



CityUHK College of Business  
Alumni Endowment Fund

*Silent Auction*



College of Business

香港城市大學  
City University of Hong Kong

Savor a Culinary Journey Like No Other!

# EXCLUSIVE TASTING MENU EXPERIENCE WITH CHEF DEAN SHUM

**Bid Now**

*for a delightful  
dining adventure!*

Join us for a unique dining experience featuring a **5-course seafood tasting menu**, expertly crafted by Dean Shum. This intimate gathering is for **four guests** to enjoy an evening filled with exquisite flavors, delightful conversation, and a cozy atmosphere.

## Experience Highlights

- **Exclusive Dining:** Indulge in a meticulously prepared **5-course seafood tasting menu**.
- **Chit-Chat with Chef Dean:** Delight in personal conversations with Dean Shum on a variety of fun topics.
- **Intimate Setting:** Relish this unique experience in a warm and inviting environment, perfect for creating lasting memories.



Sponsor:

Prof Stephen SHUM, Dean of College of Business

***Don't miss this exceptional opportunity to enjoy a culinary masterpiece with Chef Dean Shum. Bid now and embark on a delightful dining adventure!***

## Auction Details

**Starting Bid: \$13,999 per seat**

- **Bid for More:** Feel free to bid on multiple seats to share this incredible experience with more guests.
- **The four highest bids** will be selected

## Contact & Place a Bid

Ms. Diana Ngai  
+852 34426349  
diana.ngai@cityu.edu.hk

Ms. Edith Li  
+852 34426601  
Edith.L@cityu.edu.hk



# OUR UNIQUE AUCTION ITEM



## Auction Item 01

### Master Craftsmanship Zisha Clay Teapot

- **Author:** Li Wei  
*Member of the International Academy of Ceramics (IAC), UNESCO  
Chinese Master of Ceramic Design Art*  
With nearly thirty years of experience in ceramic art, his Zisha work Era has been permanently collected by the ASU Art Museum, Arizona State University.
- **Name:** Two Dragons Playing with a Pearl
- **Material:** Deep-Well Aged Purple Clay from the Original Yixing Zisha Factory No. 1
- **Production Date:** Year 2023



Sponsor: Mr Joe ZHOU,  
College of Business alumnus

**Starting Bid: HK\$4,999**

## Auction Item 02

### Bordeaux Réserve Red

- **Winery:** Château Lafite Rothschild
- **Year:** 2022
- **Region:** Pauillac, France
- **Rank:** Premier Grand Cru Classé
- **Parker Points:** 100 by Robert Parker



Sponsor: Prof Andrew FAN, Hon Fellow,  
College of Business alumnus

**Starting Bid: HK\$6,999**



# Bid

to own a piece of  
precious

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# Blue-Chip Stability

# THE WORLD'S FINEST ALTERNATIVE INVESTMENT



## Auction Item 03 DRC La Tâche 2006

- **Winery:** Domaine de la Romanée-Conti (DRC)
- **Year:** 2006
- **Region:** Burgundy, France (Appellation: La Tâche, Vosne-Romanée)
- **Rank:** Grand Cru (Monopole)

 Sponsor: Ms Winnie SIU, College of Business alumna

**Domaine de la Romanée-Conti (DRC)'s La Tâche** is a wine that is also regarded by top collectors and investors worldwide as a **"blue-chip" alternative asset**. It is renowned for its profound quality, exceptional aging potential, and steady long-term growth in value.

*Experience a Legend of Burgundy!  
A rare opportunity to own a crown jewel from the world's most prestigious estate. This 2006 vintage offers a masterful blend of power and perfume—a true masterpiece for the discerning collector.*

**Starting Bid: HK\$49,999**

**Bid and Invest in Rarity**

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CityUHK College of Business Alumni Endowment Fund

Infinite Influence

1+ BILLION VIEWS Annually

Starting Bid at Just HK\$49,999



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Best Opportunity TO PROMOTE YOUR CORPORATE BRAND



Auction Item 04 Premium Original Feature Article on International Financial News (IFN) Official Website – People’s Daily Press

- Word Count: Approximately 1,000 – 1,500 words. Publishing Platform: International Financial News official website. Market Value: RMB 80,000 per article. Content Creation: Original content provided by the enterprise based on specific themes. Validity: To be redeemed within 6 months. Digital Presence: Article will be hosted on the official website for 1 year, providing sustained brand exposure and authority.



International Financial News Supervised & hosted by People’s Daily Press: A leading mainstream financial media serving domestic and international markets – a core pillar of China’s official multi-media network. Elite Readership: Financial professionals, C-suite executives, policy researchers, and high-net-worth individuals.

Starting Bid: HK\$49,999

Reach & Impact Statistics

Newspaper Circulation: 330,000+ | Official Website Daily Traffic: 300,000+ | Daily Visits: 150,000+ App Downloads: 6 Million+ | WeChat Followers: 600,000+ (Daily Active Users: 200,000) Weibo Followers: 1.91 Million (Average daily reads: 100,000+) Douyin (TikTok China) Followers: 1.08 Million+ | Toutiao Followers: 800,000+ Weekly Cross-Platform Reach: 20 Million+ (including Sina Finance and other integrated media)



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# Step Into Alibaba's World

## DISCOVER THE STORY BEHIND A GLOBAL AI POWERHOUSE



### Auction Item 05

## Half-Day Alibaba Campus Immersion

Explore how Alibaba leverages AI and digital innovation to drive the future of the digital economy—and learn how AI can work for your business.

