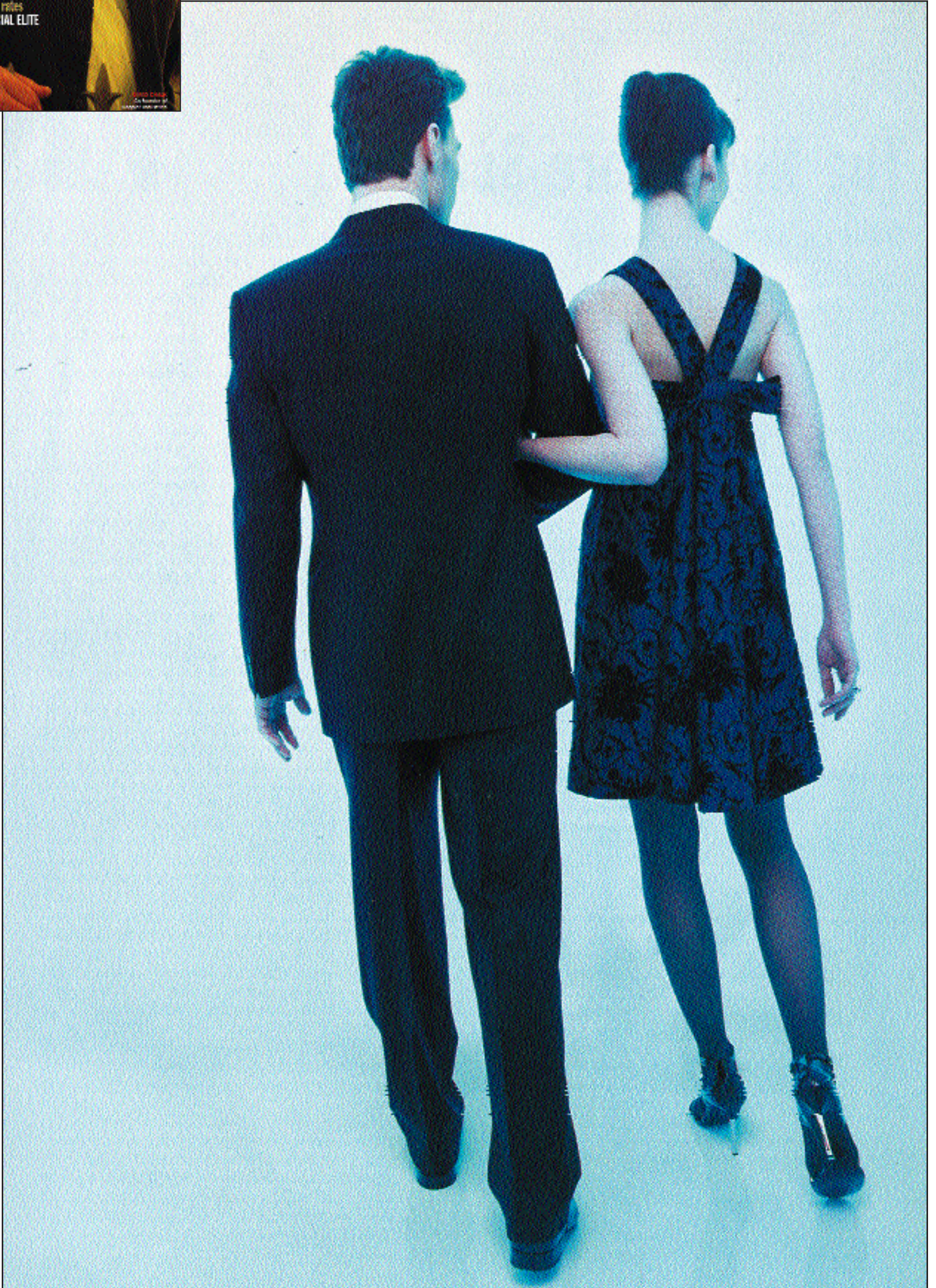


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THE Social Elite

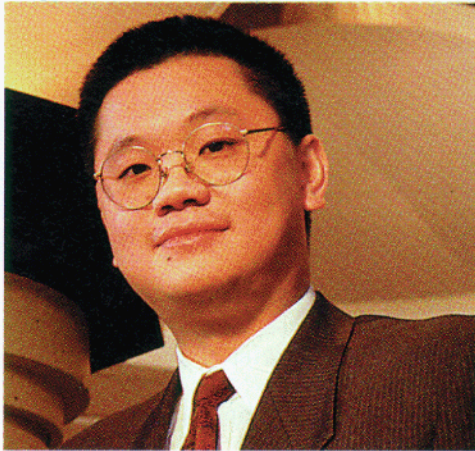
The **new millennium** rolls in, the old-guard **'establishment'** starts to roll away – and **strange new faces** are everywhere

By **Jon Ferry**

IN THE WEST WING OF HER PALATIAL POINT GREY HOME, ARMY AND NAVY heiress Jacqui Cohen and pal Cynthia Woodward are having a hard time remembering exactly which Asian businessmen and their wives were at Cohen's big 1997 charity gala. They know for sure that James Ho, of Quantum Financial, was at one table, with Henry Wu, of Metropolitan Hotels . . . and there was almost certainly a Ma somewhere in the crowd. "I'm not doing badly with a Ho, a Wu and a Ma and all the two letters," laughs Woodward of the old Woodward's store family. Cohen and Woodward, you see, are excited about cementing relations between representatives of the old Anglo-Jewish business establishment and those of the new Asian one – if only they can figure out their names.



Changing faces on the establishment scene. Top row: heiress, cultural bridge and fundraiser extraordinaire Jacquie Cohen, Concord Pacific's Terence Hui. Middle: hotelier Henry Wu, golf course developer Caleb Chan and Symphony chair Nezhat Khosrowshahi. Bottom: Century Hotel's Wendy Lisogar-Cocchia and Future Shop's Hassan Khosrowshahi



Many wealthy young Asians, such as MCL's David Ho, of Hong Kong tobacco wealth, and Terry Hui, of Concord Pacific, are seen by some as, well, arrogant. "There's a whole bunch of wealthy Chinese, but wealth alone doesn't make you 'establishment'," says the broker, who does not want to be identified. "It's whether you exert any influence on the community is what makes you establishment."

