

Lam Hiu Fung

Founder, Concept Infinity Limited



Ir. Dr. Alan Lam received his BEng, MPhil and PhD degrees from the Department of Mechanical and Automation Engineering of The Chinese University of Hong Kong (CUHK) in 1999, 2001 and 2004, respectively. He successfully commercialized his research and co-founded Sengital Limited in 2004. He was elected as Hong Kong Ten Outstanding Young Persons in 2015.

Ir. Dr. Alan Lam found a new publishing company called Concept Infinity Limited, which specializes in personalized storybooks publishing. By adopting a new "Online to Offline" business model with a patented technology, Concept Infinity successfully launched many personalised book to encourage reading habits and motivated in education. The first unique personalized book is called "Power of Name" under the brand named as "NameStory".

"NameStory" aims to enhance reading; developing children's reading habits and self-learning ability; and promoting creativity. In order to promote children's reading practice, "NameStory" had launched a charity program called "Sharing of Love", which provided free personalized book called "Sharing of Love". In year 2018, "NameStory" had supported the new program called "Dream Reading Scheme" to encourage children to pursuit their dreams and arouse their interests in reading.