Yuan Tung Financial Relations Ltd.

Loud and Clear

A consummate authority in public relations, Founder and Director THOMAS CHAN extends his communication expertise through his company's unique services.

Opportunity manifests more often than many realize, and the prepared are those likely to seize it. Having identified a specific need in the market, Thomas Chan established Yuan Tung Financial Relations. The consultancy boutique offers expertise in areas such as investor, corporate, financial, and marketing communications, as well as brand profiling, event marketing, issue and crisis management, and media training.

"Hong Kong is an international financial centre on the crossroads of democracy. There are over 100 public relations companies, local and international, specializing in different areas. Backed by the flourishing mainland economy, Hong Kong is increasingly attractive, drawing many newcomers to the town. Against this backdrop, similar to other industries, the competition in the public relations industry in Hong Kong is getting more and more severe," says Chan.

"Business is seasonal. Circumstances always change. A company needs to periodically shift its focus in order to achieve healthy growth. This is how Yuan Tung responds to market competition. We specialize in both financial and political communications. Our strength lies in tenacity and expertise. We can never be certain about the future; therefore we must continue to be flexible and adaptable so that we can react quickly to the market and the needs of our clients."

Small but Nimble

To under promise and over deliver is Yuan Tung's credo, enabling the company in continually, and creatively, exceeding clients' expectations, giving them few reasons to look at competitors.

"We are an agile boutique. We can implement changes quickly to take advantage of new opportunities during thriving markets, and survive falling markets since we are small. A bird on a tree is never afraid of the branch breaking because it trusts its own wings. This is the strength and the niche of Yuan Tung," says Chan.

A consummate authority in public relations.

"Quality is the key. Our people and services create values that help to define us. No company can be good at everything. First, companies have limited funds and must decide where to concentrate them. Second, choosing to be good at one thing may reduce the possibility of being good at something else.

"Again, Yuan Tung is a small company. We cannot be the product differentiator or the low cost leader. We are the nicher. Value positioning defines Yuan Tung from its competitors. From the customer perspective, in terms of value for the money, Yuan Tung will be an excellent choice. Our total offering is superior to those of our competitors. In the financial and political fields, we have strong vertical and horizontal skills, backed by experiences and connections that can offer our customers comprehensive services with excellent quality."

Applying Wisdom

Thomas Chan describes his and Yuan Tung's story as a tale of good to great, and plans to grow the company gradually and organically. "I keep control of my business focus and financial position by continually monitoring and reassessing my medium to long-term plans. Former US President Dwight D Eisenhower said that in preparing for battle, he had always found that plans were useless, but planning was indispensable. Planning is what I always do. Definitely, Yuan Tung will be growing in the coming years, taking into account the macroeconomic situation of Hong Kong."

An unquenchable desire to move from success to significance keeps Chan awake. Drawing reference to a framework from Bob Buford's book Halftime, seven tenets serve as his definitive guide in business and life, namely to make peace, take time, be deliberate, share the journey, be honest, be patient and have faith. ■

For additional information please visit **www.yuantung.com.hk**

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