### Tailored For

- *Team building and Leadership Transformation*
- *Employee motivation and a future-ready mindset*
- *Companies seeking inspiration for digital and AI-driven*

### What You'll Experience

- **Insider perspectives** on Alibaba's AI strategy and digital ecosystem
- A **guided campus tour** featuring iconic landmarks including *Lakeside Cottage*, the *1-3-5 Year Anniversary Wall*, and *510 Ali Day*, showcasing Alibaba's culture, innovation, and technology vision
- **Practical insights** at "**Future Wing**" on how AI and digital tools can enhance business performance and operational efficiency
- An inspiring journey through "**AIGC Tech Frontiers**" and the "**Spark**" Project, designed to spark creativity, new thinking, and organizational transformation



Sponsor:  
Ms Sherry Zhao, College of Business alumna

- **Group Size:**  
Up to 30 participants
- **Duration:** Half-day
- **Validity:**  
Valid until December 31, 2026

**Starting Bid: HK\$29,999**

**Bid**  
to unveil the  
Legend

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CityUHK College of Business Alumni Endowment Fund

Define Your Legacy!

# OUR UNIQUE AUCTION ITEM



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## Auction Item 06

### Montblac Writers Edition Homage to Robert Louis Stevenson Limited Edition Fountain Pen

A tribute to the master storyteller, this edition transforms the spirit of *Treasure Island* into a masterpiece of design.

- **Clip:** Special shape with platinum coating
- **Barrel:** Black matte resin with special pattern
- **Cap:** Ivory-coloured resin with special design
- **Colour:** Black



Sponsor: Dr JIA Zongda,  
College of Business alumnus

**Starting Bid: HK\$9,999**

## Auction Item 07

### White Gold with Natural Diamond Necklace

- Centred around the iconic circular motif and integrated with elegant, elongated line. It is a graceful piece that perfectly balances symbolising eternity and wholeness.



Sponsor: Ms Jesse YAU,  
College of Business alumna

**Starting Bid: HK\$23,999**



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# OUR UNIQUE AUCTION ITEM



## Auction Item 08

### "Li Bai's Invitation to Wine" - Calligraphy

- **Artist:** Prof CHEN Haibo  
*College of Business alumnus*  
*Dean and Professor, Traditional Art Institute, Nanchang Institute of Technology*  
*Renowned Chinese calligraphy and painting artist*
- **Size:** 240 × 100 cm (approx. 21.6 sq. ft.)
- **Estimated Market Value:**  
RMB 216,000 (RMB 10,000 × 21.6 sq. ft.)



Sponsor: Prof CHEN Haibo  
College of Business alumnus

**Starting Bid: HK\$27,999**



## Auction Item 09

### "Flowers Blooming in Wealth" - Chinese Painting

- **Artist:** Prof CHEN Haibo  
*College of Business alumnus*  
*Dean and Professor, Traditional Art Institute, Nanchang Institute of Technology*  
*Renowned Chinese calligraphy and painting artist*
- **Size:** 240 × 100 cm (approx. 21.6 sq. ft.)
- **Estimated Market Value:**  
RMB 216,000 (RMB 10,000 × 21.6 sq. ft.)



Sponsor: Prof CHEN Haibo  
College of Business alumnus

**Starting Bid: HK\$27,999**



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# OUR UNIQUE AUCTION ITEM



## Auction Item 10

### Specially Selected Natural Bird's Nest

**Grade:** Premium Bird's Nest Platter

**Weight:** 500g

- All-Natural Selection: Meticulously hand-cleaned to preserve the original nutritional value and natural fragrance of the bird's nest.
- Top-Tier Specifications: Features a highly intact platter shape with dense, elastic fibers that yield a silky, clear, and refreshing texture after slow-cooking.

**Starting Bid: HK\$4,888**

## Auction Item 11

### Premium Naqu Cordyceps Sinensis

**Origin:** Naqu, Tibet

**Estimated Weight:** 90g

- High-Altitude Origin: Harvested at altitudes above 4,500 meters, they are renowned for their golden hue and full-bodied texture due to the rigorous alpine environment.
- Superior Quality: Featuring robust bodies and short stroma, they preserve the unique natural aroma and complete nutritional profile of the "sacred herb of the snow plateaus".

**Starting Bid: HK\$8,888**



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## Auction Item 12

### "Peach Blossom Spring Series" – Contemporary Ink Art

- **Artist:** Hao Wenjing

Hao Wenjing holds a Master's degree from the Central Academy of Fine Arts (CAFA). She is currently a National Second-Class Artist, a member of the China Artists Association and the China Women Painters Association, a director of the China International Calligraphy and Painting Art Research Association, and a researcher at the Li Keran Academy of Painting. Her works have been featured in leading journals such as Qiushi and Collection & Auction.

**Size:** 90 × 68 cm

- **Market Price:** RMB 28,000 – 30,000
- **Previous auction reference:**
- <https://auction.artron.net/paimai-art5206143366>



**Sponsor: Mr WANG Wen**  
College of Business alumnus

**Starting Bid: HK\$20,000**

**Bid**

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