



The BRIDGE

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Where Businesses Grow



RICHMOND HILL & MARKHAM CHINESE BUSINESS ASSOCIATION
烈治文山市·萬錦市華商會

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MAKING A JEWELLERY BUSINESS STAND OUT 競爭激烈 首飾業 生存有道



▲ Howard Jewellery focuses on selling brand name jewellery. 恆富珠寶以售賣名牌首飾定位。



To survive in the fierce competition of the jewellery business in Richmond Hill and Markham, you need to have a clear position and identify your target customers.

Position on Luxury Brands

Some Jewellers targeted on luxury brand products. Howard Jewellers is in this category. Established in Pacific Mall sixteen years ago, Howard Jewellers carry items from Swarovski, Dior, Gucci, Mont Blanc and other brand name products. Aside from jewellery, Howard also sells luxury watches and pens.

Howard Jewellery was created by Susanna Yiu and Harita Chiu. Susanna admitted that the competition was intense. "In order to stand out, we have to maintain a good reputation, and to provide quality services. We need to know the products well so that we can help customers choose the most suitable jewellery." After-sales service is also another way to keep customers.

In the beginning, Howard's main customer base was the immigrants from Hong Kong and Taiwan; and in recent years, most of the customers were from mainland China.

The global financial crisis in 2008 hit Howard hard. "The economy has not fully recovered yet. We are still trying hard to keep our business running steadily. However, one thing is for sure, we will not change our position. We will stick

to partnering with luxury brands," said Harita, Director of Howard Jewellers.

Another way to make a difference in the Jeweller business is to carry unique products, Royal Pearl Fine Jewellery is one of them. Located at the Shoppes of the Parkway in Richmond Hill, its clientele is comprised of mainly professionals and jewellery lovers. The owner, Raymond So, who has been in the jewellery industry for around 30 years, does not feel that the competition is strong.

Providing Unique Products

"Most of our products are unique and special. First we talk to our clients to look at what they like, then we look for the jewellery that suits their desire. We provide personal consultancy service. The clients trust us and they are loyal to us."

Raymond believes that the financial crisis did not affect them too much. "Referrals are important to us. During the economic downturn, people tend to buy luxury goods in a shop that they trust. We provide quality service and focus on after-sales service."

"Royal Pearl aims at the high end market. Our objective is to offer products and services that others cannot provide; and if other jewellers can supply it, our products will be better," said Raymond.

Online Jewellery Business

Some jewellers see selling jewellery online is a trend. Located in Richmond Hill, Nicole &



▲ A 10 carat sapphire with 4 carat diamond lady's ring provided by Royal Pearl. 皇廷提供的一款十卡大藍寶石鑲四卡鑽石女裝戒指。

Lauren Inc. has been focusing on high quality fashion jewellery on e-commerce since 2009, and started the wholesale business in the following year. "Our mission is to find a simple and chic design, with extraordinary color combination, revolutionary concepts and latest fashion to customers," said Iris Chan, owner of Nicole & Lauren. Most of its customers are from mainstream society. Iris hopes that she can have her own brand name jewellery in the near future.

Jewellery Auctioneers

There are growing numbers of buyers being attracted to check out the jewellery and unique watches offered by auctioneers. Items being auctioned are items seized by



▲ Samples of fashion jewellery sold by Nicole & Lauren. N & L在網上出售時尚首飾。

Canadian customs. Often the item is offered at a surprising price if the bid remains low.

Heritage Auctioneers located at East Beaver Creek Road in Richmond Hill is getting more active in the Chinese Community these few years. Jim Mirk, president of Heritage Auctioneers said they only offer auction a few times a year when they have good collectibles ready for auctioning. He said, over the past 25 years, they used to attract local Canadians. These days there are growing buyers from the Chinese community. Some buyers told him that if they get the items at a great price, they may even make good money by reselling them. Each item sold at the auction comes with a Canadian Certificate of Origin and Assessment of Value which provides the support for resale.

