

SPHERE

17

The winds of change

Hong Kong wind turbine is green power showcase



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NUMBER 17 SEPTEMBER 2006

A Few Words from the Editor

LIFE ON THE EDGE of the world, a helping hand for China's terminally ill, Harry Potter in Shanghai, Hong Kong's first wind turbine and a World Cup success story from Italy – that's a taste of what we are serving up for you in *Sphere* 17.

Let's start in Hong Kong, where we take a look how Hongkong Electric is demonstrating a commitment to sustainable energy through the Lamma Winds project. Then it's off to the remote waters off the east coast of Canada, where Husky's Wanda Burt shares her experiences of life onboard ship in the middle of the White Rose oil field.

There's also time to catch up on Harry Potter's adventures in Shanghai and find out why so many Italians are watching football on their mobile phones. This issue's community story takes a heartfelt look at how hospices are helping those most in need in China.

We hope you enjoy the magazine. Please send feedback and suggestions to info@hutchison-whampoa.com.

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Newsbites



PHOTO: COURTESY OF THE SING TAO NEWSPAPER GROUP

FOLLOW THE LEADER

HONG KONG HWL Chairman Li Ka-shing loves to read and there's nothing he likes more than taking the latest copy of *Sphere* home from the office. So why not follow the chairman's lead and keep in touch with HWL companies around the world. It might even increase your "Sphere of influence!" **C**

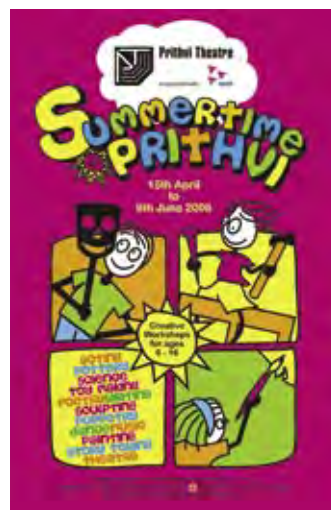
NET GAIN

HONG KONG Hutchison Telecom Hong Kong and NTT DoCoMo held a daruma doll eye-dotting ceremony during the announcement of their strategic partnership in bringing i-mode services to Hong Kong and Macau. According to Japanese tradition, one eye of the daruma doll is dotted to signify a good start to the project. The other is dotted on the project's successful completion. **T**



Summer Fun

INDIA Summertime at Prithvi, a theatre-based workshop for children sponsored by Hutchison Telecommunications International Limited since 1997, is growing in popularity. The two-month event featured 28 creative workshops and performances at four venues in Mumbai, allowing children to cultivate an appreciation of theatre and develop their personalities. **T**



New Network

UNITED KINGDOM Geo

celebrated the launch of the new London dedicated fibre optic network, Geo.Metro, at London's City Hall. Geo owns and operates a national network in the UK that is used by 3. The new network will improve service to customers. **T**



CREATIVE TRIUMPH

HONG KONG

The Harbour Plaza Hotels & Resorts website won a Bronze Award in the

US-based Summit Creative Awards in the Travel/Tourism/Nature Category this year. **H**



Book Worms

HONG KONG TOM Group staff members visited the Po Leung Kuk to kick off a book donation campaign. The 1,300 books will help cultivate children's reading habits and also serve as teaching materials and reference books for the staff. **I**



CHEERS!

BELGIUM Sodium-free Watsons Water has proved a big hit at Krudivat stores. "We have already sold three times more bottles than the leading brand," said Kees Buur, Buying Director of Health & Beauty Continental Europe. "People like the shape and the colour of the bottle and the fresh taste of the water." **R**

HWL Records Improved Growth

HONG KONG Hutchison Whampoa Limited recorded improved and healthy growth in the first half of 2006. The Group's total revenue grew 14 per cent to HKD124,448 million, including HKD23,509 million from the 3 Group. Recurring earnings before interest expense and finance costs, taxation and minority interests (EBIT) from the Group's established businesses increased 12 per cent to HKD18,889 million.

Earnings per share amounted to HKD4.41, an increase of 100 per cent on the same figure last year. An interim dividend of HKD0.51 was declared.

The results reflect the continued strength of the established businesses, the improving results from the 3 Group operations and the conservative financial profile of the Group. **C**

HIGHLIGHTS

- First half profit increased 100 per cent to HKD18,800 million
- 3G customer base totals over 13.5 million worldwide
- 3G LBIT reduced by HKD8,034 million or 40 per cent to HKD11,990 million

Europe Website Makes Debut

HONG KONG An increasing number of investors and stakeholders are interested in HWL's growing project investments and operations in Europe. The launch of the HWL Europe Site (www.hutchison-whampoa.com/europe) targets a European audience, providing a clear picture of HWL business highlights in the region. **C**



STAYING AHEAD

CHINA Yantian International Container Terminals has taken delivery of three Post Panamax Quay Cranes and three Rubber Tyred Gantry Cranes to further enhance facilities at its Phase III site. **P**



* APPLAUSE!

The SK-II outpost organised by Nuanice-Watson (HK) was highly commended for best beauty promotion in the Duty Free News International Product Awards 2005.



MUSIC ON THE CARDS

INDIA There's a song for every occasion in India these days thanks to **Hutchison Telecommunications International Limited**. With Hutch Fun Cards customers can buy their favourite ringtones and callertunes from any Hutch shop and also give the cards to their loved ones. In addition, customers can now download their favourite songs directly to their Hutchison phone with the new "Music Everywhere" service. **T**



Be Safe

UNITED KINGDOM Superdrug has formed a partnership with The Prince's Trust, a charity that helps young people overcome barriers. The partnership includes producing a limited edition bag to be sold in Superdrug stores, with all proceeds going to The Prince's Trust. Meanwhile, the retailer has also launched a skin cancer campaign called SAFE. The campaign promotes skin awareness and is backed by The Institute of Cancer Research and supported by supermodel Cindy Crawford. **R**



CONGRATULATIONS!

ICI Paris XL was voted number one in the perfume/cosmetics category in a poll of more than 90,000 customers interviewed about the best shopping chains in the Netherlands.

Helping Hands

INDONESIA Jakarta International Container Terminal, a joint venture between Hutchison Port Holdings (HPH) and P.T. Pelabuhan Indonesia II, contributed USD100,000 to help victims of the Indonesian earthquake tragedy. In Hong Kong, **PARKnSHOP** placed donation boxes at checkout counters and the proceeds were donated to the Hong Kong Red Cross to fund relief operations in Indonesia. **P**



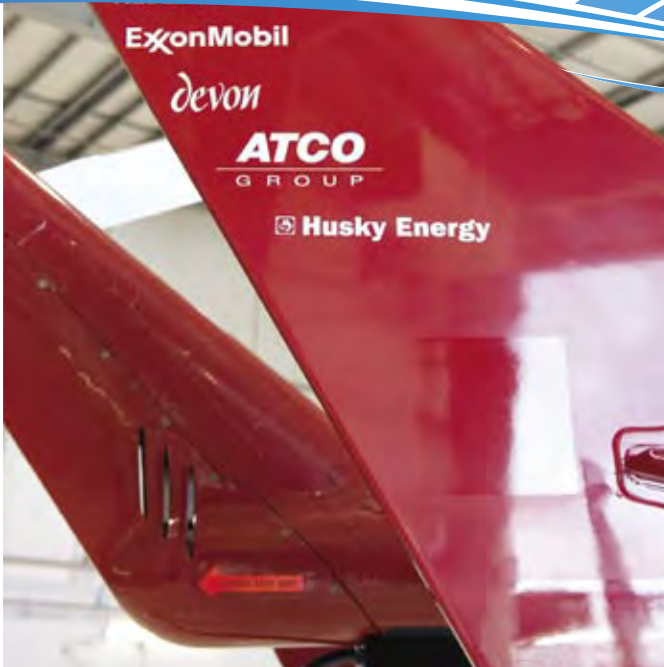
VIP VISIT

HONG KONG Michael Chertoff (above left), US Secretary of Homeland Security, was given a demonstration of the Integrated Container Inspection System (ICIS) at work during a visit to **Hongkong International Terminals**. ICIS is a non-intrusive inspection system that can detect radioactive materials in containers. **P**

SUPER SAVERS

UNITED KINGDOM **Savers** has risen from 39th to seventh most popular retailer in the UK – the biggest ranking gain in the top ten. Some 6,000 shoppers were interviewed in the survey conducted by retail industry analysts Verdict Research. **R**





HUSKY FLYING HIGH

CANADA The Alberta Shock Trauma Air Rescue Society (STARS) has placed the **Husky Energy** logo on the tail fins of its two helicopters in recognition of the company's generous support over many years. STARS provides emergency transport to critically ill and injured patients around Calgary and Edmonton. **1**

Royal Welcome

HONG KONG HRH The Duke of York is welcomed by HWL Chairman Li Ka-shing during a visit to the Cheung Kong Center to exchange views on Hong Kong-UK business relations. **2**



Good Work

HONG KONG The PARKnSHOP "Say No to Plastic Bags" campaign was a big success. Backed by a cute mascot, Earth Baby, consumers cut back on using plastic bags and bought about 200,000 environmentally friendly shopping bags.

