



Press release
For immediate release

TSL | 謝瑞麟 Foundation and the School of Modern Languages and Cultures, HKU jointly introduce “Creative Management in Luxury Industry Programme 2013-2014”

* * *

**Taking the lead to establish a knowledge-exchange platform
to nurture creative talents for the luxury industry**

(24 September 2013, Hong Kong) – The **TSL | 謝瑞麟 Foundation** and the **School of Modern Languages and Cultures of The University of Hong Kong** (“SMLC, HKU”) are pleased to introduce a new programme called “**Creative Management in Luxury Industry Programme 2013-2014**” (the “Programme”) for undergraduate students of HKU.

This is the first-ever programme of SMLC, HKU that uses **TSL Jewellery (International) Limited** (“TSL Jewellery” or the “Group”, HKSE stock code: 417) as the key case study to form the backbone of a course structure. With the motto “Create Value with Creativity”, the programme aims at nurturing future talents for the luxury industry by inspiring them to apply creativity in the business arena. In addition to lecturers from SMLC, HKU and speakers from TSL Jewellery’s senior executives team, other distinguished speakers of the programme include reputable business, design and creative icons such as **Mr. Tse Sui Luen**, founder of the TSL Jewellery Group, **Dr. Chan Yue Kwong, Michael**, chairman of Café de Coral Group, **Mr. Wong Wai Kay, Ricky**, co-founder and chairman of Hong Kong Television Network Limited, **Mr. Chiu Tsang Hei**, music producer and song writer, and **Mr. Tang Tat Chi, William**, home-grown international fashion designer.

Founder of the TSL | 謝瑞麟 Foundation Mr. Tse Sui Luen, said, “I would like to thank SMLC, HKU for joining hands with the TSL | 謝瑞麟 Foundation to introduce this very unique and meaningful programme. I would also want to express my gratitude for the support of the distinguished speakers. TSL | 謝瑞麟 Academy, one of the platforms under the Foundation, is established as a knowledge-exchange platform to support the interaction between the jewellery industry and the education sector. The Programme marks the inaugural move of the TSL | 謝瑞麟 Academy, and this allows TSL Jewellery to share its decades-long experience to ignite the younger generation’s interest in the luxury industry where nothing replaces innovation and excellence. I look forward to seeing more cooperation between the TSL | 謝瑞麟 Foundation and SMLC, HKU in this regard in future.”

Commenting on the cooperation with the TSL | 謝瑞麟 Foundation, **Dr. Kendall Johnson**, Head of the School of Modern Languages and Cultures of The University of Hong Kong, said, "Diversity and creativity have always been at the core of our School. Working together with the TSL | 謝瑞麟 Foundation to put together this brand new Programme that combines academic theories with real-business experiences will definitely add a new dimension to understanding the luxury industry that goes beyond what a normal undergraduate course can offer. With resources provided by the TSL | 謝瑞麟 Foundation, complemented by other distinguished speakers who are leaders in their respective fields, I am sure students of HKU will find the Programme both interesting and rewarding."

The "Creative Management in Luxury Industry Programme 2013-2014" is designed for all undergraduate students of HKU who are interested in the luxury industry. It is a one-semester non-credit bearing programme running from January to April 2014. The Programme consists of ten sessions during which students will participate in both in-class and out-of-class activities. It combines lectures, case studies, firm visit and renowned guest-speaker sharing. Interactive communication with the distinguished speakers will enable students to get an all-round understanding about the application of creativity in the real world business management.

The TSL | 謝瑞麟 Foundation is funded by TSL Jewellery. **Mrs. Annie Yau Tse**, Chairman and Chief Executive Officer of TSL Jewellery, said, "TSL | 謝瑞麟 Foundation forms an integral part in the CSR programme of the Group. We are excited to be part of the Programme that aims at cultivating creativity at undergraduate level at one of the most respected tertiary education institutes in the world. It is our first attempt to embed creative business management in education. We look forward to furthering our efforts in this direction through the TSL | 謝瑞麟 Foundation."



(Left to right) **Dr. Kendall Johnson**, Head of SMLC, HKU; **Dr. Chan Yue Kwong, Michael**, Chairman of Café de Coral Group; **Mr. Tse Sui Luen**, Founder of the TSL | 謝瑞麟 Foundation; **Mr. Chiu Tsang Hei**, Music Producer and Composer; **Mrs. Annie Yau Tse**, Chairman and CEO of TSL Jewellery (International) Limited, and **Dr. Heung Wah Wong**, Programme Director of Global Creative Industries, SMLC, HKU, officiated the launch ceremony of "Creative Management in Luxury Industry Programme 2013-2014".

- End -

About the School of Modern Languages and Cultures, The University of Hong Kong

The School of Modern Languages and Cultures of The University of Hong Kong aims at creating the appropriate environment to foster research, teaching and learning in area studies and languages. Students enrolled in the School's programmes will have a chance to develop intercultural awareness and communicative aptitude as they become acquainted with some of the world languages and cultures today. With more than 70 academic and support staff, the School contributes to the global outlook and leading position of The University of Hong Kong in the region.

About TSL Foundation

TSL | 謝瑞麟 Foundation is a non-profit organization dedicated to supporting the sustainable development and enrichment of the jewellery industry in Hong Kong. Established in 2013, the Foundation is funded by the TSL Jewellery Group to preserve and promote the cultural heritage of the jewellery industry through fostering local talents in the industry and innovation in design and excellence in craftsmanship. The Foundation has organized its work into three key platforms: "TSL | 謝瑞麟 Academy", "TSL | 謝瑞麟 Scholarship" and "TSL | 謝瑞麟 Heritage".

About TSL Jewellery

TSL Jewellery is currently one of the largest jewellers in Asia, principally engaged in jewellery design, retailing, export and manufacturing. TSL was established in 1971, and was listed on the Hong Kong Stock Exchange in 1987. The Group operates over 200 jewellery boutiques spanning major cities in Asia, including Beijing, Shanghai, Guangzhou, Hong Kong, Macau, Kuala Lumpur and Japan.