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“A dream of Manhattan, arising from the South China Sea.”
Pico Iyer, Travel Writer

“That’s why I miss it so much, the unique mix of the best of East and the best of West. And I’ve missed, as you might expect, the Peking duck and the steamed fish, and the custard tarts. The best food anywhere in the world.”
Chris Patten, Last Governor of Hong Kong
Origins of ISP: Interview with Professor Frederick D.S. Choi

How did the ISP program come about?

“...International Business Association (IBA) approached me with their idea to organize a trip to visit countries in Southeast Asia because it was a very happening place in terms of business activity at the time. The students wanted the school to subsidize part of the trip on the basis that it would allow them to have a unique opportunity to observe firsthand these emerging economies. I asked them to give a presentation in front of a select group of international business faculty, including myself. We were deeply impressed...the students had done extensive planning and made a really strong case for the trip. Although the IBA advisor was skeptical of the feasibility of the program, I was confident of the students’ abilities and instructed them to plan for the trip that same year. The students raised a significant part of the funding and reviewed the application of forty students, selecting nineteen they felt would be good ambassadors of Stern. Later that year, we made the trip to Thailand, Malaysia and Singapore, completely planned and coordinated by the students, that was packed with visits to company headquarters, stock exchanges and an orphanage as part of the Sternies’ public service project. During the course of the trip the students really bonded and were successful in achieving the goals that they had set prior to the trip. They learned much about international business firsthand and did Stern proud, impressing everyone they met.”

Is the funding for the program limited to a certain number of years and what is the future of the program in terms of cities?

Stern alumnus Ed Barr and his lovely wife Nancy have endowed a significant part of the program so I believe the program will continue. Again the future itinerary is under the discretion of the current dean, Dean Sally Blount-Lyon who is doing an excellent job in enhancing the content of the program. As long as the students that participate in the ISP view it as a professional opportunity to learn and conduct themselves as responsible ambassadors of the Stern School, just as the first IBA group did, I am confident that the ISP program will continue to be a unique learning and cultural experience that sets the Stern School apart from every other undergraduate business program in the world.

Frederick D.S. Choi is Dean Emeritus and Distinguished Service Professor of Business at New York University Stern School of Business. He served as Vice Dean and Dean of the Undergraduate College at Stern from 1995-2004. He is currently serving as the chair of the Department of Accounting.
Legend
Purple Star: Kimberly Hotel
Red Triangles: Entertainment/Food

Nightlife
1. Miramar Hotel Cluster
   - Red Box Karaoke
   - Western Restaurants and Bars
   - Mall and shopping

Food
2. Sweet Dynasty
3. Spring Deer
4. Fook Lam Moon

Shopping and Attractions
5. Ocean Center Mega-Mall
6. Star Ferry Terminal
Museum Cluster
Seaside Walkway

"One experience I found very nice and relaxing was joining the elders in their morning Tai Chi in Kowloon Park. I think they started around 7AM-- so load up on breakfast and then go roll those bones!"
- Christopher J Bianco
Densely urban, Hong Kongers depend on public transport to get around their daily lives. Traveling on public transport is facilitated through use of the Octopus card, an “anonymous” stored value smart card which can be purchased at Mass Transit Railway (MTR) stations and 7-11s. It can be used to pay fares on trains, buses, trams, ferries and some minibuses, and is accepted at parking meters, convenience stores, supermarkets, fast-food restaurants and vending machines.

**Bus**
Comprehensive routes that link up almost all areas of Hong Kong. Most fares start at <$1USD, but cross-harbor transportation comes close to $2USD. Pay by coins or Octopus. Most buses end service at 12:00am but there are over-night buses. The double-deckers can be quite an experience. To search for routes, visit:

**Mini-Bus**
Green minibuses have fixed routes and fares; red minibuses generally follow a fixed route but have flexible fares. You have to shout out to the driver when you want to get off using some kind of landmark.

**Taxi**
Taxis are plenty and reasonably priced. Most taxis are red taxis which travel all over Hong Kong; green taxis serve the New Territories and blue taxis Lantau. Red taxis start at ~$2USD for the first 2km + ~20c per 200m thereafter. Cross-harbor tolls apply. Taxi stands are common - if necessary, confirm whether the taxi is willing to cross the harbor and yes, at stands you have to line up. Cash only.