Meanwhile, the **A.S. Watson Group** lent its support to the Tree Planting Challenge 2006 organised by the Friends of the Earth. Participants were required to plant 50-100 fire-resistant seedlings within six hours and complete a 13-kilometre trail. **R**



SPANISH GAIN

SPAIN HPH and Spanish partner Grupo Mestre will build and operate a new container terminal, Prat Pier Container Terminal, at the Port of Barcelona. Last December, HPH signed a conditional agreement with Grupo Mestre to acquire a majority stake in Terminal Catalunya (TERCAT), which has been awarded the concession for Prat Pier Container Terminal by the Barcelona Port Authority. Meanwhile, Hutchison Whampoa Limited has signed an agreement to sell 20 per cent of HPH to Singapore's PSA International. **P**



YEAH!

Business Weekly, a **TOM Publishing Group** publication, won the "Golden Tripod Award" for the best business magazine for the fourth straight year.



Chengdu Le Parc Seminar

CHINA Situated in the newly planned part of southern Chengdu, Le Parc is the first **Hutchison Whampoa Property Group** project in the city. The spectacular development will provide more than 15,000 high-end residential units. A public seminar organised to discuss the project attracted a great deal of interest from local residents. **H**

HEALTHY LISTING



UNITED KINGDOM **Hutchison China MediTech**, a HWL subsidiary focused on developing and manufacturing health supplements derived from Traditional Chinese Medicine, has listed on London's AIM exchange. **I**

HUTCHISON CHINA MEDITECH LTD



CHINA BOOST

CHINA **PARKnSHOP China** has been recognised for its great efforts in providing the most comfortable shopping environment and the freshest delicacies. All stores in Dongguan were awarded "Hygiene A Level 2005" by the Dongguan Government. **R**



Team Spirit

HONG KONG **A.S. Watson's Volunteer Team** visited a temporary home for children in Sha Tin run by the charity Project

Care. After playing and talking to the children the volunteers left with a deep understanding of the importance of a happy home. **R**



APPLAUSE!

Fortress has received a Standard of Excellence Award from Hong Kong's Web Marketing Association after revamping its website.



Hundred Up

CHINA **Watsons China** has opened its 200th store on the Mainland, in Huadu, Guangzhou. It plans to open a new store every four days in 2006 and operate 1,000 stores by 2010. **R**



ROYAL AWARD

THAILAND King Bhumipol of Thailand honoured **Watsons Thailand** with an award recognising the generous donation by staff to the Rajaprajanugroh Foundation, which provides assistance to those affected by the 2004 Tsunami. **R**



Husky's China Find

CHINA Husky Oil China, a subsidiary of Husky Energy, has made a significant discovery 250 kilometres south of Hong Kong in the South China Sea. Based on current estimates, the find could contain four to six trillion cubic feet of recoverable natural gas – one of the largest natural gas discoveries in offshore China waters.

Husky has also made an additional hydrocarbon discovery in the White Rose oil field off Newfoundland and Labrador, Canada. **I**



NEW LOOK

HONG KONG Harbour Plaza Hong Kong has a fresh new look after renovating nearly 500 guest rooms without closing its doors for a single day! "The team put together a good renovation schedule that was successful and the renovation will improve the guests' experience," said General Manager Jonathan A. Wilson.

Meanwhile, singer and composer Paul Anka has become the latest to join the list of international stars staying at the hotel's Presidential Suite. Mr Anka had a wonderful time and described his visit as "the best stay ever". **H**



YEAH!

According to rankings compiled by *Media* magazine and *China Business Times*, TOM was ranked first among media companies in China in terms of total assets, net assets and turnover in 2005.

OH BROTHER!

AUSTRALIA 3 Australia, a sponsor of the reality TV show *Big Brother*, gave four housemates the chance to watch highlights of the FIFA World Cup soccer match between Australia and Brazil on a 3 mobile. The housemates had been in the *Big Brother* house for over 60 days with no contact with the outside world!

Meanwhile, other 3 Australia customers could watch the FIFA matches live or see the highlights on their mobiles. **T**



Ukraine Move

UKRAINE A.S. Watson Group announced its move into the Ukraine market by acquiring a 65 per cent stake in the country's No 1 health and beauty retail chain, DC. The acquisition, which is subject to anti-monopoly approval, is part of the Group's continued expansion into Central and Eastern Europe. **R**



New Card


HONG KONG

DBS Bank and Hutchison Whampoa Limited have relaunched their co-branded ComPass Visa card to offer consumers greater protection against fraud with the adoption of an enhanced chip. The new card is also capable of capturing more information such as customers' spending behaviour. 



HELLO NINGBO

UNITED KINGDOM

The Port of Felixstowe welcomed the inaugural visit of the *COSCO Ningbo*, one of the world's largest container ships with a declared capacity of 9,449 TEUs. To cope with the ever-increasing volume of international trade, the port, owned by **Hutchison Ports (UK) Limited**, has been given permission to re-develop the southern part of the port into a new deep-sea container terminal. 




Applause!

HWL was ranked eighth in the Fortune Global 500 list of China's Top Companies and 259th in the World's Largest Corporations for 2005. 



Shopping Fun


CHINA

A large shopping mall project in Guangzhou, owned and run by **Cheung Kong (Holdings)** and **Hutchison Whampoa Properties**, has been officially named the Metropolitan Plaza Guangzhou. To be opened next year, the project's South Plaza will feature a streamlined ribbon-like façade with computerised LED lighting. Having an outdoor area of more than 11,300 square metres, the plaza will entertain shoppers with live performances, concerts, exhibitions and special events. 



BEAUTIFUL GIFT

FRANCE **Marionnaud**, Europe's largest retailer of perfumes and cosmetics, has presented a cheque for EUR72,696 (about USD93,000) to the Federation Nationale Solidarite Femmes (FNSF), an association that campaigns against domestic violence in France. The retailer will also assist FNSF by establishing hotlines and publishing flyers to promote the message of anti-violence.

In addition, Marionnaud, a member of the A.S. Watson Group, has donated EUR51,612 to Cosmetic Executive Women (CEW), an association that offers free beauty care to sick women. It has signed a five-year partnership with CEW and has also helped to raise funds by selling greeting cards in Marionnaud stores. 

The good oil

A GREAT way to stay healthy

OLIVE OIL has been a symbol of health and prosperity ever since the people of the Mediterranean started to understand its extraordinary properties more than 7,000 years ago. Fast forward to the diet-conscious 21st century and it has lost none of its allure. Olive oil has a high content of both monounsaturated fatty acids and antioxidants, and studies have shown that it offers protection against heart disease by controlling cholesterol levels.

Now that dietary message is being spread in Hong Kong's leading food hall, GREAT, a member of the A.S. Watson Group that has been tantalising the palates of Hong Kong gourmets for more than five years. Thanks to European supplier Crescendo, shoppers can sample a wide range of different olive oils straight from the barrel and then return to have their bottle, no matter big or small, refilled.

"It's the first time something like this has been tried in Hong Kong," said GREAT's Executive Chef, Timothy Broderick. "In Spain and Italy, it is part of everyday life. People bring their bottle to the local shop to have it refilled and have a chat. Olive oil is part of almost every meal in those countries. People cook with it, use it for salads or dips and put it on bread or toast instead of butter."

"Hong Kong people are always interested in food, so there is a natural curiosity when they see what we have on offer. It is really only in the last two or three years that people here have started to introduce olive oil into their diet," he adds. The message appears to be getting through. Supermarket sales of olive oil in Hong Kong rose 13.7 per cent in the 12 months to June 2006.




The attractive barrel display and the tasting counter draws shoppers who want to sample different types of olive oils, everything from standard fare that can be used in cooking through to flavoured oils and high-end extra virgin for use in salads. Spanish and Italian brands are the best sellers.

Olive oil is produced principally in Spain, Italy and Greece. Just like wine, the flavour depends on the variety of olive, soil conditions and the weather. The oil is pressed from ripe olives after they are harvested. Oil from the first pressing is classified as virgin. Extra virgin, oil from the first pressing that is particularly low in acid - less than one per cent - is considered the finest.

The customers at GREAT are an eclectic mix - Hong Kong Chinese, Asian and European expatriates, tourists and visitors from Mainland China. "We show people how to make salad dressings and explain which types of oils best complement specific foods," said Mr Broderick.

Customers of Great can always get the freshest olive oil in a wide range of flavours.

As he prepared some delicious samples, the Spanish Consul General appeared and dabbed a piece of bread into one of the sample bowls of olive oil. "Mmmm. Delicious," the Consul General said. "It's the perfect way to start the day." 





