sup>,</sup>是甚麼原因令你如此熱心社會服務?你怎樣分身應付?

You are a member of many public organizations. Why motivates you to serve the community? How do you manage your time?

好像是自然不過的事,當你覺得那是很有意義的工作,自然會答應。別人見我願意承擔任,又會陸續找我。這樣下來,公職愈接愈多,直至不能再兼顧為止。應付之道,是別管閒事,集中處理自己相關的工作,抓着重點,採用更有效率的方法。

It feels natural to me. When you find something very meaningful, you accept it. Then someone else, seeing that I accepted, offers a second invitation to me. So I end up serving more and more organizations until I cannot afford to anymore. My tips for handling so many jobs are staying focused, identifying the target, and using the most efficient solutions.

## 深諳市場學,又曾服務消委會,可否和大家分享你的 消費心得?

As an academician in marketing and the ex-chairman of the Consumer Council, can you share your consuming tips with us?

知道自己的權益,明白在哪裏取得資訊,懂得分析,按自己

的情況和能力,恰如其分地消費,不要強逼自己購買負擔 不起的東西。

Understand your rights. Know where to obtain information and how to analyse it. Purchase according to your needs and ability. Never spend beyond your means.

#### 9你對目下的金融海嘯有甚麼看法? What are your thoughts on the financial crisis?

我剛才提及成功管理人員的首要特質是誠信。金融海嘯的起因就是次按促成者只管賺錢,罔顧商業道德,沒有理會他的受眾根本負擔不來:這亦是我説的不恰如其分的消費。雖然次按促成者可能沒有損失,但良心必受責備。在應付金融海嘯之餘,更應反思商業的核心價值是甚麼一不是尋求最大的利益,而是使你的受眾真正滿足快樂。除考慮買賣雙方外,還要顧及受商業運作影響的人及下一代。

As I mentioned above, the foremost characteristic of a successful manager is integrity. The cause of the financial crisis was the misconduct of the subprime wholesale lenders. They were only concerned with the financial gain they could secure from the mortgage, at the expense of considerations of whether their consumers could afford it. This is what I meant by spending beyond one's means. This is also the time for us to consider what the core values of

business are. Business is not just about maximizing profit but how to really satisfy your clients. Besides the buyers and sellers, you should also consider the interest of those affected and the next generation.

## 

You are a devoted fan and singer of Cantonese opera. How did you become interested? Which opera describes your affection for CUHK?

自小已聽粵曲,它能流傳這麼久遠,背後一定有其因由, 想理解其理由,便要學習它。《再世紅梅記·觀柳還琴》 描述裴禹和李慧娘在優美的環境下邂逅,中大也有着美 好的景致,每當我工作累了,只要往窗外一看,自然會心曠 神怡。

I started listening to it when I was a kid. The best way to understand this art is to learn it. In the opera *Reincarnation of the Red Plum*, the male and female protagonists sing a lovely aria at their first encounter in a scenic spot. Our campus also has lovely scenery. Whenever I find myself tired after a long day's work, I simply gaze out my window and would instantly feel recharged.

## 宣布事項



新任校董 New Council Member

林宣武先生獲大學監督提名,繼李澤楷先生出任大學校董,任期 三年,由2008年10月20日起生效。

Mr. Willy S.M. Lin has been nominated by the Chancellor as a member of the University Council for three years from 20 October 2008, succeeding Mr. Richard T.K. Li.

#### 中大頒授四榮譽博士學位

#### Four Distinguished Persons Honoured by CUHK

中大於12月4日舉行的第六十五屆大會頒授榮譽博士學位予四位傑出人士,以表彰他們對促進文化學術和社會經濟發展、增進人民福祉、以及對中大發展的傑出貢獻。

- 馮國經博士為傑出的企業家及社會領袖,現任利豐集團主席及國際商會主席,曾擔任 香港機場管理局主席凡九載。他將獲頒榮譽法學博士學位。
- 許倬雲教授是蜚聲國際的史學家,精研亞洲研究,曾擔任中大歷史系講座教授及名譽研究教授,他將獲頒榮譽文學博士學位。
- Prof. Louis J. Ignarro是1998年諾貝爾生理學/醫學獎得主,現任美國加州大學洛杉磯 分校分子及醫學藥理學講座教授及中大醫學榮譽講座教授。他將獲頒榮譽理學博士 學位。
- 楊祖佑教授是國際知名的航天學工程師,現任美國加州大學聖塔芭芭拉校區校長,於 該校創建跨學科研究中心,並推動創新教與學課程。他將獲頒榮譽理學博士學位。

CUHK will confer honorary doctorates on four distinguished persons at its Sixty-fifth Congregation to be held on 4 December, in recognition of their outstanding contributions to academic and cultural advancement, socio-economic progress, the promotion of the well-being of the people, and the development of CUHK.