Heritage Auctioneers

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GTA Mayors join Mission to

Promote **Canada China Trade**

大多市華商總會訪華團11月出發



▲ Mayor Scarpitti (8th from the left), Mayor Barrow (9th from the left), Deputy Mayor Gino Rossati of City of Vaughan (11th from the left), Consul General Fang Li (7th from the left), Consulate-General of the PRC in Toronto and Ms. Gloria Lo (6th from the left), Director of Hong Kong Economic and Trade Office posed with presidents of CGTCBA, co-chairs of the China Trade Mission and councillors of Town of Markham after the press conference. 右起：大多市華商總會商貿團共同主席梁萬邦、萬錦市議員何胡景、區域議員李國賢、多倫多華商會會長董林明濤、商貿團共同主席嚴雯、烈萬市華商會會長溫建業、旺市副市長 Gino Rossati、密市華商會會長朱洪恩、烈市市長巴羅、萬錦市市長薛家平、中國駐多倫多總領事房利、香港經貿處處長盧潔瑋、萬錦市議員 Carolina Moretti、多倫多華商會會長張小惠、區域議員林歌頓、士嘉堡約克區華商會會長陳莉鈴及士嘉堡約克區華商會會長蘇光宇在商貿團記者會後合照。

The Confederation of Greater Toronto Chinese Business Association (CGTCBA) is organizing a second trade mission visiting China in November 2012 to further strengthening and promoting greater economic, business and cultural ties between Canada and China. Details of the mission were announced in the press conference held on March 29.

Mayor Hazel McCallion of Mississauga, Mayor Frank Scarpitti of Town of Markham, Mayor Dave Barrow of Town of Richmond Hill and Mayor Maurizio Bevilacqua of City of

Vaughan have confirmed their participation in this mission.

During the 11-day visit from November 23, the mission will visit Shanghai, Beijing and cities in their vicinity, GTA sister cities including Chongqing, Shijiazhuang, Wuhan, Chengdu, Qingdao, and with Hong Kong as the last stop. Members of the mission will have ample opportunities to meet with local Chinese cities officials and business representatives, and attend economic and business development forums and meetings.

Tailor-made Programs for Delegates

"One of the unique and distinctive highlights of our mission is that we arrange individual seminars or visits based on the needs of our delegates. These arrangements will allow our delegates to lay the necessary groundwork and establish key relationships in various cities in China," said Ben Leung, co-chair of the China Trade Mission.

"For first timers, a detail debriefing will be provided and we will arrange a tailor-made program for each delegate in his/her respective sectors to create business opportunities and meet their business's objectives," said Winnie Fung, another co-chair of the China Trade Mission.

Interested parties are welcome to contact the mission co-chair Winnie Fung at 416-566-2283 and Ben Leung at 416-543-1419.

由大多倫多地區四大華商會組成的大多市華商總會，將於今年11月再度率團訪華，推動加拿大與中國的商貿及文化活動。萬錦、烈治文山、密西沙加及旺市的市長及多位商界領袖將會隨團訪問。有關商貿團的詳情已在上月底的記者會上公布。

商貿團將於2012年11月23日出發，至12月4日結束。在為期十一天的訪華行程中，商貿團將到上海、北京及其鄰近城市，以及大大多市的姊妹城包括：重慶、石家莊、武漢、成都和青島，最後訪問香港，參加香港國際中小企業博覽會。在中國逗留期間，商貿團將會見多個城市的官員以及當地商界的代表，並出席加中經貿發展論壇及多個商貿交流會。

行程為團友度身訂造

商貿團的共同主席梁萬邦指出，今次行程經過精挑細選，對團員的得益會很大。「大多市華商總會與中國多個大城市的市政府和商界領袖有緊密聯繫，在今次行程裡，大會將根據團員的需要，安排多個研討會及訪問，幫助團員在不同的城市奠定人際網絡的基礎和建立關係。」

另一位共同主席嚴雯說，這次商貿團的行程專為中小企業度身訂造。「對於首次到中國的參加者，我們將會他們特別安排活動，為每名團員都能在各自的領域內製造商機。」

有興趣參加商貿團的人士，請致電該團的共同主席梁萬邦416-543-1419或嚴雯416-566-2283。



▲ Consul General Fang Li hopes that Canadian businessmen will grab the opportunity to expand their businesses to China. Next to him is Mayor Scarpitti. 中國駐多倫多總領事房利希望加拿大商人把握時機到中國開拓商機、擴大生意。旁為萬錦市市長薛家平。

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MICHELLE CHU

朱萬舒愛

likes Challenges 挑戰自我



▲ Judy Lam was Michelle Chu's first client. They were posed in front of Judy's house with Joseph Wong. 朱萬舒第一宗生意在房屋推出後3天即成交。圖為她與屋主Judy及地產公司持牌人 Joseph Wong 在售出的房屋前合照。

After working in the media industry for many years, Michelle Chu has decided to try something new - to become a real estate agent.

