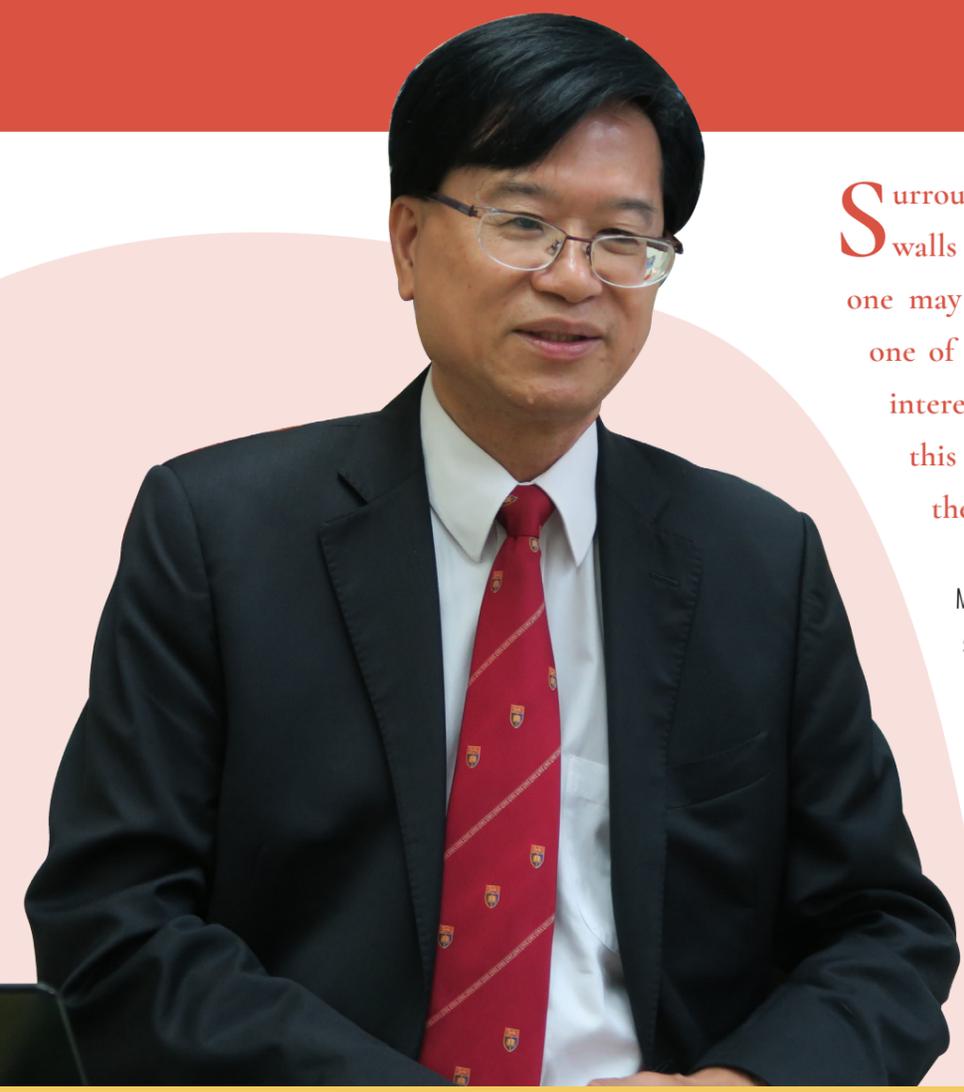


STEP UP AND DANCE



MR IAN WAI NUNG CHU
1976 BSc Graduate

Surrounding by photos of Hula and walls filled with Hawaiian sceneries, one may think that this perhaps is just one of Mr Ian Wai Nung CHU's many interests, as an active person. However, this was exactly the beginning and the axis of the stories behind.

Mr Chu studied Science as undergraduate student in Hong Kong and Business as postgraduate in Hawaii, where he got in touch with Hula dance. With the heart of serving the society, he understood that Hong Kong was prosperous enough, but still in need of happiness and laughter. "Aloha is about selflessness, love, caring and respect." Thinking of this, he decided to promote Hula dance to spread happiness with more people, with the belief that dancing was one of the most direct way to understand a culture, especially when Hula culture was about joy and laughter.

Being a pioneer was never an easy task. In the beginning, a cycle seemed to appear in front of him, in which he felt difficult to find a

starting point to kick off; not many people in Hong Kong knew about Hula dance, while without performances or lessons, people were less likely to be amazed by and immerse in the joy and energy brought by Hula. As he mentioned, theories of marketing and management could be learnt in business lessons; however,



without the spirit of science— observe and experiments, you would never know whether it would succeed or what aspects to improve. "During study, what differs science from business is that there are laboratory sessions for Science, but how can we create a business laboratory for trial and error?" With a great passion in Hula and the determination to promote it, Mr Chu established an association and collaborated with different parties to promote the Hula spirit. During events, he also met people from different countries who shared similar thoughts. It was amazing and lucky to be able to exchange ideas and share their unique experience.

When mentioning about Hula, he emphasised that experiential learning was the most effective way for teaching and learning. Comparing to teaching in a unidirectional way, experiential learning allowed learners to apply after absorbing the knowledge, raise questions and improve from previous performances for the coming next. He had been benefited from training courses and inspired by the coaching methodology, instead of just attending lectures. Mr Chu had much experience in teaching and giving

trainings He incorporated the idea of coaching into training programs he involved or designed and adjusted to fit into the needs of the audience. He was very eager to share what he had learned throughout the time. It was certain that he had not only had a great mind to think of different astonishing ideas but also a kind heart to pay a lot of effort to execute in order to create a better learning experience for others.



Flipping through the albums, smile of gratefulness appeared on his face. Having the idea of serving the civics was just the beginning, the happiest moment was to witness how people laughed and grew under the influence of Hula dance. "Not to be served, but to serve." was what he had been bearing in mind and putting into practice. Without an analytical mind, it would be impossible to move such a big step and apply the business theories well after continuous trial and error. With the rich experience and fruitful memories, Mr Chu was definitely able to carry the spirit forward. Wish him great success!

- Major Achievements
- Member of the HKU Court
 - Member of the HKU Convocation Standing Committee
 - Member of the HKU Foundation
 - Founding President of the Hong Kong International Hula Association (HKIHA)
 - President of the Hong Kong University Graduates Association (HKUGA)
 - Founding Director of the Global Universities Alumni Union (GUAU)
 - Advisor of the University of Wolverhampton Hong Kong Alumni Association
 - Advisor of Project Aloha

“ Not to be served, but to serve. ”
—Matthew 20:28

STUDENT REPORTER

"In the beginning, I was just curious about the meaning behind Hula, but then I realised it was the most natural outcome of combining experiment, business and the heart for well-being of our society."



Tiffany Wong
BSc(AC) Student