



Joanna Hotung
Founder and Managing Director, The KG Group

- Set up Kids' Gallery in 1996. Over 60,000 students have passed through her doors. Her franchise business has grown to include the Star English language centres, and Face Productions.
- The founding President of the Hong Kong Juvenile Diabetes Association.
- A member of the Advisory Council of the Canadian International School of Hong Kong, and Board member of the Hong Kong Ballet.
- A finalist for the prestigious Veuve Clicquot Business Woman Award in 2005.
- 1996年創辦兒童畫廊，迄今就讀學生超過60,000人。旗下特許經營業務不斷擴張，包括Star English語言中心和Face Productions。
- 香港兒童糖尿協會創會會長，香港加拿大國際學校諮詢委員會成員，及香港芭蕾舞團理事會成員。
- 2005年度入圍著名的Veuve Clicquot女企業家大獎。

interview

Joanna Hotung Art of Success 藝術的成功 成功的藝術

As Michelle Liu said, Joanna Hotung is not just her friend but truly one of the most inspiring women she has ever met, possessing great charisma, energy and passion towards her business. Michelle has seen Kids' Gallery grow over the past 14 years from a small room with just a few kids, to an international franchise business. Following the success of Kids' Gallery was the launch of two new businesses, Face Productions and Star English. Michelle Liu說Joanna Hotung不僅是她的朋友，亦是她認識的女性中最inspiring的一位。非凡的領袖魅力，對事業的滿腔熱情與全心投入，讓兒童畫廊 (Kids' Gallery) 在14年間從一間只有幾個孩子的小畫室，發展成國際性的特許經營業務。承接著兒童畫廊的成功，Joanna更創辦了Face Productions 及 Star English。



Interview & Text |

Michelle Liu - CEO, Peegaboo

- Born into a family of music, Michelle established a music learning centre in 2003.
- Founded Peegaboo.com in 2008, and acquired The Parents' Journal and its Expo the next year.
- A guest host in TV children music programmes, and a parenting columnist for various local newspapers and magazines.
- 出生音樂世家，03年創辦幼兒音樂學院。
- 08年創辦百家寶親子網，並於一年後收購《育兒天地》雜誌及旗下博覽。
- 曾擔任曾兒童音樂節目主持，並為報章雜誌撰寫親子教育專欄。

ML: Michelle Liu JH: Joanna Hotung

ML: Joanna, how did it all happen?

JH: Well, I was in the middle of finishing my MBA at that time and my elder daughter got into trouble in school. She wanted to paint an orange elephant but her teacher said 'No, the elephant must be grey'. I was totally shocked because this was not the way I wanted my child to be educated - with no creativity! So while formulating my goals, I decided to create a business plan for Kids' Gallery, and it eventually came to life!

ML: All through these years you must have encountered many challenges. What have you learned from them?

JH: I feel very lucky because Kids' Gallery was one of the first learning centres established back then, but of course at that time I was biting off more than I could chew and I learned a lot from everyday business:

- I learned from my first business (a retail shop) that I enjoy the service industry better
- I learned that I am not good at working with a partner; I do need good people but having it all on my shoulders makes me feel better. If I fail, it's my failure; if I succeed, it's my success!
- Dealing with people is always a great challenge, from customers (i.e. parents) to internal staff
- And last but not least - how to stay ahead and provide better programmes and services to parents!

But the rewarding part is once I started, I couldn't stop! I truly enjoy what I am doing and that is very important.

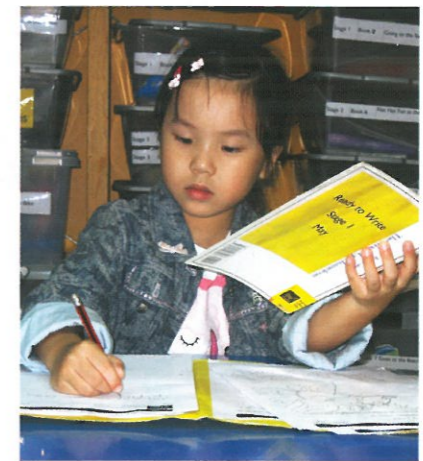
ML: You have done so well with the visual arts and performing arts programmes, what motivated you to expand into providing quality English programmes by opening Star English?

JH: Well, the communication arts programmes at Kids' Gallery have always been the fastest growing area, from programmes that promote speech and drama, presentation skills, to interview and social skills. Parents enjoy having their children learn through play

in such an international environment where there is a good mix of local and western children. And we always think that English learning can be fun so we move away from the traditional tutorial teaching format to interactive programmes for different age groups.

ML: With all the achievements that you have made, I am sure a lot of parents are curious about how you manage it all: work, family, and your dedication to charity work.

JH: I guess I am just very self-driven and I like to achieve things, but of course family is important too so that's why I wanted a career that would include my children. Basically, my two daughters grew up with Kids' Gallery and I am truly grateful for that.



Student at Star English enjoys learning in a fun and interactive way.

ML: 一切是怎麼開始的?

JH: 當時我還在讀MBA。有一天我聽到大女兒在學校被責備的消息，原因是她把大象塗上橙色，沒有按老師的指示塗上「正確」顏色。我很震驚，我覺得這不是我希望孩子接受的教育方式——毫無創造力可言！所以我在為自己規劃目標時，決定經營一個屬於孩子的畫廊，亦就有了現在的Kids' Gallery。

ML: 這麼多年來你一定遇過不少挑戰，從中有學習到甚麼嗎?

JH: 我覺得自己是幸運的，因為兒童畫廊算是香港最早一批的learning centre。當時我的能力或許還未夠，但在日常的經營中我學到許多東西：



Young students at Star English are all happy learners.

- 我第一次做生意是開一間零售店，那讓我知道我是喜歡服務性行業的；
- 我清楚知道自己並不擅長與人合作。我的確需要好的夥伴，但是獨力承擔讓我感覺更好些。如果失敗，那是我的失敗；如果成功，那是我的成功；
- 人與人之間的事情永遠是最難應付，無論顧客（例如家長）還是公司員工；
- 如何走在前面，為家長提供更好的課程和服務。

我發現自己一旦起步就不會停下來，真正地享受自己所做的事，這一點很重要，亦正是最rewarding的部份。

ML: 你對視覺藝術、表演藝術方面的教育已十分在行，是甚麼令你決定拓展優質英語課程，創辦 Star English?

JH: 從訓練表達、戲劇、演講技巧的課程，到訓練面試、社交技巧的課程，和溝通有關的藝術課程一直是Kids' Gallery發展得最快的。父母喜歡讓子女與不同國籍的小朋友在玩樂中學習。我們認為英語的學習亦可以十分有趣，所以我們拋開傳統授課的那一套，開辦了針對不同年齡群體的互動課程。

ML: 我肯定很多家長都會很好奇你是如何取得這些成就，包括在工作、家庭以及對慈善事業的投入方面。

JH: 我總是非常主動，喜歡實現目標的感覺。家庭亦很重要，這正是我從事小朋友教育事業的原因之一。基本上，我兩個女兒都是和Kids' Gallery一同成長的，我對此是非常感恩的。☺