- Dr. Fung Kwok-king Victor, an eminent entrepreneur and community leader, is the chairman of the Li & Fung Group of companies and the chairman of the International Chamber of Commerce. He had also been the chairman of the Hong Kong Airport Authority for nine years. The University will confer upon Dr. Fung the degree of Doctor of Laws, honoris causa.
- Prof. Hsu Cho-yun is an internationally renowned historian accomplished at Asian studies. He has made distinguished contributions to CUHK as Professor of History and honorary research professor. The University will confer upon Prof. Hsu the degree of Doctor of Literature, honoris causa.
- Prof. Louis J. Ignarro, 1998 Nobel Laureate in Physiology or Medicine, is currently Distinguished Professor of Pharmacology at UCLA, and an honorary professor of

medicine at CUHK. The University will confer upon Prof. Ignarro the degree of Doctor of Science, honoris causa.

Prof. Yang Tzu-yow Henry is a world-renowned aerospace engineer and Chancellor
of UC, Santa Barbara, where he founded interdisciplinary research centres and
established innovative teaching and learning programmes. The University will confer
upon Prof. Yang the degree of Doctor of Science, honoris causa.

## 第三屆世界現象學組織聯盟學術會議 Third Meeting of Phenomenological Organizations

本校鄭承隆基金亞洲現象學中心及哲學系·聯同崇基學院、美國Center for Advanced Research in Phenomenology Inc.、香港現象學會及世界現象學組織聯盟·將於12月15至20日假中大舉辦「第三屆世界現象學組織聯盟學術會議」,邀請逾六十位來自世界各地的現象學學者在會上發表論文。是次會議為哲學系成立六十周年慶祝活動之一,歡迎公眾參加,詳情請瀏覽http://phil.arts.cuhk.edu.hk/~opo3/。

The Third Meeting of the Organization of Phenomenological Organizations (OPOIII) will be held from 15 to 20 December at CUHK. Over 60 scholars in phenomenology from all around the world will present papers at the conference. OPOIII is jointly organized by the University's Edwin Cheng Foundation Asian Centre for Phenomenology and the Department of Philosophy, in collaboration with Chung Chi College, the Center for Advanced Research in Phenomenology, Inc., USA, Hong Kong Society of Phenomenology, and the Organization of Phenomenological Organizations. It is also one of the celebrating events of the Department of Philosophy's 60th Anniversary. The meeting is open to public, for details please visit <a href="http://phil.arts.cuhk.edu.hk/~opo3/">http://phil.arts.cuhk.edu.hk/~opo3/</a>.

#### 「冬日聚校園」: 中大校友日 2008 CUHK Alumni Homecoming Carnival

本年度的中大校友日將於12月7日(星期日)在校園舉行,節目包括別開生面的開蓬巴士校園遊、工程學院科研示範、百萬大道嘉年華會、遊戲攤位、警隊校友與校友精英隊足球友誼賽、綜藝表演、回到課堂精選講座及校友勁Band馬拉松等。詳情請瀏覽: www.alumni.cuhk.edu.hk/homecoming/。

The 2008 CUHK Alumni Homecoming will be held on 7 December (Sunday). Highlights of the event include an open-top double decker bus tour, a showcase of the University's latest technological innovations, a carnival and game booths at the University Mall, a football match featuring the CUHK Alumni Superintendents/Police Inspectors Soccer Team and the CUHK Elite Soccer Team, variety shows, Back-to-Classroom Distinguished Lectures, and an alumni band marathon. For details, please visit <a href="https://www.alumni.cuhk.edu.hk/homecoming/">www.alumni.cuhk.edu.hk/homecoming/</a>.

