



As featured in
The CEO Magazine
For more info visit
theceomagazine.com

Beyond profit

FOR LBS GROUP
HONG KONG CHAIRMAN
FRANCO LAM, RESPECT FOR
OTHERS IS PARAMOUNT.

WORDS SHARON MASIGE • IMAGES GARETH BROWN

If there is one person LBS Group Hong Kong Chairman Franco Lam is inspired by, it's Microsoft founder Bill Gates. But it's not just because of the entrepreneurial spirit that Gates has. "He is a very successful businessman, of course, but the main thing that inspired me was not his success in business," Franco says. "It's that he was willing to step down from the CEO position when his company was running so well. He had the wisdom not to stay in his comfort zone."

Franco further applauds Gates for his philanthropic pursuits. "He committed so much time to charity; to give back to the community and help other people," he continues. "He donated most of his wealth to solve the world's problems and chose not to leave all of it to his children. Not

many people can do that. It takes a lot of integrity and compassion for others."

LBS Group specialises in providing hygiene solutions; offering everything from restroom hygiene products to pest control services and air purification systems. Since its establishment in Hong Kong in 1998, it has grown to around 30 branches throughout Asia. Its plan is to expand to 50 cities and increase the number of customers to 80,000 by 2023.

Although Franco is now in a leadership position in the hygiene sector, it wasn't the career he envisioned for himself when he was younger. Actually, his dream job was to become a leader in a multi-level marketing company. "When I was at university, I worked as a part-time distributor of a Japanese multi-level marketing company," he says. »





“IN THE END, YOUR SUCCESS SHOULD BRING SUCCESS TO OTHER PEOPLE.”

“I was the first student to join and was selected over 500 others to sell their products. That’s why, at that time, the only thing I wanted to do was become a leader and build a network, because I wouldn’t need to use much capital to have my own business.”

That company later failed and a different career path opened for Franco, leading him to LBS Group. “I can apply many of the elements required to run a network of

people, in terms of managing and motivating them, in my company now,” he says.

At the helm of LBS, Franco encourages respect between management and employees. “In our industry, we have to manage many front-line workers,” he says. “The first thing

“Sincerity and integrity – these are the two words that cross my mind right away to describe the commitment coming from Franco in building a long-lasting relationship between LBS and I&D Flavours and Fragrances.” – Ivy Wu, General Manager, I&D

we use in our management team is respect. Not all companies think respect for their workers is crucial, but we do. We need to show our workers respect, because we think they deserve it. Their work is meaningful; it’s not easy helping others upgrade their hygiene standards.”

Among the other major values at LBS is giving employees recognition for their work. “When our employees do something good, we have policies to reward that,” Franco says. “That’s very important on our end. These policies cannot be waved aside.”

Moreover, Franco highlights the importance of retraining to ensure staff are well equipped for their roles. “We don’t generally use headhunters to recruit people from other companies,” he says. “We develop most of our general managers ourselves. Some of them were salespeople or clerks before we hired them but, when we see they have potential, especially a good mindset and attitude, we put in the resources to train them ourselves.”

When it comes to the idea of success, Franco’s response is a nod to the Gates legacy. “You can run a successful business but that is only the beginning of the story,” he says. “The thing you’re doing – your work – should solve some problem for other people.

“You shouldn’t earn money and, at the same time, hurt people. Instead, if you can earn money, build a business and simultaneously solve problems for other people, then that’s important. In the end, your success should bring success to other people. That is my goal.”

And, like Gates, Franco is big on giving back to the community. “If you can share your resources, like your wealth or knowledge, with other people in the community, then that’s what I consider being successful.” ■

“Jesmond believes in excellence and sustainability. We apply the same standards when entering new partnerships – that our partners outperform their competition and set their own standards of achievement. LBS is such a partner and Jesmond is fortunate to be working with them.” – Juerg Thoeni, CEO, Jesmond Group

I&D International Flavours & Fragrances

I&D was established in 1997. Headquartered in Hong Kong with our state-of-the-art production & research facilities in Guangzhou, we are strategically located to serve our clients throughout Asia-Pacific with our comprehensive range of fragrances and flavours. Our product main focus includes:

- Scent diffusion system for upscale hotel lobby/reception, shopping centers and retail shops
- Fragrances for personal care and household products such as perfumes, shampoos and bath gels
- Food flavours for confectionery, bakery, beverage and dairy

WEB: www.ind-china.com / TEL: (852) 23690101



Fragrances & Flavours

INDOORS

HEAVY DUTY & SURROUNDINGS

PCO & PROFESSIONAL LINE

JESMOND GROUP OF COMPANIES

Jesmond’s amateur and professional products are modern high-tech insecticide formulations based on an outstanding technology which also has, besides efficacy, the environment in mind.

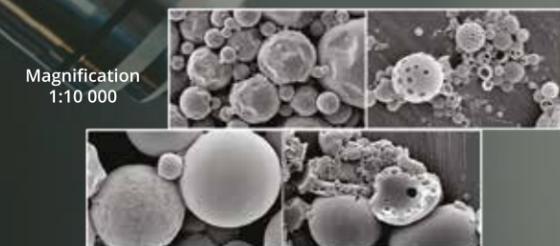
In contrast to common insecticides which are based on various solvents, the entire Jesmond insecticide portfolio consists of water based products. Further, most of the modern liquid formulations of Jesmond’s offering are based on a proprietary microencapsulation technology. Microcapsules are incredibly small, high-tech vehicles for active ingredients, that bring great improvements for users and operators.

Tiny power balls release the active ingredient



Immediate control for up to 12 weeks.

Electron microscope pictures of microcapsules



FINELY TUNED BALANCE OF EFFICACY AND SAFETY

As the active ingredients are secured by microcapsules, the handling of these insecticides becomes much safer and more user-friendly. The release of active ingredients from the microcapsules, begins only after product application, precisely where insect pest control is sought. Due to continuous and consistent release of just the minimal but sufficient amount of active ingredient, the pests are controlled from day 1 until 12 weeks after treatment, which significantly reduces the need for reapplications and with it also any ambient contamination with active ingredients. While these microencapsulated products are highly effective, unwanted side-effects such as an unpleasant smell or staining are also fortunately a thing of the past.