

The Accounting and Business Management Case Competition

Company visit to Luk Fook Holdings (International) Limited



The finalist teams of the Accounting and Business Management Case Competition 2014–2015 visited Luk Fook Holdings (International) Limited ("Lukfook"), the company selected for last year's case study, on 27 July 2015. The visit is a part of the learning activities of the competition that allows students to gain a better understanding of the workplace environment. Participating students were delighted to experience real-life business operations outside the classroom.



Dr. Kathy Chan, Chief Financial Officer and Company Secretary of Lukfook, presents highlights from the company's latest financial report 2015 to the attendees. In addition to discussing the company's core competencies and current marketing activities, Dr. Chan also speaks about the future plan and strategies of Lukfook.



Mr. Tommy Tsui, Laboratory Director of Lukfook's China Gems Laboratory, shares the testing processes for diamond, jade and gold. Each process is handled by well trained staff with state-of-the-art technology. The laboratory is responsible for issuing certificates for Lukfook's jewellery.



(Left) After the presentations, Mr. Tsui and his team guide the attendees to visit Lukfook's laboratory to better understand how the testing procedures are carried out. Students and teachers alike are impressed by the precise and detail examination of each jewellery part.

(Right) Lukfook arranges a tour to its store in Jordan to introduce its wide range of jewellery products, including a variety of items suitable for different age groups.

Two members of the champion team of 2014–2015's competition — Jobie (left) and Yanmi (right) — share their internship experience with the attendees. Both of them are now working in the company secretarial department of Lukfook. They thank Lukfook and HKIAAT for broadening their horizons. The internship enabled them to gain work experience in a large corporation, while the competition gave them a chance to enhance their soft skills. They cherish this opportunity to apply their accounting knowledge in an actual business environment.

