

Exceeding Expectations

An Interview with Dr. Calvin Choi, Founder of AMTD IDEA and AMTD Digital; Global Chairman of L'Officiel and The Art Newspaper

EDITORS' NOTE Dr. Calvin Choi is the founder of AMTD IDEA and AMTD Digital, and the Global Chairman of L'Officiel, and The Art Newspaper. He is also the Founder and Chairman of AMTD Charity Foundation. He is a globally recognized entrepreneur and philanthropist as well as a pioneer and contributor in promoting global digitalization. Dr. Choi is currently appointed by the HKSAR Government as a member of HKSAR Prisoners' Education Trust Fund Investment Advisory Committee, a



Dr. Calvin Choi

member of Hong Kong SAR Central and Western District Fire Safety Committee, and a member of HKSAR Brewin Trust Fund Committee. He serves as the Vice Chairman of China Young Entrepreneurs Association, being the first ever appointed nationwide Vice Chairman representing Hong Kong and Macao. He is a member of the Executive Committee of All-China Federation of Industry and Commerce; serves as the President of Hong Kong Islands Federation; Vice Chairman of Greater Bay Area Homeland Youth Community Foundation; Chief President of the Hong Kong Youth Association; and the Honorary President of the Hong Kong Federation of Journalists. He also serves as the Board Director of ASEAN Financial Innovation Network, which was founded by the World Bank, Monetary Authority of Singapore, and ASEAN Bankers Association. Choi was awarded "Knight – Order of Arts and Letters" by the Ministry of Culture of France in 2022. He was named "Asia FinTech Leader", "Singapore FinTech Leader" and "Top 10 FinTech Leader" respectively in 2019-2021 by the Singapore Fintech Association; granted "Outstanding Contribution Award (Individual)" by the conference of "Pilot 9+2: First Guangdong-Hong Kong-Macau Greater Bay Area Development Forum" held by Hong Kong Ta Kung Wen Wei Media Group in 2021; named "Asia's Most Influential" by the Tatler in 2021; "Young Global Leader" by the World Economic Forum in 2017; and honored by Institutional Investor magazine as one of the global "Fintech Finance 35" in 2016. He was granted the degree Doctor of Laus honoris causa, and the "International Alumni Achievement Award" by the University of Waterloo in 2021 and 2019, respectively.

COMPANY BRIEF AMTD Group (amtdgroup.com) is a conglomerate with a core business portfolio spanning across digital solutions; media and culture;

education and training; and premium assets. AMTD IDEA Group represents a diversified institution and digital solutions group connecting companies and investors with global markets. Its comprehensive one-stop business services plus digital solutions platform addresses different clients' diverse and interconnected business needs and digital requirements across all phases of their life cycles, as well as hospitality and VIP services. Through its unique eco-system – the "AMTD SpiderNet" – AMTD IDEA Group is uniquely positioned as an active super-connector between

clients, business partners, investee companies, and investors, connecting the East and the West. AMTD Digital Inc. is a comprehensive digital solutions platform headquartered in France. Its one-stop digital solutions platform operates four main business lines including digital media, content and marketing, digital investments as well as hospitality and VIP services.

Will you discuss your career journey?

I started as a professional accountant upon graduation to advise many clients, and later transformed to become an investment banker to plan for the capital market strategies and future fundraising options for clients. Finally, I started my entrepreneurship journey in 2016. Time flies – eight years have gone by and I feel thankful to have a lot of support and encouragement from my network to build a conglomerate with one dual-listed company on NYSE and SGX, and another NYSE listed company along with diversified businesses to span across financial services, media and entertainment, education and training across many countries in Europe, Asia, and the U.S.

What is your vision for AMTD and how do you define its mission and purpose?

My vision is to build a corporation with relevance and contribution of values to society. I want my company to provide the seeds of learning, happiness, and sustainable use to our clients and we work hard on continually building and nurturing the platform to consistently transform and exceed our clients' expectations. In my mind, AMTD is about "always

more than (simply) delivering" – we exceed expectations.

Where do you see the greatest opportunities for growth?

We embrace the influence and value adds of the media industry to provide relevant information and viewpoints to readers for their interest and references, as well as enriching the day-to-day experience of people by learning about history and culture, and touching on the evolution and trends of developments of local communities in terms of many areas including art, entertainment, fashion and sports. As of today, AMTD owns globally L'Officiel with over 100 years of history as a global fashion media brand, as well as *The Art Newspaper*, the art bible and authoritative voice of the industry across major art exhibitions and festivals globally.



AMTD Group's subsidiary AMTD IDEA's 5th listing anniversary at NYSE

Did you always know that you had an entrepreneurial spirit and desire to build your own company?

I had a strong mission in my heart from a very young age with a clear aim to become a useful person to the world. I must acknowledge that I have worked very hard throughout the years – I enjoy working and embrace every path of my entrepreneurship journey, the ups and downs, the good and bad.

What advice do you offer to young people beginning their careers?

Continuous learning, whether from textbooks or school or day-to-day context, alongside a humble mind and curiosity to learn every day will give you the right mindset to start and pave the way for success. Enjoy whatever path you choose and embrace every journey, no matter if it results in failure or success, since it will better equip you for your next adventure. ●