

Coach, Mentor
Global-E Networker
Student Favourite

China, Yesterday & Tomorrow

- Philip McMaster (麥孟達) is a Sinophile born near Montreal, Canada
- Inspired by another Canadian, Dr. Norman Bethune, who used his education and experience in Montreal to help the Chinese people almost 70 years ago in 1939, Philip brings his passion for *leveling the playing field* and *inspiring innovation* to China in the 21st Century.



Philip McMaster, AHS MBA founder of EcoTaskForce.com in China.
Photographed March 17, 2002 Montreal, Canada next to statue of Dr. NORMAN BETHUNE,
born in Gravenhurst Ontario, studied medicine in Montreal Quebec
and died in Huang-Shih Kou in China in 1939 helping the Chinese people.

Topping the Great Wall

- Featured for his global travels and bringing together business and leisure in university undergraduate programs, Philip is a pioneer in global thinking and action.
- <http://ctr.concordia.ca/archives/is130100/art23.html>



“Adventure entrepreneur turns eco-networker”

Student brings together Leisure Studies and business atop The Great Wall of China.

Leader

- President of MBA Association, host of international leaders



“After six years at the university, I can say that Philip was the best president of MBA association I'd been working with during those years. I remember Philip as a proactive guy. Always well prepared, he was concern about the quality and the reputation of the MBA degree. Philip is also good in networking. I am sure his determination will help him to succeed in the future.” (February 2, 2005)

[Martin Sigmen](#),
HEC Montreal

Global Networker

- Established Global-E Networking as MBA Student –
- Helping classmates network with Global Leaders
- <http://www.cool.ca/Global-E>

“Philip did a wonderful job to encourage the "Global MBA". He organized many events with business celebrities which had a big success. His motivation was contagious and he inspired many to get involved in the activity.” (February 2, 2005)

[Sebastien Richard](#), *Analyst, Financial systems, Caisse de dépôt et placement du Québec*



Réseautage
Global-E
Networking

Academic / Business Networking

- Hundreds of contacts through Hong Kong University, Chinese University of Hong Kong, Harvard University, HEC Montreal, Hong Kong / Shenzhen Industry and Chambers of Commerce



http://www.ahkea.org/content/events/0608InvestMatchFair_P2.html



<http://www.hku.hk/vcoffice/menu/vc-smt.htm>

Global Aerospace Industry Networking Experience



NASDA Executive, International Cooperation
Department, Tokyo, Japan



<http://www.f-pro.ca/business/busn0704.htm>

Environmental Consciousness

- Planting Trees in China
- Recycling Cellphones and Computers in Canada
- Eco Entrepreneurship in Brazil
- <http://www.ecotaskforce.com>



“Philip is not Brazilian, but he should be! A natural visionary, his EcoEntrepreneurship presentations to local communities, and meetings with many levels of government were very successful, although he doesn't speak Portuguese! Philip inspired academics and citizens with new ideas for sustainable tourism development. He is my friend and Brazil's friend.” (March 9, 2005)