#### 公積金及強積金計劃投資成績

## Investment Returns of Staff Superannuation Scheme and Mandatory Provident Fund Scheme

財務處公布公積金計劃內各項投資成績之回報如下:

The Bursary announces the following investment returns on the Designated Investment Funds of the 1995 Scheme.

2008年10月 October 2008

| 基金     | Fund              | 1995計劃 1995 Scheme    | 指標回報<br>Benchmark Return |  |
|--------|-------------------|-----------------------|--------------------------|--|
|        |                   | (未經審核數據<br>unaudited) |                          |  |
| 增長     | Growth            | -17.52%               | -18.43%                  |  |
| 平衡     | Balanced          | -15.05%               | -14.81%                  |  |
| 穩定     | Stable            | -8.52%                | -7.62%                   |  |
| 香港股票   | HK Equity         | -22.63%               | -20.59%                  |  |
| 香港指數   | HK Index-linked   | -21.87%               | -22.42%                  |  |
| 港元銀行存款 | HKD Bank Deposit  | 0.23%                 | 0.03%                    |  |
| 美元銀行存款 | USD Bank Deposit* | 0.05%                 | -0.17%                   |  |
| 澳元銀行存款 | AUD Bank Deposit* | -15.67%               | -15.84%                  |  |
| 歐元銀行存款 | EUR Bank Deposit* | -10.40%               | -10.49%                  |  |
|        |                   |                       |                          |  |

#### 2007年11月1日至2008年10月31日

1 November 2007 to 31 October 2008

| 2007年11万1日= | E2006年10月31日      | 1 November 2007 to 31 October 2006 |                          |  |
|-------------|-------------------|------------------------------------|--------------------------|--|
| 基金          | Fund              | 1995計劃 1995 Scheme                 | 指標回報<br>Benchmark Return |  |
|             |                   | (未經審核數據<br>unaudited)              |                          |  |
| 增長          | Growth            | -43.96%                            | -43.04%                  |  |
| 平衡          | Balanced          | -38.43%                            | -34.23%                  |  |
| 穩定          | Stable            | -17.05%                            | -15.14%                  |  |
| 香港股票        | HK Equity         | -58.19%                            | -53.88%                  |  |
| 香港指數        | HK Index-linked   | -53.47%                            | -54.07%                  |  |
| 港元銀行存款      | HKD Bank Deposit  | 2.83%                              | 0.84%                    |  |
| 美元銀行存款      | USD Bank Deposit* | 3.54%                              | 0.69%                    |  |
| 澳元銀行存款      | AUD Bank Deposit* | -21.77%                            | -23.34%                  |  |
| 歐元銀行存款      | EUR Bank Deposit* | -7.05%                             | -8.34%                   |  |

#### 強積金數據請參閱:

www.cuhk.edu.hk/bursary/chi/public/payroll\_benefits/mpf.html
For MPF Scheme performance, please refer to:
www.cuhk.edu.hk/bursary/eng/public/payroll\_benefits/mpf.html

\* 實際與指標回報已包括有關期間的匯率變動 Both actual and benchmark returns include foreign currency exchange difference for the period concerned

#### 公積金計劃1995 — 轉變投資組合

#### Staff Superannuation Scheme (1995) — Investment Option Change

公積金計劃成員如欲由2009年1月1日起轉變其投資組合,可從財務處網頁www.cuhk.edu.hk/bursary/eng/public/payroll\_benefits/s95/option\_change\_form.pdf下載表格,或向財務處薪津及公積金組索取,填妥後於2008年12月19日前送達該組(傳真:2603 7890)。

Pleased be informed that the form for investment option change effective on 1 January 2009 is now downloadable from the Bursary website at <a href="https://www.cuhk.edu.hk/bursary/eng/public/payroll\_benefits/s95/option\_change\_form.pdf">www.cuhk.edu.hk/bursary/eng/public/payroll\_benefits/s95/option\_change\_form.pdf</a>. It is also available at the Payroll and Superannuation Unit of the Bursary. The completed form should be mailed or faxed (2603 7890) to the unit before 19 December 2008.