Michelle loved the show business. Right after obtaining her bachelor degree in electronic engineering, she was recruited by the Guangdong Television and was assigned to host popular programs. While she was still at the peak of her career in the '90s, she immigrated to Canada.

In a bid to continue her show business in Canada, Michelle took a 3-year diploma program in RTV, Broadcasting Radio and Television at Seneca College. In 2002, she went to Hong Kong and was recruited by TVB.

Continued Showbiz on TVB

While in Toronto visiting her family in 2003, a friend asked her to be the main character of a TV commercial. It was then that she fell in love with the advertising industry. To equip herself, she took a course in Computer Graphics Design and Layout at Seneca College. She also set up Michelle International Inc. for her own advertising business.

In 2008, Michelle helped establish WOW TV, the first 24-hour digital HD Chinese TV Channel. As the vice president, she also worked as an anchor for the news program. Currently she hosts a live talk show "Life at Five" on WOW TV.

In 2001, Michelle obtained a licence in insurance and financial planning. Last year

she started to take courses on real estate. One has to pass 6 courses in 3.5 years in order to get a full licence. It took Michelle just one year to finish all the tests. She even got over 90 percent in most tests. "In the beginning I thought the courses were very easy, but actually it was really painful. "However, once started, I was not going to give up."

Never Stop Upgrading Herself

Michelle joined Joseph Wong's company "Remax Excel" last year. After finishing the 6th and final test at the end of February, her friend Judy commissioned her to sell her house. The house was sold within three days with the market price at \$855,000. "I am grateful that Judy asked me to sell her house, although I am new to this field. I also would like to thank Joseph who helped me a lot in this sale," expressed Michelle.

In the future, Michelle hopes that she will be able to expand her businesses in real estate, as well as in advertising and insurance, while enjoying hosting the TV programs.

待從事傳媒行業10多年後，朱萬舒考取了地產經紀牌，準備嘗試新的領域，同時繼續自己喜愛的廣告拍攝工作。

朱萬舒熱愛演藝事業，但為了滿足父母的期望，她修讀電子工程並取得學士學位。畢業後她考進廣東電視台，並獲委派擔任重要節目的主持，如《體育世界》、《珠江夜譚》和《春

節晚會》等。正當事業如日中天之際，她於90年代移民到加拿大。

轉戰香港加入無線電視

為了繼續在演藝事業發展，朱萬舒在辛力加學院修讀為期三年的電台、電視廣播課程並獲得文憑，同時在新時代電視實習及主持節目。有感於在加拿大的發展有限，她於2002年轉到香港，加入無線電視。

2003年初沙士期間，朱萬舒回多倫多與家人團聚，期間應朋友的邀請拍攝廣告，並因此對廣告行業產生了濃厚的興趣。為了充實自己，她到辛力加學院修讀計算機平面設計，同時成立了公司，專門接拍廣告。

2008年，她參與籌辦加拿大第一間24小時廣播的全數碼高清中文電視台WOW TV，並為該電視台的副總裁。在傳播界有不少經驗的朱萬舒出謀獻策之餘，還擔當電視新聞的主播。目前，她仍主持《活在五點》的嘉賓訪談直播節目。

考地產牌自我增值

「不斷進修和充實，會令自己有自信心和有滿足感。」所以，2001年朱萬舒已經考取了保險牌。去年初，她又開始修讀地產課程。當局規定3年半內要完成及通過6科考試，她一年內就考完6科，當中多份試卷更高達90多分。「本以為課程很容易，誰知相當辛苦。」可幸她的數學基礎很好，所有需要計數的課程她都能應付裕如。

去年她加入了本會另一位會董黃志豪 (Joseph Wong) 的地產公司 "Remax Excel"。今年2月底，她剛考完第6科，朋友 Judy Lam 便委託她出售房子，而她也毫不所命，3天就以市價85.5萬元把房子售出。「我很感激Judy這樣大膽地找我這個新丁把房屋出售，也很感謝Joseph悉心指導，百忙中還抽時間來幫我出offer。」喜歡接受挑戰的朱萬舒希望，今後能夠在節目主持、廣告、保險及地產這幾方面共同發展。



▲ Michelle was an anchor for the news program. 朱萬舒曾任新聞主播。

CGTCBA Gala

on FEBRUARY 4 2012



▲ The presidents of the Confederation of Greater Toronto Chinese Business Association. From left: Kenny Wan, Stephen Chu, Benny Cheung and Johnny So.

