



CityUHK College of Business
Alumni Endowment Fund

Silent Auction

CityU

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.

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

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

Starting Bid: HK\$6,999



Bid

to own a piece of
precious

** All revenues generated
from the auction will be
directed to the CB Alumni
endowment fund.*

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THE WORLD'S FINEST ALTERNATIVE INVESTMENT



96 PTS.
Wine Spectator

94 PTS.
Robert Parker
WINE ADVERTISER

97 PTS.
BURGHOUND.COM

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)

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



College of Business

香港城市大學 City University of Hong Kong

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

- **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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