

Bio & Policy Statement
Journalist Member Governor
Board of Governors 2014-2015



Cammy YIU

Affiliation: CULTURE Magazine

Policy Statement

For the past year, I have had the privilege of serving as Journalist Governor on the FCC Board of Governors. My approach to being one of the “rookies” was simply to “listen and learn”.

My goals as Journalist Governor were to make a positive contribution where I could and add meaningful discussion to important issues, to be of use to my fellow governors and to be a general resource for the FCC.

I served actively as Co-convenor of the Wall Committee and as Convenor of the Wine sub-committee. On these committees, I helped to foster some new initiatives, such as helping to start the permanent FCC collection of photographers’ works, which are featured in our monthly wall exhibition, and the monthly wine social to engage our general membership in the selection of wines and beverages for our menus.

I have also played an active role in various areas of the FCC operations, serving on the Constitutional Committee, the Professional Committee and the Finance Committee.

As the leading professional club for Foreign Correspondents and Journalists, I believe we have a responsibility to provide support for those in our industry, which is facing unprecedented changes with falling revenues for many media outlets and has in turn impacted the personal incomes and employment of our colleagues.

At the same time, the FCC is also a club for Associates, Company Executives and Diplomats, whose membership and participation in the club’s activities are essential to our operations.

During the committee and board meetings, as I listened to our stakeholders and learned about their concerns, including those of our professional staff, I have gained a fuller understanding of the multiple and broad challenges facing the FCC.

As both a journalist and a business professional, I am keenly aware that we must keep the integrity of the club as a “journalistic” entity, while making sure that it continues to be viable as a “commercial” entity. To achieve both requires creative solutions and the willingness to work with all parties to achieve balance. I believe my diverse background allows me to offer unique insights and has equipped me with the ability to work well with others. I welcome the opportunity to serve as Journalist Governor again.

Biography

Cammy is the Publisher and Editor in Chief of CULTURE Magazine, a premium English-language monthly publication developed specifically to feature articles and photo essays on arts, culture, fashion, travel, lifestyle, food and wine for the Hong Kong and China market.

CULTURE Magazine is available by subscription, in select retail stores, in first class and business class airport lounges and in hotels and clubs. Digital copies are available in Apple, Android and PC formats via Magzter Digital Newsstand. Now in its tenth year of publication, CULTURE Magazine also reaches other world cities via in-flight placement on select airlines.

Cammy also provides feature stories and photographs for other publications. Her work has been featured in the SCMP, The Canadian Chamber of Commerce EXCHANGE Magazine and The American Chamber of Commerce Living in Hong Kong.

Cammy started her professional career in visual arts, as an art gallery manager at the Edmonton Art Gallery, after receiving her Bachelor of Fine Arts (BFA) degree from the University of Alberta, Canada. As an art gallery manager, Cammy curated exhibitions as well as sold and rented art to private and corporate clients. During her time as an art gallery manager, she also obtained an Arts Management Certificate from the Banff School of Fine Arts.

After returning to Hong Kong, Cammy worked in General Management positions in Marketing and Media and Advertising companies, then as a Partner of a Design Consultancy before starting her own Marketing Consultancy - Asia Brand in 2003.

While working, Cammy studied part-time and obtained a Master of Business Administration (MBA) degree from the Kellogg-HKUST Executive MBA program, which has been ranked No. 1 in the world by Financial Times for five years in a row.

In addition to her responsibilities with CULTURE Magazine, Cammy speaks on various subjects for seminars and workshops, such as Art Appreciation and Wine Appreciation.

Cammy joined the FCC Board of Governors in 2013, as a Journalist Member Governor. She currently serves as co-convenor of the F&B Committee and the Wall Committee.