◀ MP Costas Menegakis brings greetings on behalf of Jason Kenney, Minister of Citizenship, Immigration and Multiculturalism. MP Bob Dechert (4th from the right) and MPP and Leader of the Progressive Conservative Party of Ontario, Tim Hudak (right), are at the back.



▲ Consul General of China in Toronto, Mr. Fang Li, teaches the attendees to say "Happy New Year" in Chinese.



▲ Guests are having fun at the gala.



▲ Mayor of Richmond Hill, Dave Barrow and his wife Tomye Anne.

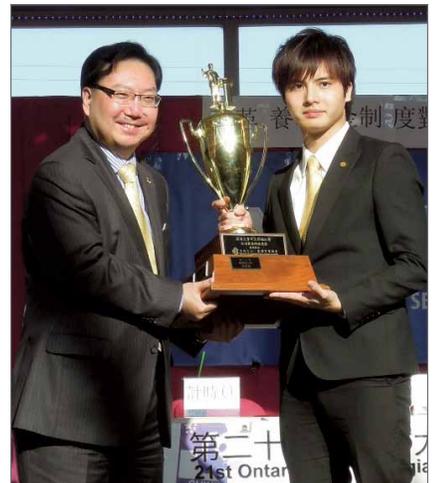


▲ M.C. Kit Wong and his partner Maggie Lin.



▲ Gloria Lo, Director of HKETO and Ben Leung, vice president of RHMBCA.

Sponsoring OCDA



▲ RHMBCA is the title and diamond sponsor of the 21st Ontario Inter-Collegiate Chinese Debate Alliance. President Kenny Wan presents trophy to the Best Debater of the champion. Both the winner and the second runner-up are from the University of Toronto.

Networking Events in January & March



▲ Mr. Dave Barrow, Mayor of Richmond Hill attends the January networking event celebrating the Chinese New Year with directors of RHMBCA. From left: Kit Wong, Sandra Tam (Senior Business Development Officer at the Economic Development Department, Town of Markham), Annie Ho, David Ho, Daisy Wai, former MP Bryon Wilfert, Kenny Wan (President of RHMBCA), Mayor Barrow, Gin Siow, Michelle Chu, Joseph Wong, Vito Spatafora (Deputy Mayor of Richmond Hill), Matthew Lyn and Tom Yu.



▲ Cheers!



▲ What did former MP Bryon Wilfert say to make Daini Wang and William Lee, Regional Manager of TD Waterhouse laugh?



▲ Tina Woo, Senior Manager of BDC donated a gift for the lucky draw. Eiji Doi, Vice President of Scotiabank won the prize.



▲ Attendees introduces his work.

CHINESE NEW YEAR GREETINGS



▲ York Regional Police Chief Eric Jolliffe (4th from the right) joins the directors of RHMBCA to send good wishes to the retailers with Richmond Hill councillors Castro Liu (2nd from the left) and Godwin Chan (3rd from the left).



▲ The Board of RHMBCA and York Regional Police Inspector Ricky Veerappan wishes retailers a prosperous year, with Edwin Wung, Director of Pacific Mall (right).



▲ Chief Jolliffe and Kenny Wan meet Tony Ka Fai Leung, a movie star from Hong Kong during the walk. At the back is Sherry Wan.



◀ 上接第1頁

珠寶首飾市場在烈治文山市及萬錦市競爭激烈，要突圍而出，就需要有清晰的定位，獨到的眼光，貼身的服務，才能爭取到目標顧客，屹立於行內。

以售賣名牌定位

一些珠寶店標榜銷售名牌商品，位於太古廣場的恆富珠寶，就是其中一個例子。恆富於16年前開業，它的品牌專櫃計有 Swarovski、Dior、Gucci 和 Mont Blanc 等。除了珠寶首飾外，還專賣名錶和筆。

恆富由 Susanna Yiu 和 Harita Chiu 創辦。Susanna 承認，行內競爭厲害：「要屹立不倒，必須信譽良好，並要提供優質服務，例如對貨品有充分的認識，幫助顧客選擇合適的珠寶首飾，同時要有

