

劉詩韻測量師 MH 太平紳士 | Sr Serena S. W. LAU MH JP

董事總經理 | Managing Director

學歷及專業資格 | Professional Qualification and Education

澳洲悉尼科技大學應用科學(土地經濟)學士
Bachelor of Applied Sciences (Land Economics)
University of Technology, Sydney, Australia

香港大學工商管理碩士
Master of Business Administration, The University of Hong Kong

香港生產力促進局及香港董事學會頒發之企業管治及董事專業文憑
Professional Diploma in Corporate Governance & Directorship,
Hong Kong Productivity Council and The Hong Kong Institute of Directors

香港測量師學會資深會員
Fellow, Hong Kong Institute of Surveyors (FHKIS)

澳洲產業學會會員 (前稱澳洲估價師及土地經濟師學會)
Associate, Australian Property Institute (AAPI)

英國特許測量師學會會員
Member, Royal Institution of Chartered Surveyors (MRICS)

香港註冊專業測量師 (產業組)
Registered Professional Surveyor (General Practice Division), HKSAR

地產代理監管局註冊執業個人代理 (代理編號 E-060816)
Estate Agents License (Individual), HKSAR



社會服務 | Community Services

中醫藥發展基金諮詢委員會主席
Chairperson, Advisory Committee on Chinese Medicine Development Fund

香港房屋委員會財務小組委員會委員
Member, Finance Committee, Hong Kong Housing Authority

香港房屋協會執行委員會委員
Member, Executive Committee, Hong Kong Housing Society

香港房屋協會可持續發展及創新特別委員會主席
Chairman, Special Committee on Sustainability and Innovation, Hong Kong Housing Society

香港測量師學會前會長
Past President, Hong Kong Institute of Surveyors

香港中文大學地理資源學系客席副教授
Adjunct Associate Professor, Department of Geography and Resource Management, The Chinese University of Hong Kong

劉詩韻測量師 MH 太平紳士 | Sr Serena S. W. LAU MH JP

董事總經理 | Managing Director

Professional Services

Sr Serena Lau, our Manager Director, began her career at the Valuation Department of Commonwealth Bank of Australia in Sydney, Australia in the late 80s. She joined RHL International in 1992 and initially focused on handling compulsory acquisition and resumptions cases. She is also involved in asset valuation for IPO purposes.

From the mid-90s, Sr Lau also participated in asset valuation, project feasibility and market studies, as well as marketing and sales of Mainland properties. She was also responsible for setting up various wholly-owned and Sino-joint venture real estate consultancy firms in mainland China. During this period, she was also involved in staff training and technical support for local setups.

In the late 90s, Sr Lau frequently acted as auctioneer, mainly on behalf of mortgagors, to dispose of a large number of Hong Kong properties.

Sr Lau gained significant experience through advising the planning, development and operation of a resort/theme park in Kun Shan, Jiangsu Province. She also provided sustainability assessments as well as advice on the planning and development of district-scaled projects for local governments and real estate developers on the Mainland.

Sr Lau is now responsible for valuation of special/complex projects/properties, district-based/project-based property market research, and economic and financial assessment for projects located in Hong Kong, the Mainland and overseas. She is also responsible for the Group's business development, and establishing alliances and networking with international and Mainland counterparts.

工作經驗

集團董事總經理劉詩韻測量師在澳大利亞開展事業，她於 80 年代末期至 90 年代初期任職於澳大利亞聯邦銀行估價總部，處理銀行按揭物業的評估事務。劉測量師於 1992 年加入永利行國際，負責處理因市區重建所需的物業收購價格評估、議價賠償計算及期間收回土地的協調工作，同時也開始跟進香港上市公司所需的資產評估工作。

自 90 年代中期起，劉測量師更參與內地房地產評估、項目發展可行性研究及市場調研、以及樓盤銷售推廣工作，並為集團於內地城市設立獨資及中外合資房地產諮詢顧問公司進行策劃，參與人員技術培訓及支援工作。劉測量師於九零年代末期還曾處理大量香港樓盤的拍賣工作。

劉測量師曾參與中國江蘇省昆山丹桂苑渡假區主題公園的策劃、發展及營運顧問工作，也為不少內地地方政府單位及發展商就地區性項目提供可持續性分析、規劃及發展建議服務。

劉測量師目前的主要職務為處理香港、內地及海外地區個別特殊及複雜的評估個案、區域或專案為本的市場調研、經濟及財務分析工作，並負責集團海外及內地業務發展及網路聯盟拓展。