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Nicholas Tse Shares His Secrets of Entrepreneurial Success at HKUST

To be honest with yourself and love what you do: these are the keys to success, according to accomplished entrepreneur and artist Mr Nicholas Tse Ting-fung. He conveyed this message at the inaugural talk of the Asian Leadership Series held at The Hong Kong University of Science and Technology (HKUST) today (April 19).

Mr Tse, who is a widely-known actor and singer, is also one of Hong Kong's most successful young entrepreneurs. In 2003 at age 23, he founded Post Production Office Limited with the aim of bringing world-class post production services to Asian TV commercials and films. Since then the company has become a leading post production company in the region with Mr Tse as its CEO. It has captured around 50 per cent of both the competitive advertising post production market in Hong Kong and the high-end post production market in Shanghai.

The company has also expanded into Mainland China by establishing an office in Shanghai in 2009 and another in Beijing due to open in June 2012. It is the first cross-border post production house to offer fully digital data processing, color grading and offline editing services. Its unique Hong Kong-China post-production model allows real time data transmission and editing across the border, thus streamlining the whole production process and strengthening the collaboration between shooting and post production teams.

Today's talk was in the format of an interview with HKUST undergraduate students. Mr Tse shared his experiences with around 350 students and staff of HKUST, covering the development of his creative enterprise, his management philosophy, and his personal development as a young leader.

He said it was a great honor to be invited to speak at the Asian Leadership Series organized by the Center of Business Case Studies (CBCS) at HKUST Business School. He hoped that he could set an example to others and motivate them to be entrepreneurial.

Mr Tse also urged young people to be true to themselves about what they love doing, and to be creative and not copy others as they pursue their dreams.

"A leader has to be able to motivate and inspire others, to be dedicated, and to have self-discipline," he said. "In order to be a leader, you have to be really honest with yourself about what you love the most and who you are, because you will only be fully devoted and ready to sacrifice when pursuing something that you are passionate for and that comes from deep in your heart."

CBCS' Director Professor Roger King said, "The Asian Leadership Series aims to give exposure to our students about leadership beyond academic theories by bringing in inspiring Asian leaders whom the students can relate to. We are encouraged by the enthusiastic response from our students and staff to the talk by Mr Tse. More outstanding leaders will be invited to share their insights and experience in the near future."

In addition to organizing the Asian Leadership Series, CBCS will develop a business case study featuring Post Production Office and the challenges and opportunities it faces during this period of rapid growth for the company. The case will serve as teaching material to help students learn the real-life lessons of business and management in Asia.

A videotaped interview with Mr Tse will also be produced and used primarily in an undergraduate course at HKUST, called "Developing the Leader in You". The course aims to develop students' leadership skills and qualities through experience sharing, case studies and activities.



Mr Nicholas Tse Ting-fung presents at the talk of the Asian Leadership Series.



Mr Tse shared his experiences with students and staff of HKUST.