真誠的服務態度，讓客人有賓至如歸的感覺。」恆富還提供售後服務，為貨品清潔及保養等。公司有不少是熟客，由買結婚戒指時開始光顧。

開業初期，恆富的顧客以香港和台灣的移民為主，近年顧客以中國內地同胞佔多。Harita 表示，2008年全球金融海嘯，影響顧客的購買意欲，公司要咬緊牙關渡過。「經濟至今未完全恢復，我們仍要艱苦地穩步經營，但我們的定位不會變。公司的目標是繼續尋找合適的品牌合作。」在淡季的時候，她們會出外參加展覽，搜羅最新的貨品和有關資訊，以提高公司的競爭力。

提供獨特首飾

另一個突圍的手法是提供獨特的商品，位於烈治文山喜來登商場的皇廷珍珠鑽飾屬於這一類。皇廷以售賣鑽石、寶石和南洋珍珠為主，顧客多為專業人士及首飾愛好者。負責人 Raymond So 在珠寶界有近30年採購、市場推廣和零售的經驗，他認為市場競爭不算太大：「皇廷售賣的多是獨一無二的首飾。我們先了解顧客的需要，然後為他們設計合適的款式。由於得到客人的信任，加上口碑推介，所以客源穩定。」他們提供顧問服務，引導客人了解自己的要求，並為他們製造出心頭好。

皇廷主要的客源是熟客或是經熟客介紹的。「在經濟不景時，客人不會隨便找其他公司購買名貴的珠寶首飾，而是要到可信任的公司，所以我們特別著重售後服務。」

Raymond So 表示，皇廷要向高檔市場發展，為顧客搜羅獨特的貨品，例如粉紅鑽。他說：「要做到『人冇我有、人有我優』，才能保障生存空間。」

網上銷售珠寶

在網上銷售珠寶是另一出路。位於烈治文山的 Nicole & Lauren Inc. 於2009年開始在網上推銷時尚首飾，並於2010年批發到商舖發展。Nicole & Lauren 以容易配搭及獨特設計的元素為主，受上班一族的主流社會女士歡迎。主辦人 Iris Chan 的目標是創立自己的品牌，並主力發展不受地域限制的網上業務。

珠寶拍賣行

除了到店舖或在網上購買首飾外，愈來愈多人喜歡到拍賣行選取心儀的珠寶首飾或名錶。拍賣行提供的物品是經加拿大海關充公的，通常出價會很低。

位於烈治文山 East Beaver Creek Road 的 Heritage Auctioneers 近幾年來活躍於華人社區。Heritage Auctioneers 總裁 Jim Mirk 表示，該公司一年只會舉辦幾次公開拍賣：「過去25年來，我們的買家多為本土的加拿大人，而近年華人買家愈來愈多。有些買家稱他們在拍賣行投得好價，轉手出售更可獲得可觀的利潤。」在 Heritage Auctioneers 拍賣的每一件物品都有加拿大的來源證和價值評估，方便買家轉售。



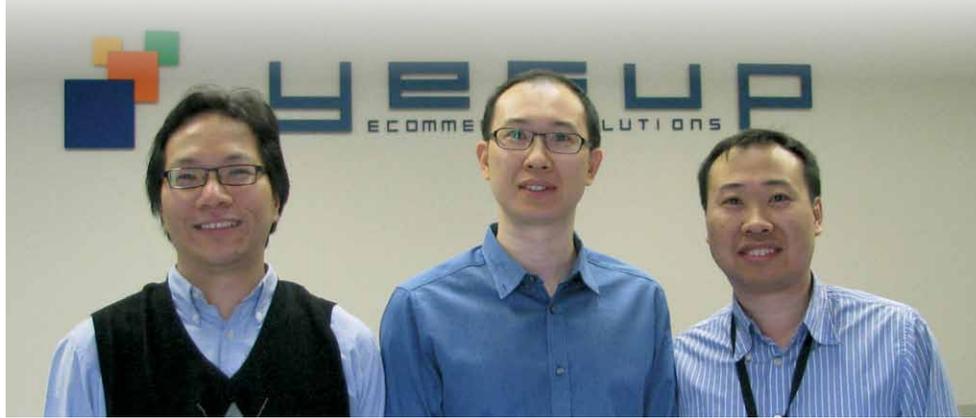
▲ Jewellery and watches sold at the auction come with a Canadian Certificate of Origin and Assessment of Value offered by auctioneers. 愈來愈多人喜歡到拍賣行選購珠寶首飾及名錶。

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YesUp Recruited Talents during Economic Downturn

經濟低迷吸納人才成功搶佔市場



▲ “It is even more important for a company to increase its exposure when the economy turns down,” explained Jeff Zeng (middle). Beside him is Patrick (right) and Jack Cheung. YesUp 總裁曾振愉(中)、總監曾振和(右)與市場及推廣部經理張志豪合照。

YesUp Ecommerce Solutions Inc. (YesUp) is one of the biggest established companies in interactive marketing and technology that aims to target and deliver the right audience for advertisers, agencies and marketers. It is also the first online advertising firm run by Chinese Canadians.