#### 職員審議事宜

#### **Annual Staff Review**

大學已函邀各學系及部門主管,就2009-10年度職員審議有關(甲)類、(乙)類及(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供意見。有關意見或提名須於2009年1月9日(星期五)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 2009–10 staff review exercise. Recommendations from the departments/ units should be submitted to the Personnel Office before 9 January 2009 (Friday) for further referral to the relevant University Committee(s) for consideration.

#### 「香港相思——余光中的文學生命」

#### Memories of Hong Kong-The Literary Life of Yu Kwang Chung

聯合書院、文學院及大學圖書館系統於2008年12月15日至2009年1月7日假大學圖書館展覽廳合辦「香港相思——余光中的文學生命」,展出余光中教授的著作、手稿及相片。余教授以現代詩和散文稱譽,1974年起於中大任教凡十一載,對中大貢獻良多。他將於12月15日下午5時30分在李冠春堂LT1講室主持公開講座。

United College, the Faculty of Arts, and the University Library System will jointly organize the 'Memories of Hong Kong—The Literary Life of Yu Kwang Chung' Exhibition from 15 December 2008 to 7 January 2009. On display will be writings, manuscripts and precious photos of Prof. Yu. A well-known scholar and literary master, Prof. Yu made tremendous contribution to CUHK where he taught from 1974 to 1985. He will host a public lecture at 5:30 pm on 15 December at LT1, Li Koon Chun Hall.

#### 文物館書刊特價銷售

#### Art Museum Book Sale

文物館現正舉辦書刊特價銷售月,大部分刊物以特價出售,歡迎選購。

The Art Museum is holding a publication sale until 30 December. The majority of the Art Museum books and catalogues are on sale with special discounts.

#### 中大四十五周年校慶攝影比賽

#### **CUHK 45th Anniversary Photo Competition**

為紀念大學成立四十五周年,學生事務處現籌辦「四十五周年校慶攝影比賽」,讓師生同 慶及見證這別具意義的時刻。

比賽以「中大校園印記」為主題,設學生及教職員兩個組別,大家可透過鏡頭捕捉中大校園的美麗風光或最動人的一面。截止日期為2009年1月23日,詳情請瀏覽www.cuhk. edu.hk/osa/saau/fotocom08.pdf,查詢請聯絡學生事務處尹小姐(電話:2696 1738:電郵:zita@cuhk.edu.hk)。

In celebration of the University's 45th Anniversary, the Office of Student Affairs is organizing a photo competition themed 'The CUHK campus in my eyes'. All University members are invited to capture the different faces of our lovely campus.

The competition is open to students and staff of the University. The submission deadline is 23 January 2009. For details, please visit <a href="https://www.cuhk.edu.hk/osa/saau/fotocom08.pdf">www.cuhk.edu.hk/osa/saau/fotocom08.pdf</a>. For enquiries, please contact Ms. Zita Wan at 2696 1738 or zita@cuhk.edu.hk.

#### 提前發放薪金

#### Advancement of Pay Date

2008年12月份及2009年1月份之薪金將提前於12月19日(星期五)及1月20日(星期二)發放。查詢可致電薪津及公積金組(2609 7246/7240)。

The salary payment date for December 2008 and January 2009 will be advanced to 19 December (Friday) 2008 and 20 January 2009 (Tuesday) respectively. Enquiries can be directed to the Payroll and Superannuation Unit (2609 7246/7240).

# 中大通訊 CUHK NEWSLETTER

- 1. 本刊每月出版兩期,農曆新年和暑期停刊。截稿日期 載於本刊網頁(www.cuhk.edu.hk/iso/newslter/)。
- 2. 來稿請寄沙田香港中文大學資訊處《中大通訊》編輯部 (電話 2609 8681/2609 8589, 傳真 2603 6864, 電郵 iso@cuhk.edu.hk)。
- 3. 編輯有權刪改及決定是否刊登來稿。

香港中文大學資訊處出版

- The CUHK Newsletter is published on a fortnightly basis except during the Chinese New Year and the summer vacation. Deadlines for contributions can be found at www.cuhk.edu.hk/iso/newslter/.
- All contributions should be sent to the Editor, CUHK Newsletter, Information Services Office, The Chinese University of Hong Kong (tel. 2609 8681 / 2609 8589; fax. 2603 6864; e-mail iso@cuhk.edu.hk).
- 3. The Editor reserves the right to decline contributions and to edit all articles.

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