

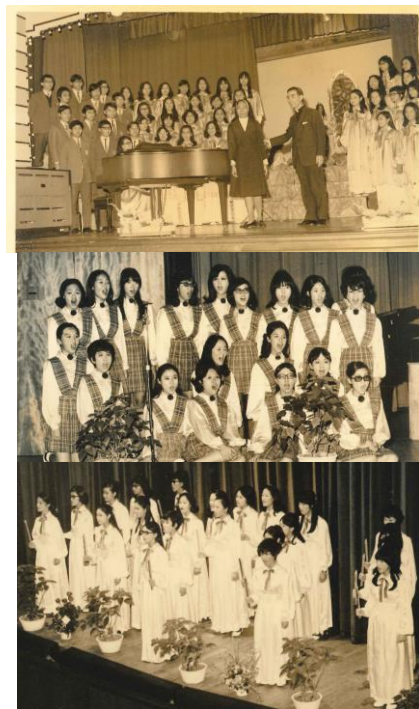


Mimi Lam
1975, F7
Head of Events Management, InvestHK

Paulinians Fostering Workplace Leaders

Hong Kong is known to be an important business city in Asia and seen as the ideal base for companies that want to do business in Mainland China and across the region. Mimi Lam is part of InvestHK, a government branch that helps promote foreign investment and offers assistance to companies wanting to set up businesses in Hong Kong. As the Head of Events Management, she has worked with many different business sectors from all over the world. It is a demanding role, connecting different businesses, professional suppliers and contractors, managing and directing a team to produce a product that draws more people to Hong Kong - a role that requires a creative mind and good interpersonal skills. Mimi believes that the 13 years spent at SPCS were years well spent preparing her for a lifelong career in marketing. She has been well trained to multi-task with all the responsibilities of a Paulinian, balancing the many extra-curricular activities with school work.

The life and activities of the student body back in the 70s was actually quite similar to what we know of now, minus the tech gizmos which may seem foreign then. When Mimi started to recall her time spent with the school choir, joy and pride seeped through the conversation. She was an active member of the school choir singing at music festivals, speech day performances and Christmas carolling at elderly homes - activities that our choir members take part in now as well. But they also recorded their songs on black vinyl records, that itself ups the cool factor and allows for some memorable keepsake of the time. Choir members in the 60s and 70s may remember Sr. Carmela who led the school choir in many outstanding performances. Mimi remembers Sr. Carmela to be 'strict' but it was this discipline which brought the students together through the year's performance after performance. Confidence and courage, traits learnt and developed as a student, have supported her through the years after graduating from SPCS in 1975 and entering HKU. It is this confidence that drives her career.



'With marketing events I can see the results immediately in terms of the high guest attendance rate and appreciation expressed on site by guests and management. One of the many memorable events we organised was the InvestHK Annual Reception that was held at the Tamar Conference Hall in December 2012. Close to 800 guests attended the event together with the Chief Secretary and the Secretary for Commerce and Economic Development. We invited all our clients, Hong Kong Inc. supporters, heads of chambers of commerce, consulate generals, InvestHK staff from our 17 overseas offices, etc. We decorated the conference hall with giant helium balloons with the InvestHK

logo, a Christmas tree, Santa Claus and gifts made of balloons. The event was a huge success with many guests praising the decoration concept, the atmosphere and the networking opportunities the event presented.'

Through our years of schooling we slowly realise where our interests and strengths lie. Activities at school, performing in front of other Paulinians , serving the society have moulded Mimi to be the successful career woman she is today and proud mother of three children. If she wasn't at her current role at InvestHK, we would still likely find Mimi in the industry either at a marketing consultancy or advertising agency. For Paulinians who just started their career Mimi's word of advice would be to develop a sense of responsibility and try not to change jobs too frequently. Networking and meeting more people is also important in order to advance.

'It gives me great honour to be invited to congratulate my beloved school on her 160th birthday. I am very happy to see our school grow from strength to strength to become one of the best catholic girl schools in Hong Kong. Paulinians have excelled both academically and in extra-curricular activities and will continue the tradition. I am always proud to be a Paulinian.'

SPCS has come a long way since the 70s, but the integral values have not changed, that is Omnia Omnibus – “Being all things to all people“.

Written by Meika Cheong (1999, F5)