YesUp was created in the basement of Jeff Zeng's house when he was still in his second year of studying computer science at the University of Toronto. He developed a search engine for Chinese pop songs and got paid when banners on the webpage were clicked. His search engine received a warm welcome.

“When there's crisis, there's opportunity.”

When the dot-com bubble exploded in 2000, it brought many advertising agencies to bankruptcy. Jeff could not make his money back. “When there's crisis, there's opportunity,” said Patrick, Jeff's younger brother. “There were problems in the advertising agencies, not the companies themselves. So we contacted the clients directly.”

In 2001, YesUp Ecommerce Solutions was incorporated. They found an office with no heat or air conditioning for only \$600 per month. The company grew very quickly and had to move many times in the next ten years due to expansion.

YesUp delivers different types of services including ad serving technology, affiliate marketing, display targeting, email marketing, search marketing, and website and creative design. Its clients are mainly large and medium enterprises in the United States and Europe, such as Food Basic and eBay. “However, the

global economic turmoil in 2008 hit the large enterprises in the States badly. Most companies cut their budget in marketing, causing our revenue to plummet,” recalled Patrick, Director of YesUp.

Expand the businesses in Canada

The company did not lay off staff to cut costs; instead, it strengthened its resources by developing new businesses and recruiting more talent. “The economy in Canada at that time was much stronger than in America and Europe, and it was ready for online advertising, so we decided to refocus our efforts back in Canada, targeting small and medium businesses,” said Jeff, CEO of YesUp.

To reduce expenses, the company combined its two offices and moved to Gordon Baker Road in 2009. With 40,000 sq ft., YesUp has plenty of room to expand. “We put all the profit we had for the past ten years to re-invest into the new businesses,” said Patrick. It built a data centre and started to provide internet service and website hosting.

“In 2008, we had just over 30 staff. Now we have 80 staff and are going to increase to 100 by the end of this year,” said Patrick. “Our revenue shrank 40% during the financial crisis. Now it is 20% more than before the economic downturn.” This all goes to show that Jeff was far-sighted by increasing staff and expanding business during the global economic crisis.

YesUp Ecommerce Solutions Inc. 主打在線廣告業務，是多倫多其中一家最大型的互動營銷及科技的公司，也是首家由華人開設從事在線廣告的公司，旨在為客戶把訊息傳送到目標受眾。

公司年輕的總裁曾振愉(Jeff Zeng)於1999年

仍在多倫多大學計算機科學學系就讀二年級的時候，已在家中地下室創辦了「山寨板」的YesUp。他開發了一個中文流行歌曲的搜索網站，網頁上設有網絡廣告條，通過網友點擊廣告賺取收益。當時正值科網泡沫最高峰，他的網站很受歡迎，廣告條點擊率很高。

可是，科網泡沫於2000年爆破，代理YesUp的廣告商破產，曾振愉未能取回應得的報酬。「不過，有危就有機，出問題的只是廣告代理，很多公司的經濟沒受影響，我們就直接與廣告客戶聯絡，跟他們接洽。」比Jeff小兩歲的弟弟，也是讀計算機科學的曾振和(Patrick)說。

10年內員工從3人增至80

2001年，YesUp Ecommerce Solutions正式註冊成為公司，有感於家中的地下室不敷應用，他們於2002年以600元的低價，租用了一個沒有冷暖空調的辦公室，並多聘一個職員。此後10年公司發展迅速，從10年前的3人增至現在的80人，公司亦因地方不夠用而要多次搬遷。

YesUp提供多種不同的服務，包括廣告服務技術、聯盟營銷、目標展示、電子郵件營銷、搜尋營銷及網站設計，客戶以美國及歐洲的大型及中型公司為主，包括Food Basic、eBay等。