By these standards, the wealthiest Asian business people in this town would still rank behind the likes of Jimmy Pattison, almost certainly B.C.'s richest businessman, or David Radler, the Hollinger-Southam news-paper chain operator. They might even trail developer Milan Ilich, Canfor's Peter Bentley, Canaccord Capital's Peter Brown and WestCoast Energy's Michael Phelps. Though

former lieutenant-governor David Lam, financier Geoffrey Lau, media mogul Thomas Fung and Chan family (Tom and Caleb) would certainly be up there when it comes to influence-wielding.

Thomas Fung, the Fairchild Holdings president and son of the co-founder of one of Hong Kong's leading brokerage firms, is a former brother-in-law of David Ho. He says it makes "a lot of business sense" for Chinese business people to integrate more fully into mainstream Canadian society - and they would like to do so. But Fung, best known for building the Aberdeen Centre mall in Richmond nine years ago, stresses that many of the younger, busier Chinese, such as David Ho, do not have the time to devote to public relations. "The reason you find them not [assimilating]

as much you expected is perhaps because of the language barrier, the different lifestyle and the time they can allocate to different functions."

Fung, who has interests in multicultural radio and television stations and even a monthly entertainment magazine, travels so much he does not have time for social functions of whatever find enough time for social functions of whatever ethnic strips. "I don't even find enough time to sit in my office," he said.

Cohena and Woodward, meanwhile, point out that it was actually Henry Wu who got the cross-cultural ball rolling as far as Face the World '97 was concerned. The baby-faced hotelier who heads up Liverton Hotels International based in Toronto, which owns Metropolitan Hotel Vancouver, had creative