



FLOWER DELIVERY HONG KONG LTD

Local Idea, Global Dream

Entrepreneur LESLIE WU's idea to open the floodgates of love may be pipedream for now. When it happens, the world may be changed for the better, writes *Joyce Tsui*.

He's a self-confessed nerd. So, what's an IT specialist daring to delve into the soft, mushy world of flowers and frills? The unassuming entrepreneur is grounded in his belief in the human spirit even if he is flying high on this dream to send tons of love through fresh, beautiful flowers over the cyber oceans.

"Look at Facebook today. You get reminded of the birthdays of friends all across the world. How can you send them real flowers within seconds? I believe I can make that happen and with it, I can bring people closer to share the love that only expressive floral tributes can, so beautifully."

Petal Appeal

"With an app that enables you to reach out to florists globally, you can have the flowers of your choice delivered by the closest florist to your loved one. It's really miraculous in this day and age. This will also add fresh impetus to the industry too as app users could potentially review these services, compare photos, prices etc and bring about a pan-global sharing of nature's gifts like never before."



Leslie Wu: "Sometimes all it takes is a little initiative."

"While, from a business standpoint, the model makes sense, I think the beauty lies beyond the dollars and sense. For me, the real essence of this business is the spreading of love, appreciation, understanding and caring. The world has lost much of its soul in the quest for so-called profit. We are pre-occupied with acquisition, greed, commercial progress and one-upmanship. Someone, somewhere has got to make a change and I'm going to try to be that change," says Wu. "I think the answer to the world's problems can be summed up in one word – love."

The Ultimate Answer?

Hearing Wu speak reminds me of an astounding book written by Anita Moorjani who was diagnosed with cancer, right here in Hong Kong before an NDE experience followed by miraculous recession of the disease which she attributes to her discovery of a concept that we are all nothing but pure love.

The essence of love is to give, which echoes Anita Moorjani's saying - "I realized (during her NDE) that the entire universe is composed of unconditional love, and I'm an expression of this. Every atom, molecule, quark, and tetraquark,

is made of love. I can be nothing else, because this is my essence and the nature of the entire universe"

Wu says, to be loved and love back is easy; to love unconditionally without expecting anything in return is not. So seeing how the art of love-giving transforms into a sizeable business is an essentially beautiful and will remain as a live, love story.

Change is Here, Now!

Perhaps Wu's greatest challenge won't be the IT-infrastructure or the building of a florist network but rather the mindset of people. Hong Kong is a great example of a 'runaway train-boy, a



billion Eddie Barzoos all jogging into the future...as Al Pachino put it, in the movie, The Devil's Advocate. How do we stop these profit-crazy, pokemon chasers to stop long enough to catch at least a glimpse of life.

"Every journey begins with one step and the belief that I am doing something for my fellow being," concludes Wu as only he can. ■

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