

SECRET TO CATCH THE GOLDEN SNITCH: $P = A^2$

Distinguished
Alumnus



MR STANLEY YU LUN CHU

1973 BSc Graduate

Major Achievements

- Founder and Chairman of the Adsale Group
- Honorary Life President of the Hong Kong Exhibition and Convention Industry Association
- Member of the Steering Committee on Meetings, Incentives, Conventions and Exhibitions of HKSAR
- Member of Tourism Strategy Group of HKSAR
- Founding Senior Member of the HKU Foundation
- Founding President of the HKU Science Alumni Association Ltd
- Ex-Co Member and Vice Chairman of the Hong Kong University Graduates Association Education Foundation

As the student reporter walked down the aisle of the meeting room, she noticed pictures from grandeur exhibitions hosted by the Adsale Group around the world. “What makes this leading China trade promotion company so successful?” the student sat on the chair, bemused.

The meeting room’s door slowly opened. Mr Stanley Yu Lun CHU, the Founder and Chairman of the Adsale Group, walked in with his signature smile.

Mr Chu’s story was legendary. Despite the unfavorable family conditions, he strived and went to the best university in Hong Kong. After graduated from HKU, he taught in a secondary school for four years. Due to consistent sore throat, he had to leave the beloved teaching career. In that turbulent era, he spotted the opportunity brought by Chinese economic reform and founded the Adsale Group. Under Mr Chu’s leadership, the Group had grown in both scale and reach –with over 300 staff, offices spreading through Beijing, Shanghai, Shenzhen and Singapore, and an agency network

covering nearly 30 countries and regions. His vision and dedication sowed the seed of his legend; and the sowing on the Mainland started when he was just a student.

“My involvement in student activities during the university times paved my way to China trade promotion service”, Mr Chu said, smiled when reflecting on his student days.

The early 70’s was an exciting time for university students in HK. It was the time of former US president Nixon’s historical visit to China. China started to lift its curtain to the outside world after years of turmoil by the Cultural Revolution.



Back then, there were many unknowns. As the president of HKU Science Society, Mr Chu had already led several student delegations from HK to mainland. When he decided to start the Group, he physically investigated many mainland factories. “One thing science

education taught me is that every conclusion made should base on facts and detailed research.” Undaunted by negative reviews on Chinese economy, Mr Chu led the Group vigorously to enter the unprecedented Chinese commercial exhibition industry.

His business engagement did not blow off his passion in education. “I came from an education background and I knew the importance of it”. Mr Chu devoted to make quality education accessible to students by financially supporting the undergraduates at China’s Sichuan University and Wuhan’s University of Geosciences. He was also generous to share with young generation his values and belief.

“Could you give us some suggestions to perform well in contemporary



ever-changing society?” the student reporter asked. “I have a conviction, on the formula of $P(\text{Performance}) = A^2$,” Mr Chu responded. The first A stood for Ability, which was a combination of knowledge, problem solving capabilities, communication skills, self-learning abilities and the caliber in working with others. The second A stood for Attitude. One would face lots of obstacles and setbacks. It was important to maintain a positive attitude. We might not be able to change the reality, but our attitude and skills could guide us to focus on what was the best for the situation.

At the end of interview, Mr Chu shared with us Professor Guangqian Zhu’s motto “Live present life fully and boldly (此時、此地、此身)”. We shall not look back to the good old days which did not belong to us. What matters is the moment. The very moment that your feet are holding firmly on the ground and you live at the present. Opportunities are only for those who are prepared.

STUDENT REPORTER

“Before the interview, I felt nervous to talk to a person as senior as Mr Chu. But then, Mr Chu turned out to be a very amiable and approachable person. During the interview, he was very concentrated and patient. Graduated many years already, Mr Chu still stayed connected and contributed to the development of the alma mater. He is like a mentor who brings information and insights to students like us to make a smooth transition to the real-world business. I will always remember Mr Chu’s success formula: $\text{Performance} = \text{Ability} * \text{Attitude}$. HKU Science is really a great platform for us, students, to train sorts of abilities and persistency. I hope one day I can also be a successful and kind person like Mr Chu, and give back to the society.”



Ivy Yi, BSc Student
(major in Statistics)

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