**Star Ferry**
Cross-harbor transport. Slow, but classic and has unbeatable views of Hong Kong’s famous skyline for about an American quarter. The Tsim Sha Tsui / Central route is highly recommended at night. Avoid the lower deck - it sounds adventurous, but is mostly oily.
Hong Kong's subway is clean and fast. For simplicity, the map shows routes before the merger with the Kowloon-Canton railway ("KCR"). The red line connects Hong Kong Island with Kowloon, the blue line transverses Hong Kong Island, and the green line covers Kowloon. Remember, the last trains leave around 12:30am (depends on the night), so if you're out late, take a taxi or research the relevant bus routes.
Food

Dining in Hong Kong is cosmopolitan. Most regional Chinese cuisines represented (Cantonese, Northern, Chiuchow, Sichuan ...), as well as East Asian (Japanese, Thai, Malay, Vietnamese ...), Indian, and many other cuisines. Chinese dining is mostly communal and prices scale greatly depending on what you order, even in the same restaurant. For Western food, however, we recommend that you stick to Soho, Lan Kwai Fong, Stanley, the hotels or the international chains.

$ Tsui Wah 銅記
15-19 Wellington St., Central (Central branch)
Next to Lan Kwai Fong, Tsui Wah is number one in satisfying Hong Kong’s post-party hunger. Basic Hong Kong cafe food - noodles, curries, local-style hot sandwiches and Hainan chicken rice.

$ Sweet Dynasty 糖朝
88 Canton Road, Tsim Sha Tsui
Chinese dessert is almost a cuisine unto itself. Check out one of the many types here.

$$ Fook Lam Moon 福臨門
53-59 Kimberley Road, Tsimshatsui, Kowloon (11:30-15:00, 18:00-23:00)
Old-school Cantonese food and a ISP student favorite.

$$ Spring Deer
42 Mody Road, Tsim Sha Tsui (T:23664012)
A venerable Peking resturant and a great place for Peking duck and other Beijing fare. Same Chinese name as Joe’s Shanghai in New York. Reservations required.

$-$$$ Yung Kee 銅記
32-40 Wellington Street, Central
In business for over 40 years, Yung Kee is well known for its Roast Duck and other BBQ items. Being next to Lan Kwai Fong doesn’t hurt either. Can really be moderately inexpensive or extremely expensive depending on what you order. Across the street from Tsui Wah Central.

$$-$$$$ Lan Kwai Fong 蘭桂坊 & Soho (Central)
HK's International Food center. Try L'Annex (Lan Kwai Fong Tower 2/F, $20). Soho's set lunch deals are great: $15-20 for Italian, Nepalese or French, amongst others. Most western food outside of Lan Kwai Fong and Soho is hit and miss, but this is fine dining.

Must Haves:

Local specialties:
- Dim Sum (small plates of steamed buns, dumplings, etc...)
- Curry Fishball Skewers (Hong Kong’s favorite street/7-11 food)
- Wonton Noodles, Lo Mein
- Egg Tarts, Coconut Soup, Mango Pudding, Mango-based drinks and a variety of Hong Kong desserts.
- Victorian High Tea (or just a Cova tea/dessert buffet)
- Steamed Seafood (Fresh fish from a tank, abalone, conch etc...)
- Crab “Typhoon Shelter” style (Crab prepared with lots of garlic)
National drinks:
• Vita-branded soybean milk, lemon tea etc...
• Chinese tea (go for a high-end tea sampling)
• Bubble tea (no longer as fashionable but more varieties available here)
• Scotch and green tea (vastly controversial, but makes you a local.)

Shopping

Central 中環
Upscale shopping. Names include Giorgio Armani, Gucci and the department store Harvey Nichols. Check out the IFC mall or for some street bargains, check out West Street.

Causeway Bay 銅鑼灣
A shopping and people-seeing spot, CWB’s goods are classy yet fairly affordable. Visit the colossal Japanese department store Sogo or hang out with the trendy at the Times Square shopping center.

Mongkok 旺角:
Get your Russel Peters bargaining skills or you’re going to end up with “34.50 best price” (i.e. more than you should pay) at the Ladies Market 女人街. Mongkok is where you get fake name brand purses, clothing, and accessories. Or if you’re bored of the open air market, visit one of the malls: havens for Asian music, video, electronics and cute memorabilia. You can find practically anything here, but keep your wits with you. MTR: Mongkok

Golden Mile, Tsim Sha Tsui 尖沙咀
Nathan Road has a mile of decent, if a little generic, shops. Avoid the electronic stores

Ocean Terminal/Ocean Center 海運大廈
This harbor-front mega-mall is great to Causeway Bay if you want to stay close to the hotel, with great seaview. Inside, the LCX section has all kinds of curiosities. In the area, we dig Gods of Desire (G.O.D.), which advocates old Hong Kong culture (Basement, Silvercord, 30 Canton Road).