「可是2008年的金融海嘯，對美國大公司衝擊十分厲害，不少大公司削減廣告開支，令我們的收入大幅縮減。」總監Patrick說。

YesUp不但沒有裁員減省開支，反而加強人手積極開發新業務。「經濟不景更應增加公司的曝光率，趁機搶奪市場的佔有率，所以我們增加營銷方面的人手，積極尋找新客戶。」Jeff決定把公司的業務擴展至返回加拿大，同時以中小型企業為目標，因這些公司廣告開支比例不會太重，受經濟不景的影響較輕微。

為節省成本，公司把分設在兩個地方的辦公室合併，於2009年搬到現在位於Gordon Baker Road佔地40,000平方呎的辦公室，同時大展拳腳，開拓新業務，把過去10年所賺的，都投資到新的業務上，例如提供互聯網接入服務、設立數據中心及提供網站寄存服務。

為客戶提供一條龍服務

目前互聯網接入服務以家庭客戶為主，YesUp的市場及推廣部經理張志豪(Jack)希望透過提供互聯網接入服務，讓更多人認識YesUp，繼而提供一條龍服務，包括網頁設計、修改網頁內容、網上廣告、電子郵件營銷、網頁寄存服務，以及點擊廣告付款等。

「2008年公司的員工只有30多人，現在增至80人，年底更會增加至100人。」YesUp以Google為目標對手，著重開發新的服務及軟件，單是程式員的團隊已有20人。Patrick說：「公司於金融海嘯時收入縮減40%，現在經濟復蘇，收入快速增長，除收復失地外，比經濟危機前還多20%。」由此可見Jeff於經濟不景時增加人手及擴展業務的做法是有遠見的。

Why Richmond Hill is the Smart Place for Business

烈治文山 *Richmond Hill* 商家落戶智富之地

Richmond Hill launched a new economic development marketing strategy in March. It tells investors why Richmond Hill is the smart place for business.

With only 100 square kilometres, Richmond Hill has a population of over 185,000 people and more than 5,000 businesses. It is in a fourth place ranking in fDi Magazine's (UK) list of the Top 10 American Small Cities of the Future.

Located in the heart of GTA, Richmond Hill has an excellent and growing transportation infrastructure, along with major highways, ports and international airports nearby.

A PLACE FULL OF TALENTS

Richmond Hill has the most educated workforce in Canada, with half of residents holding a university degree. Its average household income is \$100,900, which is 34% higher than the Canadian average.

The municipal government provides great support to businesses. Its Small Business Enterprise Centre (SBEC) provides services, programs and expertise for Richmond Hill's entrepreneurs and small businesses, from offering one-on-one consultations to organizing professional seminars, workshops and networking events.

Michelle Chu **RE/MAX**

(朱萬舒)
SALES REPRESENTATIVE



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烈治文山市政府於上月展開一項新的經濟發展推廣策略，展示為何烈市是商務發展智富之地。

烈市人口近19萬，企業逾5,000個，是多個本國及國際性公司的總部。據英國fDi雜誌的美洲十大未來小城市排行榜，烈市位列第四。

烈市有完善的交通基建，鄰近多條高速公路、港口及國際機場，運輸方便。

勞動人口教育全國最高

人才眾多是烈市的另一個優勢。烈市勞動人口的教育水平是全國最高的，半數居民擁有大學學位，家庭平均收入為100,900元，比全國高34%，也較安省高出26%。

此外，市政府對商界十分支持。小型企業中心為小商家提供多項服務和專業知識，從一對一的諮詢服務到安排專業講座、工作坊及人際網絡活動，幫助商家順利地在烈市發展業務。



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Events 活動

RHMCBA Event 本會活動

RHMCBA Networking Night

Date: Tuesday, May 29, 2012
Time: 6:00 pm - 9:30 pm
Venue: Golden Court Abalone Restaurant
270 West Beaver Creek Rd., Unit 22-27, Richmond Hill
Fee: Members: \$30, Non-members: \$40
Enquiry and RSVP: info@rhmcba.ca /905-731 8806

The BRIDGE

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CGTCBA Event 大多市華商會活動

China Trade Mission 2012

Date: Nov. 23 - Dec. 4, 2012
Place: Shanghai, Beijing and cities in their vicinity,
sister cities of GTA, Hong Kong
Cost: Full package \$5,900 (double occupancy)
Single Supplement: Additional \$900 (\$6,800 full package)
Early Bird Discount: \$150 off (reserved and paid in full by June 30, 2012)
Member Discount: \$100 off
Info: www.cgtcba.ca; Winnie Fung at 416-566-2283, Ben Leung
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