SCREEN TEST

World Cup success for 3 Italia's groundbreaking mobile TV service



ON A WARM JUNE evening in Munich a single shrill blast of the referee's whistle signalled the start of the 2006 FIFA World Cup. In the month that followed 32 countries played out a global drama in front of a television audience that numbered billions.

Among those glued to their screens was a new breed of elite viewer – soccer fans who watched the matches live on their mobile phones thanks to new digital technology called DVB-H – Digital Video Broadcasting - Handheld.

In Italy, 3 Italia led the way, showing all 64 games via its own separate DVB-H broadcast network. The consumer re-

sponse was immediate.

"The launch of the first DVB-H Digital Mobile TV has been a tremendous success," said Vincenzo Novari, Chief Executive Officer of 3 Italia. "Soccer fans filled 3 Italia's shops to buy TV phones. The idea of watching a World Cup match when you are outdoors really took off and an increasing number of fans followed the matches on 3 Italia's Digital Mobile TV.

"Our customers were fascinated by the digital quality of the images and of course the fact that Italy was one of the favourites for the World Cup was also a factor. The Italian public's passionate support for the national soccer team was matched by the response to the TV phones.

"And for those who aren't interested in soccer there is news, reality shows, movies and every kind of entertainment available 24 hours a day. Commuters, people working for public services and technology buffs are the first target market for this new way of broadcasting television content."

3 Italia's Digital Mobile TV is available on special LG and Samsung handsets offering a selection of the best channels of the main Italian broadcaster (RAI, Sky and Mediaset) plus a couple of channels produced by 3 Italia itself called La3 Live and La3 Sport.

La3 Sport shows original programming as well as sporting showpieces such as the FIFA 2006 World Cup, followed by live matches from the Serie A Italian football championship and the UEFA Champions League.

La3 Live is a completely live TV channel that lets viewers know in real time what is on air or what's coming up. Twenty "3jays" rotate during the day, entertaining and informing the public with details of the day's programming.

The handsets are keeping in step with the latest digital breakthrough. For example, LG's new LG-U900 DVB-H handset features a 2.2-inch wide-swing screen for mobile TV viewing. Its premium digital broad-



casting functions include ESG (Electronic Service Guide) and CAS (Conditional Access System). Users can watch TV for up to three hours because of the phone's long battery life. Samsung's SGH-P910 handset comes with a wide screen design for better viewing pleasure.

Mobile TV is increasingly spoken of as the next vital application for the cell phone industry that is keen to grow revenues from sources other than voice and text messages. Using the World Cup as a hook to boost mobile TV services made a lot of sense, given its potential to appeal to a mass market.

DVB-H allows mobile users to receive TV signals and traditional mobile signals at the same time, meaning a handset can be used to watch a soccer match and make a phone call; it can also be used while a viewer is walking down the street and in cars and trains. With DVB-H, a broadcaster can transmit 20 or more interactive channels at the same time.

The consumer appetite for mobile TV is expected to be enormous and mobile phone networks are conducting DVB-H trials in Spain, Germany, Britain, France, Singapore, Malaysia, Australia, the United States and other countries. Independent research organisation Datamonitor forecasts that in 2009, 90 million DVB-H phones will be shipped worldwide.

The arrival of DVB-H marks a significant milestone in a long hi-tech journey. In 1991, broadcasters, consumer electronics manufacturers and regulatory bodies came together to discuss the formation of a group that would oversee the development of digital television in Europe. The DVB Project was born and DVB-H is the latest product to emerge from the digital revolution.

Judging by the reaction of the Italian football fans, mobile TV is going to be a big hit with consumers.

As Mr Novari told the Italian media, "Television is changing. The age of cell-phone TV has begun, and I think this will really change the history of TV.

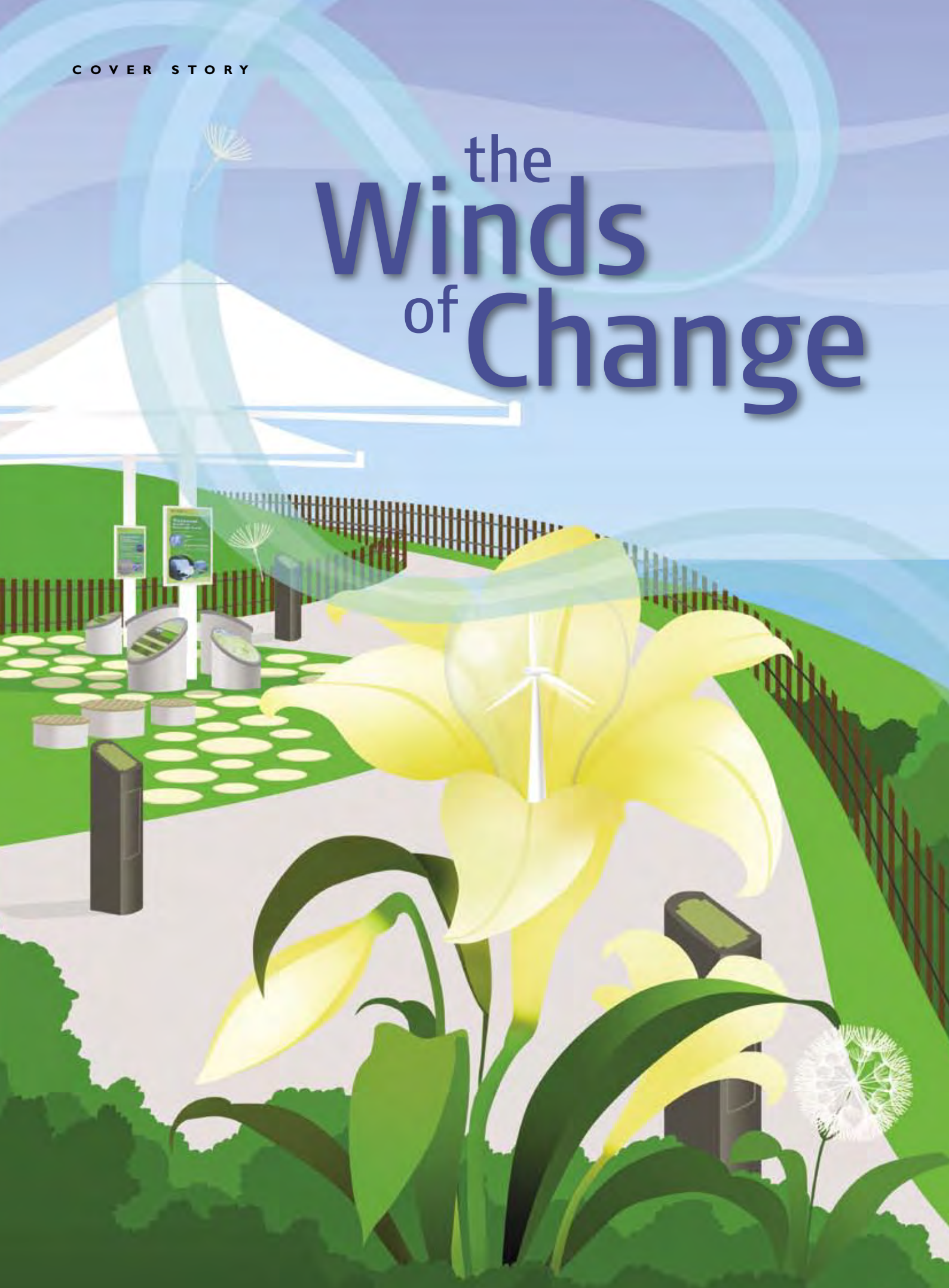
In a few years, mobile TV will become a mass product. I don't think it will remain a niche market. According to some cautious forecasts, in 2010 there will be 15 million subscribers to mobile TV in Italy. This means that we will go from zero to 15 million in only four years. This is a very big market, and I am sure of its success."


3 Italia's launch of DVB-H coincided with the build up to Italy's successful FIFA World Cup campaign.



COVER STORY

the Winds of Change





FIRST-TIME HONG KONG VISITORS – and more than a few locals – have been doing a double take recently as they pass outlying Lamma Island. The tiny island’s latest attraction, clearly visible from the ocean and from the windows of planes making their final approach to the airport, is a wind turbine perched on top of a hill.

The new structure has become something of a tourist attraction, a convenient stopping-off point for people hiking across scenic hill trails, but its real purpose is more practical and educational. Hongkong Electric built the USD2 million wind turbine, known as Lamma Winds, to demonstrate a commitment to sustainable energy – the power generated is enough to support the electricity needs of a small village – and also to allow the public to learn more about the practicalities of harnessing natural resources such as the wind.

It is a fascinating topic to delve into, and one that unearths surprises galore. Even the most committed anti-fossil-fuel-burning conservationist is given pause for thought when confronted with the problems of using sustainable energy, particularly in a place such as Hong Kong where land is at a premium.

Windmills, even hi-tech ones such as this, about as far removed from the wooden-bladed Dutch model as it is possible to get, can only generate limited amounts of power;

in this case at far greater expense than conventional, coal-burning means.