Nightlife

Lan Kwai Fong “LKF” (Central) 蘭桂坊
MTR: Central; after 12:30-ish leave by overnight bus or minibus
Upscale and classy, Lan Kwai Fong is Hong Kong’s premier nightlife spot. With a crowd of expats, returnees and locals, LKF is more accessible to those versed in the New York scene. Bars dominate the street - the clubs are little off to the side or in basements. Most clubs here play hiphop and a little electronica.

“Lan Kwai Fong was the best hot spot for club goers.”
- Joanna Arredondo

Dragon-i
60 Wyndham St, The Centurium, Central
Want to be where the celebrities are? Dragon-i and its ubiquitous birdcage is the hot spot for celebs like David Beckham, Jackie Chan and Elijah Wood. That is, if you can get in with all the reporters and cameras around.
Volar
Basement, 38-44 D’Aguilar Street, Central
Don’t let Volar’s small, black entrance fool you - this basement club is famous for its music, mainly hiphop. It’s so good, in fact, it has its own pop song named after it.

MO Bar
The Landmark, 15 Queen’s Rd, Central (MTR: Exit D1)
Lonely Planet notes that “iMO Bar, attached to the Mandarin’s new swanky outpost, offers peace, repose, soft lighting.” A hotel bar a little way off LKF, MO Bar has class and style if you wanted to catch up on a chat or need a repose from the intense city.

Other big-names in LKF clubbing include Beijing Club, Club No.9, Hei Hei Club and Sugar. The area around Miramar Hotel also has a small but lively international restaurant and bar scene.

Attractions

California Red Box Karaoke
B/F Miramar Shopping Arcade, Nathan Rd
Karaoke is a big deal in Hong Kong. Where clubbing is a new, hip activity, the locals love karaoke. Red Box lacks some of the amenities of its rival Neway CEO like the private washroom and dinner buffet, but still has a full menu and a decent English collection to show that you are the King of Karaoke Songs.” Lunch karaoke is cheaper, but obviously shorter.

Ocean Park 海洋公園
MTR to Admiralty, Citybus 629 to Ocean Park
Theme park with an emphasis towards maritime attractions. In addition to rollercoasters and rides, Ocean Park has a killer aquarium with giant fish which have the tourists salivating and a famous dolphin show. Think Sea World + Six Flags.

Nightly Light Show: Stand by the harbor at 8PM to watch the show. The best thing is to watch it from the star ferry to see both sides, but if not, watch it from Tsim Sha Tsui.
Big Buddha

One of China’s biggest Buddha statues, the Big Buddha was finished in 1993 and is 34 meters high, weighs 250 tonnes and can be see from Macau on a clear day. It is surrounded by eight smaller Buddhas. The site includes a relic of Gautama Buddha - some of his cremated remains. The reliable new cable car ride is part of MTR Corporation as part of its merger and acquisition spree.

The Peak

Once the domain of the British colonial elite, the re-vamped peak is now in business. Take a casual hike around the peak with its views of Victoria harbor on a clear day, or hit Madame Tussauds wax museum, where the ladies usually get a little touchy with wax-version Andy Lau (the pop star who beat out Brad Pitt for top fantasy father). If you get the chance, take the Peak Tram up to the top, or if you’re brave, ask for directions and walk your way up Old Peak Road.

Jumbo Floating Restaurant 珍寶海鮮舫
Bus 7 or 70 (Central), 973 (Tsim Sha Tsui) to Aberdeen, Taxi to Jumbo Pier
Though a little remote, Jumbo is a unique experience. From the pier, take a sampan through the bustling Aberdeen marina, home to both the yachts of the rich and the venerable fishermen, to the huge floating restaurant. The food is of the high quality expected from Hong Kong, and views are beautiful.

Sok Kwu Wan - Outlying Islands 索罟灣
Ferry from Central Pier
An old fishing village, Sok Kwu Wan is now dominated by a long row of seafood restaurants where tourists and locals alike ferry in for the night to eat some of the freshest seafood around.

Stanley
Bus 260 from Central/Admiralty
It’s a westernized, chill place with two beaches, restaurants, bars, a flea market, a Tin-Hau temple and Murray House, a colonial-era building moved brick-by-brick from Central. Murray House is said to be haunted, but the Compass team has found it completely safe. Be careful to get off at the Stanley bus terminus - after that is Stanley Prison, and you’ll have to walk back to the main area.
The International Business Association (IBA) is a pre-professional student run organization at New York University’s Leonard N. Stern School of Business. Our mission is to promote global thinking amongst the Stern student body. We do so by aligning our activities with, and complementing, the international study components of NYU Stern’s undergraduate curriculum. We also work to increase the awareness of global affairs and to foster the discussion and exchange of ideas amongst Stern students. Our professional program promotes the value of international careers, and tries to create a better understanding of business through events with experts from diverse fields.