[Claudio Hess](#), Thinktank Brasil

Global Social Enterprise

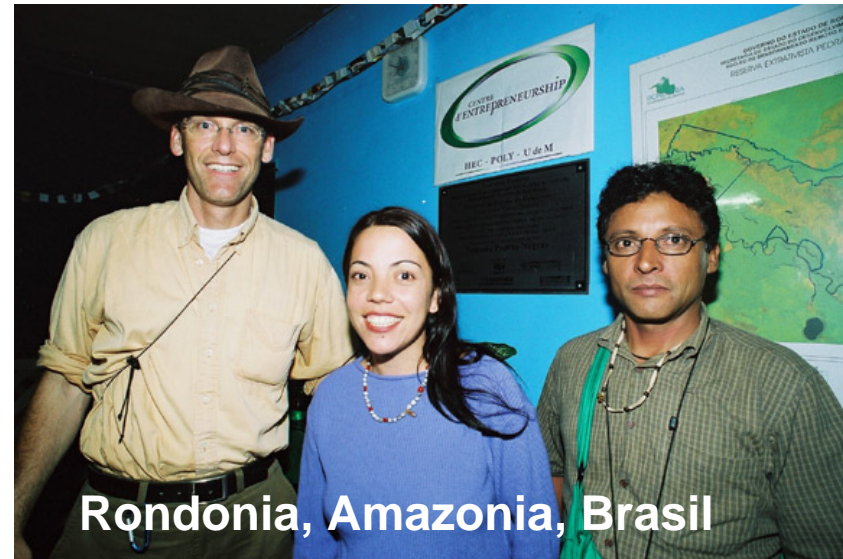
Eco Entrepreneurship

- Inspiring developing countries to develop sustainably:
- Teaching - cross-cultural marketing - sustainable tourism development - tourism safety – EcoEntrepreneurship - Global Networking – International / Multinational Expeditions - Event, Sports and Adventure Photography

<http://www.adventurpreneur.com>



Itaunas, Espirito Santo, Brasil



Rondonia, Amazonia, Brasil

Global Social Enterprise

Dragonpreneurship

Assisting nascent entrepreneurs to become a Dragonpreneur in their own community is one of Philip's passions. Based on the Marital Arts, Dragonpreneurship is a holistic personal development system that guides the learner through moral education, economics, sales, creativity, innovation and leadership training.

<http://projects.takingitglobal.org/dragonpreneur>



Media – Radio, TV, Publishing, Photojournalism



<http://www.radiocool.ca>

<http://www.cool.ca/mcmaster>

MBA Teaching



5346704 -

Sectorial Analysis and Business Opportunities (offert en anglais)

McMaster, Philip

<http://zonecours.hec.ca/af1CodexImp.txp?instId=H2005-P6-361531&lang=en>

Champion of Social Enterprise

- Philip joined the CUHK Center for Entrepreneurship from teaching Sectorial Analysis and Entrepreneurship to MBA's at HEC Montreal.
- A member of the Canadian Global Entrepreneurship Monitor (GEM) research team in 2005, Philip brings a global perspective to students seeking coaching for their entrepreneurial ideas.

Philip's passion is CSR and Social Enterprise - his self-described mission is to assist nascent entrepreneurs to frame their ideas in the context of the Financial, Social and Environmental triple bottom line.



Corporate Social Responsibility

- Seminar lecturer, workshop leader, and entrepreneurial venture guide and coach
- Patient business planner helping students develop blueprints for starting new ventures.



<http://www.baf.cuhk.edu.hk/services/pressDetail.asp?refNo=48&lang=E&DID=resources>

Passionate Coach

- “Philip is one of few very passionate people I've met. Not only gave his priceless professional advices to our team, he also inspired us to dig deeper based on our current idea. I can tell he really loves what he is doing now in his work and owns amount of expertise as a business consultant.” (May 14, 2006)

[Jeremy Jiang Bo,](#)

“A very bright and insightful person who provided us a lot of help while developing a business plan. His advice is very valuable!” (May 7, 2006)

[Wendy Wu Jingwen,](#)



Coach of Social Entrepreneurs

- Philip McMaster coaches Winners...

中大創業賽冠軍 教學童採中藥



■中大創業挑戰賽冠軍「啟思旅遊」小組成員，後排右二為隊長鍾小兵。
本報記者吳玫 攝

財義兼顧

香港人一向賺錢至上，對攻讀MBA的學生來說，似乎更應如此。但近年來，企業社會責任逐漸成為評價企業行為的重要部分。到底盈利與企業社會責任，哪個更為重要？中大創業挑戰賽冠軍隊長鍾小兵坦言，兩者的關係就像大腦與心臟一樣息息相關，他們的得獎計劃「啟思旅遊」既能幫助發展小學生多元智慧，亦可在一年內收回成本。

中文大學與世界級管理顧問公司博斯艾倫聯合舉辦的「博斯艾倫挑戰賽」，今年已是第3年舉行。參賽學生由5隊共23名全日制工商管理碩士生及社會科學院學生組成，而



■中大創業挑戰賽亞軍「醫院電台」小組成員張翼(後右一)與中大創業研究中心主任蔡美玲等合影。

參與的企業也為參賽學生提供更多的實習機會。不少參賽同學更表示，由於前兩屆有獲獎計劃真的與企業或機構實現合作，因此即使平日的學業負擔再重，亦堅持要參加此項比賽。

助小學生拓多元智慧

根據一項調查顯示，香港的學生(6至15歲)對自我認知和學校生活的認同處於全球中的低下水平，幾個中大工商管理及社工系的碩士生為此專門設計了「啟思旅遊」，設計概念源自救世軍在大埔已實行一年的生態旅遊導賞員計