Shipping lane problems

The triple-bladed wind turbine can crank out about 800 kilowatts, which is enough to power 8,000 100W light-bulbs – a few strip-lights short of the energy needed to satisfy the air-conditioned needs of Hong Kong’s population of 6.8 million people. Hundreds more devices, arranged in serried ranks, similar to the wind farms seen in California, or the Gobi Desert in China’s remote, far-western Xinjiang province, would be needed to serve Hong Kong’s needs. Given its mountainous terrain and the shipping-lane problems involved in building offshore wind farms, the city will be relying on imported fuel sources for many years to come.

Lamma Winds has made a major contribution to Hong Kong society’s awareness of the entire sustainable energy issue, providing a real-life example that can be seen close up.

Simple though the concept is – the wind rotates the blades and that, in turn generates power that goes into the Hongkong Electric grid – it took meticulous planning before building could start. Officials from the company talked to local green groups and island residents about the most suitable spot for the sizeable tower, which clearly had to be located in the highest possible spot, within easy reach of Hongkong Electric’s giant, sea-level Lamma Power Station.

Once the site was designated, a 20-minute hike up an access road from the plant, officials had to secure planning permission.

Hong Kong wind turbine is a showcase for green power

By Mark Graham





The beneficiary will

For all Hong Kong's reputation as a city of skyscrapers, restrictions on what can be built, and where, are surprisingly strict. Aviation height restrictions are also part of the planning-permission equation, dictating that nothing at the site can exceed a height of 165 metres above sea-level.

The wind turbine is 71 metres tall, which takes its total height above sea-level to 163 metres, a whisker below the upper limit. Its commanding height allows it to make the most of any wind

that whisks across the upper reaches of Lamma Island, facilitated by the ability of the main blades to turn in whichever direction the breeze blows.

Glorious view

Visits are proving popular with school groups, in line with Hongkong Electric's mission to use the project as an educational tool. The hike up can prove strenuous, especially for youngsters



to promote renewable energy and get experience. It is a gesture of commitment to showing our corporate responsibility. It is a pilot project to see if it is feasible and cost effective.”

As a general rule, wind turbines are pricey ways of generating energy. The project costs roughly USD2,400 a kilowatt, compared to USD600-700 for more traditional fuels.

Large numbers of wind turbines sited together can result in economies of scale – assuming that there is plenty of space to put them. In Hong Kong, there are few unpopulated flat patches of land, certainly none large enough to take ranks of hi-tech windmills. However, based on the success of Lamma Winds, Hongkong Electric is already planning to build an off-shore wind farm, a 100 megawatt operation either 3.5 kilometres southwest of Lamma or near the Ninepin Islands in the far east of Hong Kong waters, by 2012. The wind farm would be able to produce 175 million kilowatt hours of electricity each year, enough to supply 50,000 families.

Air quality

Other countries have had success with harnessing wind power, and the Lamma Winds project goes into some detail on this subject. Arrayed round the site are information boards listing how the world measures up in wind-power terms: As at the end of 2005 according to the Global Wind Energy Council, Germany was tops with some 18,428 megawatts of installed capacity, Spain second with 10,027, and the United States third with 9,149. Mainland China, with 1,260 megawatts, makes eighth place.

Statistics, of course, do not always give the full picture. Denmark, which does not feature in the top trio, is generally reckoned to be the wind-power pioneer.

Back in Hong Kong, residents are increasingly concerned about air quality. Despite the government claim that the local electricity sector is the main contributor to air pollution, statistics show that more than 80 per cent of pollutants in the

Pearl River Delta originate from the delta itself and not Hong Kong. Despite efforts by the governments of Hong Kong and Guangdong province to clean up the air, clouds of soot and smoke still manage to drift down the Pearl River Delta, regularly engulfing Hong Kong with thick smog.

Blue skies

In the city itself, Hongkong Electric has been making strenuous efforts to reduce emissions at Lamma Power Station where a

be the quality of the Hong Kong air and the return of blue skies

faced with intense summer heat and a steep hill, but thousands of school children and day visitors have already visited the site, which commands a glorious view of the Hong Kong harbour channel and the main island itself. On a windy day, there is a thrilling thrum from the fast-turning wind turbine arms.

“It took about five years from it first being suggested to the actual commissioning this February, as we did detailed environmental impact assessments,” says Dr C W Tso, Chief Engineer (Projects) of Hongkong Electric. “Our objective was

The company has started using natural gas to power Hong Kong's energy needs



team of environmental engineers and chemists uses state-of-the-art technology to monitor and minimise the impact on the environment. Low sulphur coal is used, coal dust is suppressed and newer generating units are fitted with Hong Kong's first flue-gas desulphurisation system that removes more than 90

per cent of the sulphur dioxide produced by combustion.

The company's latest initiative is to generate more of its electricity through the use of natural gas. It is not a change that can be implemented overnight, necessitating the construction of a 93-kilometre-long pipeline to bring in the gas from the liquefied natural gas terminal in Guangdong province. The beneficiary will be the quality of the Hong Kong air and the return of blue skies.

"We recognise the need to do something about the air quality – it is an issue that concerns us," says Dr Tso. "But people have to understand it is not just Hong Kong, it is a regional issue – there is a limit to how much we can do. Having said that, we will still do as much as we can to meet community aspirations."

THE GREEN MESSAGE

ON TOP OF the green energy it supplies, Lamma Winds has also generated other environmental initiatives.

Lighting in the mini-park around the base is solar powered, rainwater is used to irrigate the soil (part of which is furnace bottom ash), bricks on the walkway are made from pulverised fuel ash mixed with concrete and the seats are made from recycled pipes.

The idea was to make the project as educational and eco-friendly as possible, an instruction Hongkong Electric engineers have carried out with diligence and inventiveness.

A digital board mounted on the tower gives the technical details on wind speed and the amount of energy being generated. If the wind is too strong, exceeding 25 metres per second, it automatically shuts down for safety reasons.

Thousands of school children have already visited Lamma Winds and Hongkong Electric has established a HKD1 million Clean Energy Fund that is open to all schools and aims to support projects that raise public awareness about renewable energy.

Lamma Winds has also received support from one of Hong Kong's leading green groups. "In terms of developing renewable energy it is a good step," says Dr L K Cheng, who has conducted studies of natural energy issues for the environmental group Green Power. "It is a good starting point. It takes time for people to accept any new source of energy and with this, they can see wind-generated power first hand."



Positive reception

Dr Tso is gratified that Lamma Winds has received such a positive reception from the general public. As well as being a working model of green power, albeit one that generates less than one per cent of the company's total output, it is a chance to put the sustainable energy issue into some kind of perspective. Wind turbines are not realistically the way forward for Hong Kong; other renewable energy forms, such as solar power, also have limited usages in place where buildings are squeezed together so tightly. The potential of solar power is limited due to high upfront capital costs and roof ownership issues.

Even the government believes it will be possible to achieve only between one and two per cent of Hong Kong's total electricity supply by power generated from renewable sources by 2012.

Adds Dr Tso, "The main objectives of the Lamma Winds project are to acquire knowledge and experience in the design, construction and operation of wind turbines and to promote public understanding of the benefits as well as the limitations of harnessing wind power generation in the context of Hong Kong's unique situations."



ON TOP

Australia's good life is a boon for business

By Nicholas Way



UNDERNMOG



AUSTRALIA IS RENOWNED across the globe for its pleasant weather, fine wine, sporting prowess and quality lifestyle.

Underpinning its comfortable way of life is a booming economy, with 15 consecutive years of GDP growth, representing the longest expansionary period in the country's 105-year history. With a lifestyle that was ranked third in the United Nations 2005 Human Development Report, it seems that the Australians have mastered the delicate balance between working and playing hard.

One of the more visible signs of this boom has been the number of overseas companies making investments Down

Under. With about AUD12 billion (approximately USD9 billion) in assets, Hutchison Whampoa Limited (Hutchison or the Group), together with its subsidiaries and associated companies, has emerged as one of the largest foreign investors in Australia.

Peter Tulloch, a Scottish banker who spent more than 30 years working in Asia before moving to Sydney, is chairman of four of the Group's infrastructure investments in Australia: the Victorian power distribution com-

The 2006 Commonwealth Games in Melbourne boosted Australia's global profile.



panies of CitiPower and Powercor; ETSA Utilities in South Australia and the CrossCity Motorway in New South Wales.

Through Cheung Kong Infrastructure Holdings Limited (CKI) and Hongkong Electric Holdings Limited's (HKE) joint majority shareholding of 51 per cent in CitiPower, Powercor and ETSA, the Group is the biggest electricity distributor in the country.

Speaking about CKI/HKE's infrastructure investments in Australia, Mr Tulloch said, "We got into Australia on the back of privatisation in utilities, first in South Australia in 2000 and then Victoria. Taking into account the country risk, governance, regulatory framework, legal system, the Australian investments are well within our comfort zone."