The IBA Team:

President: He Mu
External Vice President: Nancy Lin
Internal Vice President: Priya Sharma
Marketing Vice President: Kevin Ng
Membership Chair: Laura Araujo
International Programs Liaison: Niyati Shah
Events Chair: Jeannie Livesay
Webmaster: David Kazakov
Round Table Committee: Chair Aditya Bothra
Head of South Asia Region: Yash Daga
Head of Middle East Region: Haseeb Chowdhry
Junior Members: Prerna Kejriwal, Shankar Tripathi, Michael Yeh

IBA Regional Groups
South Asia & Middle East

Are you interested in one of these thriving and vibrant regions of the world? Thinking about working overseas, or just want to get insight into business abroad? Attend IBA regional group events.
For more information, and to join our committees, contact South Asia Committee Chair, Yash Daga at ymd207@nyu.edu or Middle East Committee Chair, Haseeb Chowdhry at haseeb@nyu.edu

Check us out:  http://pages.stern.nyu.edu/~iba/southasia.html
http://pages.stern.nyu.edu/~iba/middleeast.html
The Round Table is an entirely student run publication at New York University’s Leonard N. Stern School of Business.

Our mission is to promote greater awareness of global affairs within, but not limited to, the field of commerce; to provide a channel of expression for students in an effort to promote understanding and debate within the context of an increasingly globalized world. In additional to regular articles about world business, politics and events, the Round Table features blogs from students currently abroad.

ISP Photo Contest

Submit your photo to iba@stern.nyu.edu by March 29th. Top two submissions from each city will receive prizes and be featured online.
Hello
喂 Wai3. (informal)
How are you?
你好嗎? Nei5 hou2 maa1?
Fine, thank you. / Thank You
唔錯 M4 goi1.
What is your name?
你叫乜名 Nei5 giu3 mat1 meng4?
My name is ______ .
我個名叫___.
Nice to meet you.
Please.
請 Cheng2/ching2.
Thank you [for this gift]
多謝 Do1 jyu6.
You’re welcome.
唔使 M4 sai2.
Yes.
係 Hai6.
No.
唔係 M4 hai6.
Excuse me/pardon me/sorry.
對唔住 Deui3 m4 jyu6.
Goodbye
再見 Joi3 gin3.
Excuse me, do you speak English?
請問你識唔識聽英文呀?
Cheng2 man6, nei5 sik1 m4 sik1
teng1 ying1 man4 aa3?
Is there someone here who speaks
English?
請問有冇人識講英文呀?
Cheng2 man6 yau5 mou5 yan4
sik1 gong2 ying1 man4 aa3?
Help!
救命啊! Gau3 meng6 aal!
Look out!
小心! Siu2 sam1!
Good morning.
早晨 Jou2 san4.
I don’t understand.
我唔明白 Ngo5 m4 ming4 bak6.
Where is the toilet?
廁所喺邊度? Chi3 so2 hai2 bin1
dou6?
It’s an emergency.
好緊急 Hou2 gan2 gap1.
I’m lost.
我蕩失路 Ngo5 dong6 sat1 lou6.
I dropped my wallet.
我唔見咗銀包
Ngo5 m4 gin3 zo2 ngan4 baa1.
I’m sick.
我唔舒服 Ngo5 m4 syul fuk6.
Please call a doctor.
唔該幫我叫醫生
M4 goi1 bong1 ngo5 giu3 yil sang1.

“One piece of advice I would give is to make sure to eat a lot at the breakfast buffet on days when you’ll be busy with planned activities, especially if you are a vegetarian or have other dietary restrictions. You’ll often go many hours without the opportunity to eat on those days, and it may be hard to find vegetarian/kosher/halal food.”
- Jessica Bader

**Tipping**
Restaurant bills include a mandatory 10% service charge, though people generally expect you to round up. Tipping is not expected for taxis or fast food. Remember - no sales tax!

**IBA Compass**
Berlin: Nancy Lin, Prerna Kejriwal
Buenos Aires: Michael Yeh, He Mu
Hong Kong: Shankar Tripathi, Kevin Ng
Graphics Layout: Kevin Ng