



Betty Leung

1979, F5

Director, Hong Kong Operations, Sims Trading Company Limited

A Paulinian Young at Heart and in Look

Interviewing Ms. Betty Leung was fun! Betty – a very smiley, youthful and warm lady – shocked me when she told me that she was from the SPCS 1979 vintage. I would never have been able to tell, by her look, that she has been in senior management positions of large Hong Kong corporations for many years.

A graduate from The Hong Kong Polytechnic, Betty started her career in Dairy Farm, and has been in the fast-moving consumer goods business since then. She is currently a Director with Sims Trading, a major food and beverage distributor in Hong Kong and subsidiary of DCH Holdings. She is also the Chairlady of the Hong Kong Suppliers Association. After all these years, she still remembers her days at school – her English teacher, Miss Lau from 1D, and her Headmistress, Sister Isabel, who made sure everyone is ladylike, always.

With hindsight, days at St Paul's were important in shaping Betty – both on a professional and a personal level. The demanding English lessons, all the grammar and phonetics, proved to be very useful in the future. The competition for a Marketing degree at The Hong Kong Polytechnic was fierce: only 20 students were admitted from a pool of 700 high school graduates, and Betty was one of them! Betty attributed a large part of this success to her SPCS background and the opportunities and exposure she was allowed to have access to back in high school. The qualities that the Dean of Marketing was looking for were qualities which were already ingrained in Betty. Later on in life, Betty is known to be passionate at work and always up for challenges. As we all learnt in school, a suitable amount of stress can make one excel, and that is what Betty likes and what Betty is good at. She now manages over 200 sales, marketing and supply chain employees and is known in the industry as a leader with very good EQ! After all, Betty loves working with and through people.

Work aside, Betty is a devoted mother of two sons, and is heavily involved in their proper upbringing. Amidst her busy life, she makes sure that she spends quality time chatting with them every day. Her 18- and 24- year old boys return their love by still letting mom hold their hands when they go out. I believe that SPCS raised a very balanced working mom who manages work and home equally well.

Betty has very fond memories of her school days, and today, her best friends are still five other girls from her class in school. For three consecutive years, they have managed to go on a “girl-only-getaway” weekend holiday every year. I asked Betty, if she could turn the clock back, which part of her life she would like to re-live. Make a wild guess!

Written by Bernice Yung (1998, F5)