CKI/HKE's investment philosophy is to acquire quality assets and give a wide berth for local management to operate the companies. Mr Tulloch said, "We do not have an administrative office in Australia. The idea is to invest in the companies and make sure the local managers perform. Obviously there are a lot of fly-ins, fly-outs, but the focus is on having the right management and supervising from a board level."

The Group currently provides more than 4,000 jobs in Australia. For the local managers, there has been the added bonus of possible promotions and transfers within its global network of companies. Basil Scarsella, the first chief executive of ETSA under CKI/HKE, now lives in the northern English city of Leeds and runs CKI/HKE's massive investment in the United Kingdom, the Northern Gas Networks.

Business and pleasure: Australians have found the right balance between working and playing hard.

Others who have benefited from this emphasis on nurturing local talent are Shane Breheny, who has gone from being chief financial officer of Powercor to chief financial



officer and now chief executive of both CitiPower and Powercor. Bob Stobbe went from being the chief financial officer at ETSA to the same position at CitiPower and Powercor and is now chief executive of the listed investment company Spark Infrastructure, a fund that holds the remaining 49 per cent shareholding in ETSA, CitiPower and Powercor and in which CKI holds a 9.9 per cent stake.

CKI also has investments in toll roads – the Cross City and Lane Cove tunnels and roads – in Sydney, the busy capital of New South Wales, which is characterised by heavy traffic demands.

In addition to infrastructure investment, in 2003 Hutchison introduced Australia's first third generation network and mobile service – 3. It was also the first to launch cap plans into the market, giving consumers better value.

Today, after just three short years, 3 has more than one million customers who have access to Australia's largest 3G network for voice, SMS, MMS, e-mail and mobile broadband. That network stretches across Sydney, Melbourne, Brisbane, Adelaide, Perth and Canberra.

CEO Kevin Russell said, "One million customers are more than just a number. For 3 it represents scale, credibility and a platform for changing the way people in Australia use their mobiles. 3 customers have big appetites for 3G content services. We're now seeing strong trends in customer take up of services such as live mobile TV and music."


The numbers speak for themselves. In 2005, 70 per cent of customers browsed content on Planet 3, and 44 per cent subscribed to packs or passes; 3 customers enjoyed more than 50 million content events including two million music events. They made five million video-calls and accessed four million

Despite its carefree and casual image, it is clear that Australia is a serious place for business

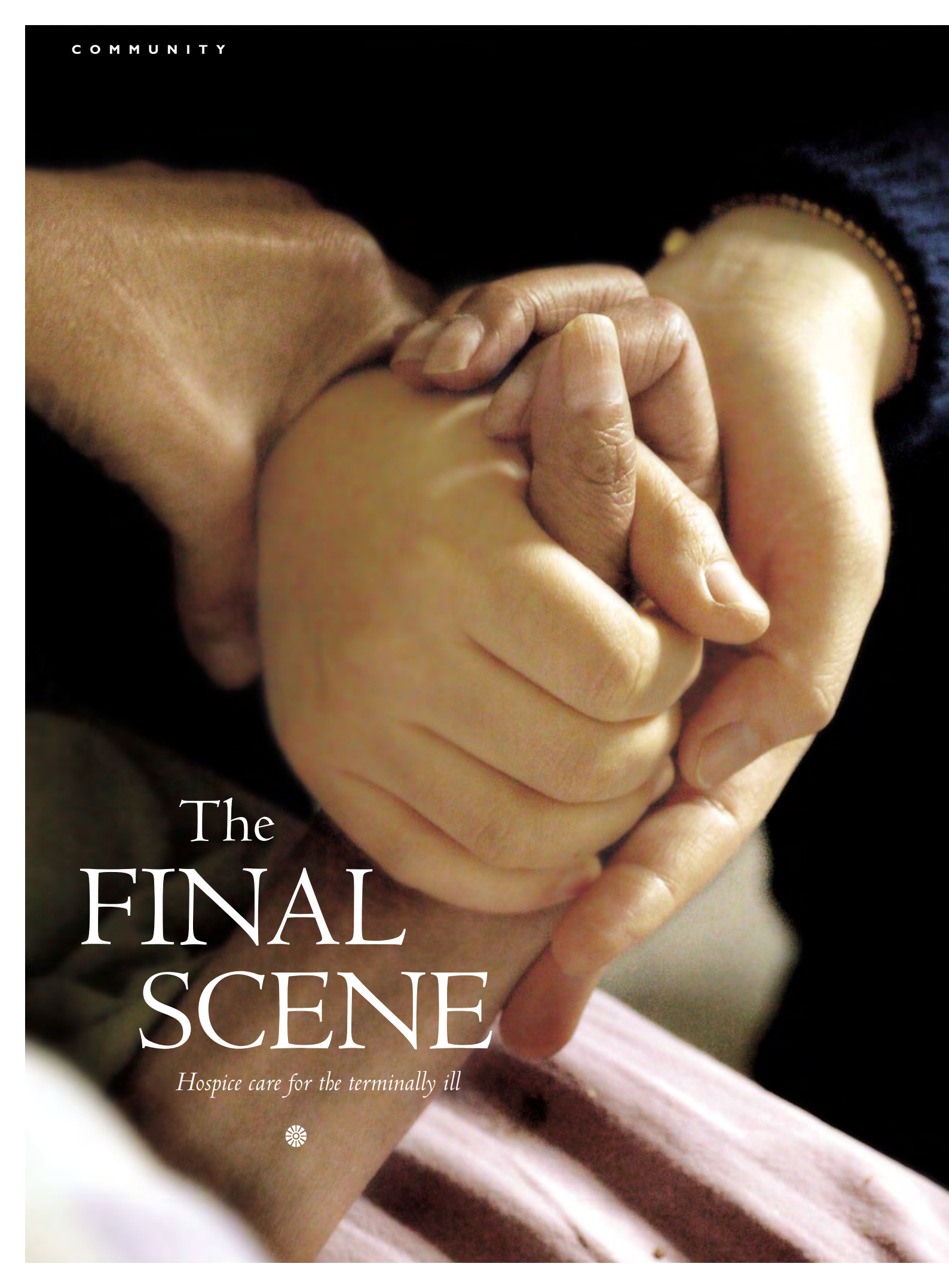
horoscope and tarot readings.

"3 has invested heavily in delivering new content services in the areas that generate the biggest demand from customers, including mobile TV and music," said Mr Russell. "Customers can watch all the live action from the reality show Big Brother, Channel 9's broadcast of the cricket live on their phone, see the highlights from the World Cup and tune in to BBC World, CNN, Cartoon Network and other channels. With the 3 mobile Ashes series between Australia and England – 3 sponsors the Australian team – later this year, demand for live cricket mobile TV is likely to be high."

The Group is also heavily involved in the community and a project that attracts a lot of attention is the Endeavour Australia Cheung Kong Scholarship Programme that allows university students from all over Asia to study in Australia and vice versa. The five-year programme, in partnership with the Australian government, is worth AUD7.5 million (approximately USD5.62 million) and will provide exchange opportunities to a total of nearly 1,000 undergraduate and postgraduate students. Universities waive the fees and the programme picks up students' airfares and living costs. The programme represents an unprecedented private sector partnership with the Government and underscores the Group's strong corporate ethos in giving back to the communities it operates in.

Through its diverse investments in infrastructure and telecommunications, Hutchison has become a major player in Australia's flourishing economy as well as a committed member of the local community. Despite its carefree and casual image, it is clear that Australia is a serious place for business. 

COMMUNITY



The
**FINAL
SCENE**

Hospice care for the terminally ill



“I wish to work with you hand in hand because we are all dedicated to helping people who have nowhere else to turn to. This programme will be in place for not just a year; it will go on until the Mainland becomes more affluent and more capable of *taking care* of its *terminally ill patients*. My commitment to the advancement of education and medical care will go on *beyond my lifetime*.”

Cancer patients have made contributions to society. I hope to help *alleviate their suffering* as much as possible so that they can *live out their remaining days with dignity*.”

— Li Ka-shing

IN NOVEMBER 1998 MR LI KA-SHING set up, with a personal donation, the first hospice in Mainland China at the First Affiliated Hospital of the Shantou University Medical College. Before then, hospice services and palliative care – virtually unexplored territory in Chinese medical history – were unavailable in Mainland China. At the time, the facility was the only provider of free hospice care for impoverished cancer patients at home, offering pain alleviation, psychological counselling, life ethics and other forms of terminal care. Falling within the realm of social work, hospice services go beyond the confines of purely medical care. Although patients can not be cured, hospice care allows them to live their remaining days in serenity and love.

As defined by the World Health Organisation, palliative care “affirms life and regards dying as a normal process, intends neither to hasten nor postpone death, provides relief from pain and other distressing symptoms, integrates the psychological and spiritual aspects of patient care, offers a support system to help patients live as actively as possible until death, and offers a support system to help the family cope during the patient’s illness and their own bereavement.”

