

William Wai Hoi Doo

a global businessman

by Harold Mandel



"CHINA HOLDS TREMENDOUS OPPORTUNITY FOR THOSE CANADIANS WITH A LONG TERM VIEW OF DOING BUSINESS AND A WILLINGNESS TO COME TO ASIA REGULARLY TO ESTABLISH AND CEMENT BUSINESS RELATIONSHIPS." THAT IS THE VIEW OF ONE OF HONG KONG'S LEADING BUSINESS PERSONALITIES, MR. WILLIAM DOO.

Mr. Doo is a prime example of the human bond linking Canada and Hong Kong. As a young boy, William came to Hong Kong with his family from Shanghai in 1949. He graduated from the University of Toronto in 1968 with a Bachelor's Degree in Science and went on to successfully complete his Master's Degree in Science at the University of California, Santa Barbara the following year. While in California, Mr. Doo also obtained the Diploma of Graduate Gemologist in 1970 from the Gemological Institute of America. After a six-month internship in the diamond business in Antwerp, Belgium, Mr. Doo

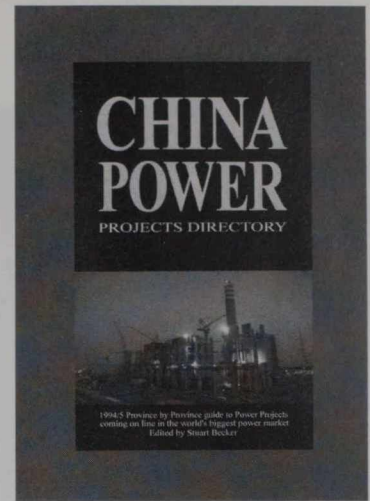
returned to Hong Kong to join his family's diamond import/export business - Fung Seng Diamond Company Limited.

IN THE LATE '70S AND EARLY '80S, William diversified the family operation to include businesses ranging from retail ice cream shops and property development to restaurants, security services, and hotels. Currently, more than 20 businesses are controlled by Mr. Doo, who acts as Managing Director of Fung Seng Diamond Co. Ltd. and Vice Chairman of New World Hotels International, which operates more than 15 hotels in Asia. He also serves as a consultant to the Hong Kong Jewellers' & Goldsmiths' Association. Even with his busy schedule, Mr. Doo has served on the Board of Governors of the Canadian Chamber of Commerce in 1991 and 1992 and as director of the Po Leung Kuk Charitable Foundation.

MR. DOO MAKES frequent trips to Toronto to tend to his several business there, as well as trips to China where he has growing business interests. He has met with several of the top leadership in Beijing and notes that, contrary to the popular misconception in the West, they are very well informed on business matters in Asia and the rest of the world. "I think China will be the star in the global business arena for the next 20 years," said Mr. Doo. He offers the following advice, "To do business successfully in China you must have confidence in China's development and think long term. If not, you should stay home." Potential areas in which Mr. Doo thinks Canadians have an advantage are technology, direct marketing, and manufacturing. ♦

Harold Mandel is General Manager of Pacific Rim Ventures Limited.

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