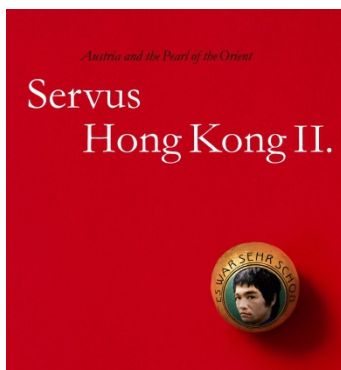




Servus Hong Kong II

Austria and the Pearl of the Orient A Sequel to the First Random Visual Walk Down Memory Lane

The Austrian Chamber of Commerce is pleased to announce that our edition of "**Servus Hong Kong II**" has been launched on July 4, 2017. "**Servus Hong Kong II.**" is a stimulating and historically important compilation of impressions, experiences, and anecdotes rather than just a commercial publication serving as an important snapshot of Austria in the region.



About the book

Prof. Dr. Gordian GAETA, Chief Editor of **Servus Hong Kong II** - Gordian Gaeta structures and invests in complex equity transactions often in frontier markets for family offices, private equity funds, and sovereign wealth entities. Gordian was managing partner with Booz & Co, the preeminent management consulting firm and a bank executive in several continents. An academic in law, business, and finance, he authored a number of books and articles. Gordian studied undergraduate mathematics, graduate law, and post graduate business sciences. An Austrian citizen, he resides in Dubai, UAE and Hong Kong.

Prof. Dr. Henry Steiner, Designer of **Servus Hong Kong II** - Henry Steiner is an Austrian graphic designer, best known for his corporate identity designs. Dubbed "father of Hong Kong graphic design", he has created designs for some of the most identifiable brands, such as IBM, Hyatt Regency, Hilton Hotels, Dow Jones, HSBC, Standard Chartered, Unilever, and was commissioned to design the city's bank notes by the Hong Kong government in 1975. Steiner was educated at the Sorbonne and at Yale. In 1964, he founded his own consultancy firm, *Steiner&Co*, in Hong Kong. Henry Steiner pioneered the expression of identity through branding, particularly in Asia where his skill for incorporating Eastern cultural symbols into Western design has garnered international acclaim. Steiner was included in Icoagrada's list of the *Masters of the 20th Century* in 2002, and was named a *World Master* by *Idea* magazine. He has received honorary doctorates by Hong Kong Baptist University, and the Academy of Art University of San Francisco, as well as honorary professorships by the University of Hong Kong's School of Architecture and the Hong Kong Polytechnic University's School of Design. In addition, the Austrian Federal President conferred upon him the professional title as a professor as well as the Golden Decoration of Honor of the Republic of Austria for design achievement and service to the Austrian community.

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