One man’s compassion

The programme was inspired by personal experience. Mr Li went to a hospital one day to visit a friend suffering from cancer. Despite receiving the best possible care at this leading hospital in Hong Kong, his friend was still tormented by his

illness and Mr Li was deeply moved as he watched his friend suffer. There are people on the Mainland who suffer from the same illness, he thought. If these patients are poor, their pain would be much harder to bear. He then started discussions with the Shantou University Medical College about setting up the first hospice on the Mainland.

The vast majority of terminal-stage cancer patients on the Mainland suffer tremendous physical pain and psychological torment during the final stages of their lives. Most cancer patients with financial difficulties cannot afford basic analgesic medication and die in excruciating pain.

“Terminal-stage cancer patients are people who have once made a contribution to society, but now they are suffering agonising pain,” said Mr Li. “Easing their pain, filling their thoughts with the best memories of their lives and allowing them to complete their final journeys in peace and with dignity is the best reward that we, the living, can give them.” This is the guiding principle behind the beginning of hospice care on the Mainland.

The Chinese name for the hospice, Ning Yang Yuan (literally “Peace and Care Hospital”), was Mr Li’s idea. He found it a more acceptable name for a hospice in a society where death remains a taboo.

Into a new era

The Ning Yang Yuan created a practical model for hospice care on the Mainland by integrating home and outpatient services. Patients and their families are given analgesic treatment, psychological counselling and information on palliative care through the Home, Consultation and Outpatient Services provided by the hospice. To reach out to a larger number of terminal-stage cancer patients, Mr Li made a further donation in January 2001 to set up the National Hospice Care Programme. The programme receives HKD26 million from Mr Li every year, with total donations now exceeding HKD130 million. Today, 19 other major hospitals in Mainland China have set up hospices through the National Hospice Care Programme. As the only provider of free terminal care for impoverished cancer patients and their families, the



The Ning Yang Yuan created a practical model for hospice care on the Mainland by integrating home and outpatient services.

NEW FREEDOM FOR THE NEEDY

ONE OF THE most common problems of terminal-stage cancer is pain. Pain must first be alleviated before one can even begin to talk about improving the patient's physical and psychological well-being.

World Health Organisation (WHO) studies have shown that 70 per cent of cancer patients suffer pain, of whom 40-50 per cent suffer moderate and severe pain. In the 1980s the WHO launched a campaign, Freedom from Cancer Pain by 2000, which proposed using non-traumatic drug therapy to treat cancer patients individually according to a scale known as the pain ladder.

Freedom from Cancer Pain, however, remains a distant ideal for most cancer patients on the Mainland. The majority of terminal-stage cancer patients suffer excruciating pain. Painkillers can provide total pain relief for most cancer patients, but because many impoverished patients cannot afford basic analgesic treatment, they end their final days in misery, their bodies wrecked, their spirit broken. Pain and poverty deny them peace and dignity in their last days.

The 20 hospices set up by the Li Ka Shing Foundation on the Mainland provide free standardised treatments for cancer pain and complications arising from terminal-stage cancer. Not only are they a soothing balm to the destitute patients, they also alleviate the mental anguish suffered by patients and their families. They allow patients to reclaim their dignity and live each day of their remaining lives in peace.

At the hospice in Shantou, for example, each patient on average receives a free seven-day course of painkillers that costs around RMB300. The patient who underwent the longest treatment period was a breast cancer sufferer who, over four years, received free analgesic drugs that cost around RMB23,000. Two other cancer patients with bone lesions were each given painkillers that cost around RMB12,000 over a period of two years. For poor families, such medical expenses are astronomical and completely out of their reach.

To improve the use of resources and lower drug costs, the Office of the National Hospice Care Programme obtained permission from the State Food and Drug Administration to reduce the number of links in the drug supply chain on the Mainland. In a trial run, six hospices purchased specially approved analgesics at factory prices, saving up to 38 per cent in costs. Based on the result of this trial, all 20 hospices on the Mainland would save RMB7.33 million a year if they used specially approved drugs.

Where the average cost incurred by each patient is RMB1,900, it would mean that the hospices would be able to serve an additional 3,800 patients, or improve the quality of their services. At the moment, the Office of the National Hospice Care Programme is actively seeking approval for the expansion of this special drug distribution scheme to all 20 hospices by 2007.

At present, the hospices are already providing total pain relief for 40 per cent of terminal-stage cancer patients under their care, a figure that is on a par with international standards. The free analgesic treatment given to cancer patients by the hospices follows the WHO's three-step pain ladder.

After a doctor has conducted an evaluation, the pain is classified as mild, moderate or severe. Different medication is prescribed for each class of pain. Non-opioid +/- Adjuvants are used for patients with mild pain, while mild opioids +/- anti-inflammatory drugs and Adjuvants are prescribed to patients suffering from moderate pain. For patients in severe pain, strong opioids +/- anti-inflammatory drugs and Adjuvants are administered.



The 20 hospices set up by the Li Ka Shing Foundation provide free standardised treatments.

programme is leading China into a new era of hospice care.

The 20 hospices employ 140 medical professionals and are spread across 19 cities in 13 provinces. To date, the programme has served more than 47,000 patients.

The launch of the National Hospice Care Programme has attracted extensive media coverage, arousing greater awareness and interest among the Chinese public, which in turn has generated more public concern for the physical pain and psychological trauma suffered by terminal-stage cancer patients.

Embracing the sunset together

"The work on the hospices will go on beyond my lifetime," said Mr Li. "I hope members of the hospice staff will always offer their love and kindness to cancer patients." Describing his dedication to the service of impoverished cancer patients as "timeless", Mr Li expressed the hope that the hospice staff would share his enthusiasm and carry the torch for this worthy cause.

Despite his hectic work schedule, Mr Li tries to find time to visit hospice staff members and often writes letters to encourage them.

"Please remember that you never work alone. We are of the same mind with the same genuine desire to offer hospice care," he wrote in one letter. "How noble your work is, to offer a dose of painkillers, a touch of human warmth and kindness to a person suffering from illness and pain, so that the physical torment is immediately assuaged and the soul becalmed.

"It is said that after people die, they either ascend to heaven or descend into hell. However, to terminal-stage cancer patients in their last days, the immeasurable pain and torment that they suffer already feels like hell on earth. To all the medical personnel in the hospices who



“While serving over 14,000 cancer patients every year, I hope my programme will considerably raise the public’s attention on hospice.”



volunteer their love and kindness to these patients without expecting any reward, in the hope of lessening their pain, allowing them to regain their dignity and alleviating the mental anguish of their families; to all of them I say: You are the greatest.”

Physical and psychological needs

Mr Li pays close attention to the details of the services the hospices provide. His instructions state that they must use the most effective anaesthetics. “If there is a drug that

■ Case Study 1

Both my wife and I are disabled in our lower limbs, and we depend on social security assistance for our livelihood. After my wife Chen Weizhen developed breast cancer, her mounting medical bills added further to our already severe financial hardship. During the terminal stage of her cancer, when she had brain lesions, her whole body went into spasms. When I saw her excruciating pain and thought of the prohibitive medical expenses, I felt so desperate and helpless. It was then that you came and helped us by conscientiously making house calls and dispensing free medication. I am so grateful to you for the professionalism and care you showed us. You came just when we needed you.

— Chen Weizhen’s husband

Patient details

Chen Weizhen, female, Guangzhou, Guangdong
Aged 41, deceased, breast cancer and brain lesion
She was disabled and so is her husband

■ Case Study 2

...After that, I underwent one medical treatment after another. Radiotherapy, chemotherapy, Traditional Chinese Medicine, western medicine...I tried everything, but they did not stop my condition from getting worse. The illness itself was nothing to be afraid of; what scared me was the pain. I was in so much pain that I wanted to die. It was only when I was prescribed the drug MS Contin that I became free from the pain. It really took away my pain.

— Zhang Meng

Patient details

Zhang Meng, female, Lanzhou, Gansu
Aged 35, deceased, breast cancer patient from a financially distressed family

■ Case Study 3

...Just when I thought my situation was beyond hope, when all I wished for was a quick death, angels in white gowns came to my aid. Professor Cui, the head of the hospice at your hospital, led a medical team all the way from Shenyang to my house and treated me free of charge. They gave me free doses of MS Contin and I was amazed at the immediate effectiveness of this strong painkiller. My pain was significantly reduced.

— Cui Hongwen

Patient details

Cui Hongwen, male, Faku, Liaoning
Aged 56, deceased, bladder cancer

■ Case Study 4

...The first one to receive me was Dr Shen. She listened patiently to the patient’s symptoms and prescribed medication according to each patient’s condition. We were thrilled that our father’s condition was brought under control and he could sleep peacefully. The excruciating pain that he had suffered was lessened considerably. Our family’s greatest wish was for our father to suffer less pain during his final days. The hospice was a godsend to our family.