劃，主要將生態旅遊導賞員計劃的目標客源鎖定為小學生，內容包括互動遊戲、中藥採集、野外尋食等，為學校和學生提供一個理想及有趣的教育環境。

據稱，該計劃若可在2007年啟動，第二年即可收回35萬元的成本，並將在2010年達到34%的利潤率。鍾小兵表示，他們正在和救世軍洽談合作事宜，若能成事，這支冠軍隊伍將組建公司開始運作，並為項目投資7萬元，而他則會擔任公司的CEO(行政總裁)。

「醫院電台」為病人解悶

以「醫院電台」計劃獲得亞軍的隊伍成員全部來自內地，包括兩名中大MBA(工商管理碩士)學生及一名社工系碩士生。這項計劃以5萬元的啟動資金，為醫院病人提供度身訂造的教育及娛樂資訊節目，以協助他們早日康復。他們表示，在英國有類似的以病人為聽眾群的電台，故覺得在香港也有實現的機會。這些內地學子花了3個月的課餘時間，訪問了許多香港學生、醫療機構及社會團體。成員張翼說，儘管過程很辛苦，但仍然很享受，因為可以盡自己所能幫助有需要的人。中大創業研究中心主任蔡美玲表示，企業社會責任在課室裏是教不來的。學生要深入了解社會，明白社會的需要和問題，為社會問題尋求解決方案，並把它寫成商業計劃，從中可領會及珍視企業的社會責任。

■本報記者 吳玫

Cross-Cultural Communicator in excellent *Business English*

- Images from the now legendary “Shock & Awe” Cross-cultural communications course for International Business at CUHK SCS
- A Culture Shock.. unlike any teaching the students have ever experienced... developed deeper understandings and improved Business English



Student Feedback:

- “Philip's lesson is v. impressive to me at the very beginning as he has tried his best to deliver us a v. interactive class every time we met. He has raised our interest & motivation to learn & delivered us some very practical ideas in cross cultural communications. I do enjoy his classes vm...but I wud recommend a longer term for the class in the future...Lastly, I wud definitely recommend course.” (June 1, 2006)

[Eleanor Sin](#), *Broker, BGC*



“Philip teach me the Cross Cultural Communications for Business in CUHK. Thanks to his excellent teaching skills and well prepared teaching materials, I learnt a lot in the course, especially how to see the world in a different ways and to take note on how to communicate with people with different cultures. I regret that the course is too short for me to learn more from Philip.” (May 17, 2006)

[Wing Wai](#), *Asst. Sales Manager, Hong Kong Convention and Exhibition Centre*

<http://www.linkedin.com/in/dragonpreneur>

More feedback on Unique Cross-Cultural Communications Course Approach

- “The Cross Cultural and International Business Communication becomes better and better. Students will definitely benefits from it become more useful nowadays in our multi-national business world.” (May 9, 2006)
[Carol Tsui](#),
- “The most impressive feeling I got from Philip is his interactive communication skills and the way he designs the course. He tries to deliver ideas with different fun and interesting tactics in each class. It is very helpful for me being a recipient not only to grasp his messages more clearly but also to experience what he lectured through participation. It was fun taking his course.” (May 3, 2006)
[Eric Tse](#), *Head of Standards & Practices, STAR Group Limited*
- “I am have a great fun in the past 6 lessons. You never know what next in coming ... I have learn some cross cultural value dimensions which is very useful for communications with different culture. From now on, I will do some research for the country that I will visit or the new friends I met. It prevent me from getting mad if I understand more about their culture background.” (May 2, 2006)
[Jackie Cheung](#), *Training Officer, Bossini*

<http://www.linkedin.com/in/dragonpreneur>

Student Action-Reaction To the Dragonpreneur “Networking” Module?...

- ***Now let's all **get**
to work and
network!***

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