

林燕女士 | Ms Emily Y. Lam
首席顧問 | Principal Consultant

學歷及專業資格 | Professional Qualification and Education

國際商業學學士
Bachelor of Art (Hons) in International Business Studies
法律和語言研究生文憑
Post-graduate Diploma in Law and Languages
工商管理碩士
Master of Business and Administration
管理會計高級文憑 (管理會計師特許協會)
Advanced Diploma in Management Accounting (CIMA)



工作經驗

林女士於加入本集團前，為多間著名跨國公司進行企業發展和投資業務管理工作，積累了超過 20 年的豐富經驗。該等跨國公司業務涵蓋企業財務諮詢服務、全球物流及供應鏈營運、石油及天然氣(下游業務)、移動通訊和中國貿易。林女士擅長撰寫指定項目的可行性研究報告（如進入新市場和新投資項目）、商業計劃書、市場調研報告，並精通收購合併項目的項目管理、盡職調查及財務預算（建立經濟模型）等工作。林女士曾參與的主要項目包括：

1. 為中國山東省青島市一家網絡電視企業進行企業架構組成，以及包括企業價值評估的商業計劃；
2. 為香港清水灣前電視城土地進行市場調研，包括有關的發展參數和可銷售價格水平；
3. 領導廣州便利店市場調查，包括研究分析獨立便利店網絡的市場吸引力、財務和營運等事項；
4. 領導一項收購南中國 45 個加油站項目的盡職調查，並制定收購企業的未來組織架構和財務模型，總投資價值超過 4,500 萬美元；
5. 管理和完成四項有關傳呼機和移動通訊的合資項目。

林女士現為本集團首席顧問，負責為客戶提供市場調研專案、盡職調查及管理顧問等服務。

Professional Experience

Ms Lam, prior to joining RHL, possessed more than 20 years' hands-on experience in business/corporate development and investment functions at various multinational corporations engaged in financial advisory services, global logistics and supply chain operations, downstream oil and gas, mobile communication and trade in mainland China. She specialises in the preparation of specific projects' feasibility studies (such as new market entry and new investments), business plans, and market studies. She has proficiency in corporate financial analysis (with economic model development) and the due diligence process for M&A projects. Highlights from her career include:

1. Appointment as financial advisor to prepare the organisational structure and business plan with financial analysis to determine the enterprise value of a smart-TV company in Qingdao, Shandong Province, PRC;
2. Completed market research of development parameters and indicative pricing levels for the development of ex-TV City in Clear Water Bay in Hong Kong;
3. Led "Guangzhou Convenience Store Feasibility Study" to explore a standalone convenience store network's attractiveness, financial and operational issues;

4. Led due diligence (including preparation of data room/special audit, and documentation of subscription agreement), corporate structure design and financial modelling of an M&A (sell side) project in South China covering 45 fuel retail outlets with total investment value of more than US\$45 million; and
5. Managed and completed four joint venture projects producing pager and mobile phones in the PRC.

Ms Lam has been appointed as our Principal Consultant for advisory and consultancy services such as market research, due diligence and management for clients from different sectors.