— Daughter of Wang Shuangqing

Patient details

Wang Shuangqing, male, Shanghai
Aged 52, deceased, retrenched worker with terminal-stage lung cancer

relieves 90 per cent of the pain and costs \$50, and another one that relieves 99 per cent but costs \$100, I would rather buy the one that costs \$100,” he said. “The most important thing is to ease the patient’s pain as much as possible.”

He also makes it very clear that vehicles used to make house calls must be washed regularly and medical personnel making house calls must project a lively, professional image when serving their patients. His concern for patients has had a profound effect on medical staff. Instead of lab coats, a number of doctors and nurses now take casual wear when making house calls because many families with terminally ill relatives do not want the neighbourhood to know that there is an impending death in the family.

Management of the hospices also reflects Mr Li’s entrepreneurial qualities. All daily expenditures are logged into Hospice Eye, an online monitoring system, giving a clear picture of where the money is spent. The system also includes other statistical data, such as records of medication consumed by each patient, helping in the research and development of palliative care.



More like-minded associates needed

Every year more than two million people in China develop cancer, leading to more than 1.4 million deaths. Mr Li believes that 20 hospices definitely are not enough. He knows he cannot do this alone, but he hopes that he has started the ball rolling and more people in the community will be encouraged to get involved. “If all of us do this together, we can achieve a lot. Nothing great will be achieved if I do this alone,” he said.

A pressing concern is the severe shortage of hospice medical staff. Palliative care has yet to develop into a full-fledged discipline on the Mainland and getting the Ministry of Public Health to recognise it as a legitimate field of study is the most important task at hand.

With the support of the Li Ka Shing Foundation, the National Hospice Care Programme has benefited an increasing number of patients since its launch five years ago. However, demand still far outstrips supply. If the programme can be incorporated into the existing medical service network, more policy and financial support will be forthcoming. The programme will then gain greater influence in society and help the development of hospice care on the Mainland.



A LESSON IN MEDICAL ETHICS FOR HOSPICE VOLUNTEERS

DUE TO THE unique spirit of service it embodies, hospice care has attracted not just professional medical personnel, but also a growing number of volunteers. Among their main tasks, the volunteers accompany patients on visits to doctors, help patients make medical appointments, and provide timely feedback regarding patients' conditions to the doctors in the hospices.

They also collect medicines from the hospices for patients or their family members, and help with invalid patients' domestic chores and the homework of patients' young children. In addition, the volunteers make occasional home visits to patients, during which they read the newspapers to them, take them out for walks and provide counseling. The patients' family members are not neglected. The volunteers assist them in finding solutions to their difficulties, for example, by obtaining information on job vacancies.

There are approximately 5,000 hospice volunteers nationwide, of whom 70 per cent are undergraduates. Although most of the medical personnel involved in palliative care are experienced clinical physicians and nurses, there are far too few of them to meet the demand. More participation from the community is desperately needed. As future doctors, medical students are the most obvious source of volunteers, and the first hospice volunteer team comprised of undergraduates on the Mainland was formed in the Shantou University Medical College.

Volunteer recruitment campaigns at the Shantou University Medical College invariably meet with a very positive response. When asked about their reason for applying, most

students cite a desire to gain experience and exposure in hospice care. However, as hospice volunteers, these students stand to benefit from much more than work experience.

There was a student from out of town who, after losing the map showing the way to his patient's home, cycled several hours on the streets looking for the house. Another student who was delivering medicine on a rainy day became upset, not because he was drenched from head to toe but because the knapsack containing analgesic medication had become wet. Then there was the student who spent the night surfing the Net to collect information on job vacancies for his patient's family members. Another did all he could to borrow books for a patient's despondent little girl, and was rewarded with a delighted smile. These examples indicate the degree of responsibility and care that the current batch of undergraduates have for their community.

As they are giving, the volunteers are also receiving a lesson in professional ethics. Each time they follow a doctor to a patient's home, they will be moved by what they see and will come to recognise the value of hospice care, as well as the importance of their future vocations as caregivers and lifesavers.

The patient bedside manner of palliative care doctors, and the obvious love they have for their jobs, show the volunteers how doctors should conduct themselves. Given the prevailing ethical issues such as bribes and favouritism in Chinese medical circles today, volunteering in hospices is an uplifting lesson in medical ethics, which cannot be taught in the classrooms.



Hospice care is a new type of medical service on the Mainland, and more needs to be done in a society where death is still a taboo subject.



Hutchison Harbour Ring partnership brings the famous wizard and his friends to China

By Jon Marsh



WITH THE OPENING of the first Warner Bros. Studio Store in Shanghai, the much-loved wizard, Harry Potter, along with classic characters like Batman, Superman and Looney Tunes, are poised to win the hearts of the Chinese public.

The Studio Store at Xiang Yang Sunny 993, a prestigious shopping venue on 993 Nanjing West Road in the Jingan District, offers a wide assortment of merchandise inspired by several world famous characters, from the humour of the Looney Tunes and the merry chase of Tom and Jerry, to the magic of Harry Potter and the power of the DC Comics Super Heroes like Batman and Superman.

It has a number of interactive sections including a photoshop spot and children's play area and also sells a variety of authorised DVDs with Chinese dubbing and subtitling, including newly-released theatrical titles, restored special edition versions of Hollywood classics and television favourites.

The Studio Store is operated by PMW Retail Group Ltd (PMW), a subsidiary of Hutchison Harbour Ring (HHR). Speaking at the grand opening ceremony of the new Studio Store, HHR Group Managing Director Michelle Chan said it

Harry Potter and the

MAGIC OF SHIA



was a privilege for PMW to work with Warner Bros. Consumer Products (WBCP) in an effort to bring the Warner Bros. Studio Store business to Mainland China. "As our first major set-up to showcase the world renowned Warner Bros. Entertainment brands in the Mainland, the Shanghai flagship store sets the foundation for future business expansion," Ms Chan said.

Together they plan to open around 200 retail outlets in key locations throughout Mainland China, Hong Kong and Macau, with PMW using its knowledge and China networks to help WBCP gain a strong foothold in the booming Mainland economy.

Shanghai shoppers have welcomed the new store with open arms, attracting everyone from teenage girls to office ladies and parents looking for that perfect present. There is little doubt that Harry Potter is the star of the show. J K Rowling's young wizard – Ha-Li Bo-te as he is known in Chinese – has been hugely popular in China for years. Fans of all ages will now have the chance to take home some of the magic they've experienced through the films. "Harry Potter is big in Shanghai and gets bigger every time a new book or movie is released," said Ms Chan.

As the Chinese government has proclaimed that it will continue its one-child policy, the rule has given rise to the potential growth for products and services catered to children.

Parents who have the financial means are willing to pamper their children with better toys and electronic gadgets. With some 300 million children below the age of 14, only USD3.6 per capita a year is spent on toys in China. Meanwhile, toy spending in the rest of the world averages USD34 per child per year. By 2010, the country's toy market is expected to reach USD12.5 billion.

The willingness of one-child families to spend lavishly on their kids has had a significant impact on the toy market, especially in Shanghai where many children of the new urban wealthy now have their own rooms. Some parents even cut down on their own spending in order to satisfy their children's needs.

The arrival of the Warner Bros. Studio Store is yet another reminder of Shanghai's status as China's coolest city. The metropolis leads the way in everything from finance and fashion to design and dining. And, of course, Shanghai is the number one place for retail therapy. The city's authorities are famously business friendly and have gone out of their way to create a favourable environment to attract leading names from overseas.

Shanghai also has great influence over what happens in the rest of Mainland China. Distributors flock to shopping meccas like Huaihai Road and Nanjing Road to catch an early sight of the latest styles and designs that will become popular in their own cities.

Hooking up with a big brand name certainly seems to pay dividends. "Most businesses in China are brand driven and the retail business is no exception," said Ms Chan. "In deciding which product to purchase, Chinese consumers today will consider what the brand is, who the buyers of the product are and whether they wish to join their ranks. Marketers spend tremendous amounts on building brand awareness and promotion to attract customers."

This is HHR's first retail business in Mainland China and will form the template for developing further brand licensing, retail sub-licensing, and product distribution businesses across the Mainland. HHR is also involved in Bluetooth technology and property development on the Mainland and also supplies some of the world's leading brand names in the toy industry.

The arrival of the Warner Bros. Studio Store is just another reminder of Shanghai's status as Mainland China's coolest city.



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SHANGHAI



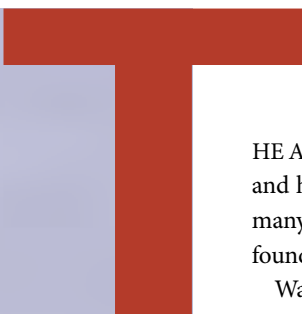
ENERGY

THE WATER MARGIN

Wanda Burt adapts to life on the edge of the world

By Jon Marsh



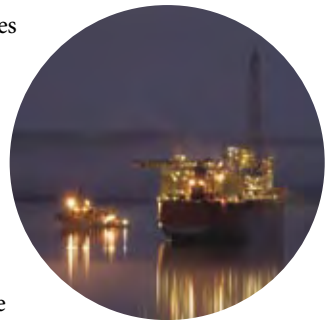


THE ALARM GOES OFF AT 5:55 am and Wanda Burt gets out of bed, showers, dresses and heads off to work for Husky Energy. It sounds like a normal routine shared by many of her fellow Canadians but her “office” is 350 kilometres off the coast of Newfoundland on the oil rich eastern rim of the North American continental shelf.

