

Pui-Kwan CHU

After graduating with a degree in Graphic Design from university, Chu stayed on to work in various fields of business -- banking, food and beverage management in major hotels in San Francisco, U.S.A. She returned to Hong Kong in the 80s with a job offer as a managing director of a Dyestuffs Agent for Ciba-Geigy, Switzerland; of which she had become partner over the span of 10 years. It was the early 90s that she had decided to move on to what she believed to be innovative and rewarding spectrum of work – ‘Organic Agriculture and Eco-living’.

She is among the pioneers in the ‘organic sector’ here in Hong Kong – being both the director of ‘The Organic Farm’ (since 1995) and ‘Simply Organic’ (since 1999). The Organic Farm has proved to be the most reputable and established production farm in organic vegetables and herbs; while Simply Organic is a forerunner of introducing international organic products and ‘Fair-Trade’ products to the local market. Both operations are closely tapped in with international non-profit making organizations as well as growers, suppliers and manufacturers of the ‘organic business’ worldwide. (IFOAM / BIOFACH)

She is currently the Chairperson of ‘Sustainable Ecological Ethical Development Foundation’ (S.E.E.D. since July 2008), previously known as ‘Hong Kong Organic Farming Association (HOFA since 1999) of which she also chaired. The non-profit organization, being the leader of the local ‘Organic Movement’, not only plays a very important role in promoting sustainable agriculture; conservation of the environment; food safety and organic living ; but also in raising concern over issues on greening of the communities, ethical consumption and social responsibility in Hong Kong.

Being a long-time veteran of Arts and Design, Chu has always been a patron of all forms of arts and performances locally and internationally. She has recently brought forth the crossing over of ‘Art & Nature’ as an enhancement to the awareness of using recycled materials. She has then set up craft workshops of ‘Soap-making, Paper-making and Tie-dye on fabrics as well as an on-going installation project ‘Chairs’.