



COFFEE MATCHING

Make Me a Match

In 2002, ADA LEE brought speed dating to Hong Kong. Its impact on networking events and the lives of singles is still tremendously felt in the city.

While there are many fish in the sea, it is difficult to find a pearl. Hong Kong hosts multitudes of eligible bachelors as well as countless sophisticated, lovely and charming women. As Asia's global hub, people from all over the world come to the city regularly, many on extended stays for business and leisure. Despite all this, meeting that special someone still poses a problem for many singles. The odds of making the right connection can be awfully slim.

Ada Lee, having completed studies in psychology, saw an opportunity to help. "In the year 2000, I came across a book online about speed dating, aiming specifically to help Jewish people find life partners," she says. "I believed that we could do something similar in Hong Kong, and decided to start the business." Coffee Matching was then established in early 2002, the very first speed dating company in the city.

For Every Occasion

Ada first brought together small groups in classroom settings care of her enneagram teacher Monitor Choi. They took part in discussions revolving around relationships, gender issues and similar topics. "The people who attended were typically more serious at the beginning; the participants were of a more mature set," she says.

"As more people accepted the idea of speed dating, our audience included people much younger than before. Some of them saw this as a social event to get to know others. We therefore started to organize different types of events including happy hours, barbecues and cocktail parties. We have even put together ice cream making, latte art and pizza baking classes."



Coffee Matching Founder Ada Lee.

This thematic, social event and workshop-styled approaches Ada applied to the Coffee Matching brand soon became a peg for networking affairs around Hong Kong. She also realized that their events subtly fulfilled a latent business function.

"We found ourselves serving middle to senior management-level singles. To better address this niche, we began to mount premium events such as pre-screened dinners for professionals." Such services offer added degrees of exclusivity and discretion for clients with more particular needs.

A Genuine Cause

Outstanding service and Ada Lee's personal touch allowed Coffee Matching to flourish for more than a decade of operation. Apart from satisfied customers, it has built a stable of clients who

enjoy participating in social gatherings and making new connections through its premium membership program.

"We don't see ourselves purely as a business. We sincerely want to help people find the ideal partner. We answer questions and offer advice. We also help members avoid bumping into people they don't want to meet again."

The company occasionally arranges personal matches for some loyal members with very specific considerations. Based on its success, this personal matching service will soon be open to all members. With more events and services, Hong Kong singles, at the very least, will never be without interesting company. ■

For additional information please visit www.coffeematching.com