Wanda is one of 90 people who live on board the *SeaRose FPSO* in the middle of White Rose oil field. This remarkable floating, production, storage and offloading vessel separates oil, water and gas from the crude oil and then stores the processed oil before it is loaded onto shuttle tankers.

Wanda is a junior records analyst with the Document Control Centre where she performs the vital task of maintaining all the updated technical and safety manuals and ensuring hard copies are available for the operations team 24 hours a day. As we shall see, it is a job that can save lives in an emergency.

Conditions can get very rough and the oil field is in an area known locally as “iceberg alley”, the annual migration route of icebergs from the Arctic. Fortunately, 2006 has been relatively ice-free and the only concern for Wanda has been heavy blankets of fog. “In 30 years of living in Newfoundland, I’ve never seen anything like it,” she said. “It has to be one of the foggiest places in the world. But the sunsets are absolutely gorgeous. There’s no pollution out here.”



Wanda puts in 12-hour shifts while working on board for up to three weeks at a time. But it’s not all work and no play as the *SeaRose FPSO* is superbly equipped to look after her crew; the cabins are spotless and there’s a movie room, the gym, jam sessions in the music room and card games to keep people occupied.

And then there’s the food. “It’s a little too good,” chuckles Wanda. “It’s phenomenal. There’s a full breakfast with multi-grained bread with the crust on just for me. At lunch and dinner there are many choices of meats and salads.”

Wanda says her initial fears about being one of only a handful of females on board proved groundless. “You get to know each other pretty quickly when you are living together offshore,” she said. “And the work environment is really respectful. We’re family out here. It’s like having a whole batch of big brothers, and being an only child...that’s nice. It’s not all fun and games but it is a great experience, a totally different atmosphere work-wise. And I’ve always loved the water.”

Like many people from the sparsely-populated island of Newfoundland (pronounced Newf’nd-land) the sea has both beautiful and bitter memories for Wanda. One event in particular will never be forgotten.

The *Ocean Ranger* disaster occurred in February 1982 off Newfoundland. The rig sank in a storm and all 84 people on board were lost. The *Ocean Ranger* is a particularly emotional issue for just about everyone in the province - Newfoundland is still a very close-knit community - and most people were touched directly or indirectly by the disaster.

An official inquiry tightened safety regulations in the industry. For example, the crew of the *Ocean Ranger* had no manuals explaining how to repair a vital piece of equipment that could have saved the vessel (see sidebar). That could never happen

today thanks to the work of Wanda and her team.

Wanda was only a child when the *Ocean Ranger* went down and although she lost no members of her family it left a lasting impression.

“The *Ocean Ranger* disaster was one of the most influential events of my life,” she said. “I still remember

Left: Wanda Burt on the flight deck of the *SeaRose FPSO*, “It’s a great experience, a totally different atmosphere work-wise.”

THE OCEAN RANGER DISASTER

THE *OCEAN RANGER* was the *Titanic* of the offshore exploration industry. Operated by Mobil Oil, she was the largest semi-submersible, oil-drilling platform of the day and because of her size drilled in areas too dangerous for other rigs. Like the *Titanic*, the vessel was considered unsinkable.

On Sunday, 14 February 1982, a winter storm with 100 mph winds and 60 foot swells developed south of Newfoundland and headed for the Grand Banks where the *Ocean Ranger* was drilling 315 kilometres southeast of St John's. Around 7 pm, with seas now over 100 feet high, the crew informed the Mobil Oil shore base that the main deck had been hit by a huge wave.

Then another giant wave crashed over the rig, smashing through the ballast control room port hole. Water rushed in, shorted the control panel, causing the rig to list to about 10 degrees.

The crew then attempted to manually start the pumps to right the rig but there were no manuals on board explaining how the ballast control system worked. Knowledge had been passed from one crew rotation to the next by word of mouth. Instead of emptying the ballast tank on the side where the rig was listing, the men pumped in more water, increasing the list to about 15 degrees.

Their fate was sealed. The *Ocean Ranger* radioed it was abandoning ship. Rescue attempts by helicopter and the attending supply ship, *Seaforth Highlander*, were hampered by the storm and cold water and a lifeboat capsized when desperate crew members tried to climb a rescue line thrown to them from the supply ship.

The *Seaforth Highlander* then launched its own large inflatable life raft, but it floated away just out of reach of the drowning men. At 3.38 am on 15 February, the rig capsized and sank to the floor of the Grand Banks. All 84 hands aboard the *Ocean Ranger* perished.

A Canadian Royal Commission spent two years looking into the disaster and its recommendations had a major impact on design, construction and safety procedures for the offshore oil and gas industry.



It's not all work and no play at sea. When Wanda finishes work there is plenty of time to enjoy the delights of the music room and the canteen.



*“Every time I look out over the blue waters
I smile and think ‘Dad this one is for you!’”*





the devastation that I felt when I heard about it on the radio. Our school held a memorial assembly to honour the men. The students in Grades 3, 4 and 5 placed a yellow cardboard flame each with a name atop of a green cardboard candle, one for every man lost, on the front wall of our gym.

“I wanted so much to take part in that activity but I was only in Grade 2 so I sat in the gym, watched and cried for all the boys and girls who lost their daddies. To me, they were and still are heroes.”

The memories came flooding back last year when she first started to work offshore. “We were headed for White Rose on the helicopter and it was so exciting to be part of this new industry and at the same time I thought ‘the *Ocean Ranger* is down there,’ ” she recalled. “And I said a quick prayer for the crew of the *Ocean Ranger* and asked them to watch over me and the rest of us while we are working out here.”

The start of Wanda’s offshore adventure was also a moment to remember her father. In one of the first emails she sent to her Husky colleagues in St John’s, the provincial capital of Newfoundland, she wrote: “Hi land-lovers. I am on board! As we sail towards the Grand Banks the waters are very calm and so is the office! It is so nice. There is not much movement just a very gentle sway. It is an experience that I will not forget.

“I am wearing my badge with a picture of my dad and I, taken when I was two years old. He loved being out on the water and could not get waves big enough for his liking. I just so wish he was still alive so that I could share my stories with him as I know he would be just as excited as I am. Every time I look out over the blue waters I smile and think ‘Dad this one is for you!’ ”

– Part of this story was extracted from a Husky publication



WHITE ROSE IN BLOOM

WITH OVER 20 years of experience in Canada’s offshore East Coast, Husky is well positioned to capitalise on the area’s rich reserves. Discovered in 1984, the White Rose offshore oil field is located in the Jeanne d’Arc Basin 350 kilometres east of St John’s, Newfoundland and Labrador.

The field contains an estimated 200 to 250 million barrels of recoverable oil. The first oil was extracted from White Rose in November 2005, marking the successful completion of the third offshore oil development on Canada’s East Coast.

Given the remote location and harsh environment, the cost of finding and extracting oil offshore is significantly higher than for a land-based operation and fields generally have to be much larger to be commercially viable.

That said, the province of Newfoundland and Labrador will produce nearly 50 per cent of Canada’s conventional light crude in 2006 from the three offshore oil fields currently in production (Hibernia, Terra Nova and White Rose).

White Rose was developed using the *SeaRose FPSO* (floating, production, storage and offloading) vessel constructed in South Korea. The *SeaRose FPSO* is 267 metres long and features a disconnectable turret that allows the vessel to change location in the event of an emergency.



Thirst quenchers

THE A.S. WATSON Group has been quenching thirsts for more than 170 years. Its forerunner, the Canton Dispensary, established the first soda water factory in China in 1832, making it one of the world's pioneers in soda-water manufacturing.

Then... In 1875, the Group erected the first factory in Hong Kong at 1-3 Stanley Street, producing six flavours of beverages. Orange squash, cream soda, lemonade and the like were served in glass bottles. With the A.S. Watson company name clearly seen on the poster, the two-dimensional advertisement was very direct and the message was loud and clear.

Now... Today, the Group's Manufacturing Division is a well-established producer of beverages and drinking water products in Asia. Its portfolio of beverages includes long-established household brands Mr. Juicy, Sunkist, Sarsae, Crystal Spring Tea and Watson's Mixers, with each featuring a wide range of flavours. At affordable prices for the Hong Kong and Mainland mass markets, the beverages are also available in different forms (cans, plastic bottles or tetra pak/paper-carton). Marketing of brands, rather than the company name, is now the name of the game and television commercials promote the drinks' unique identity.

