



**Seminar on**  
**“Keeping Creativity Attuned to Trends – Innovative and Lifestyle Gifts on the Rise”**  
**「創意與時尚的配合 - 打造新穎禮品」研討會**

With the increasing popularity of lifestyle and innovative gifts, the seminar looks into creative designs of premium and trends in the industry from the perspectives of hospitality and gift retailers.

隨著創意與時尚贈品的普及，此研討會將從款接業及禮品零售商角度剖釋新穎設計元素及行業趨勢。

- Date 日期 : 28 / 4 / 2014 (Monday 星期一)
- Time 時間 : 3:30pm – 4:30pm  
下午 3 時 30 分至下午 4 時 30 分
- Venue 地點 : Product Launch Area, Hall 1D, HKCEC  
香港會議展覽中心展覽廳 1D 產品推廣及發布區
- Language 語言 : English (No simultaneous interpretation service will be provided)  
英語 (恕不設即時傳譯服務)
- Remark 備註 : Free Admission 免費入座

Time 時間	Programme 程序
3:15pm – 3:30pm	Registration 登記
3:30pm – 3:50pm	<b>The Creative Element in Design</b> 設計的創意元素 <u>Speaker 講者:</u> <i>Mr Freeman Lau, BBS, Partner, KL&amp;K Creative Strategies</i> 靳劉高創意策略合夥人 劉小康先生 Question and Answer Session 問答環節
3:50pm – 4:10pm	Gifts in the Hospitality Industry 禮品於款接業的角色 <u>Speaker 講者:</u> <i>Mr Roger Shing, Corporate Director of Procurement, Rosewood Hotel Group</i> 瑰麗酒店集團採購總監 成偉業先生 Question and Answer Session 問答環節

Remarks 備註:

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organiser 主辦機構: Co-organiser 協辦機構:

4:10pm – 4:30pm	<p><b>Popularity of Lifestyle Gifts</b> 生活時尚禮品的流行</p> <p><i>Speaker 講者:</i> Mr Patrick Ng, Senior Buyer, Stationery &amp; Moving Departments, City'super Limited City'super Limited 文具及禮品部資深採購員 吳子謙先生</p> <p>Question and Answer Session 問答環節</p>
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*About the Speakers 講者簡介:*

**Mr Freeman Lau, BBS, Partner, KL&K Design**

Born in Hong Kong in 1958, Freeman Lau was graduated from the Hong Kong Polytechnic, and is now the partner of KL&K Creative Strategics. Since 1984, Freeman has won over 300 awards. He devotes actively in promoting design by participating in public services related to design. He also takes part in community services. For his remarkable achievement is fully recognised by the society, he was awarded “Ten Outstanding Young Persons” (1997), and “Bronze Bauhinia Star” (2006).

**Titles:**

Bronze Bauhinia Star

University Fellow of Hong Kong Polytechnic University

Honorary Fellow of Vocational Training Council

Vice Chairman of the Design Alliance Asia

Secretary General of Hong Kong Federation of Design Associations

Vice Chairman of the Board of Directors of Hong Kong Design Centre



**靳劉高創意策略合夥人 劉小康先生**

劉氏 1958 年生於香港，肄業於香港理工學院，現為靳劉高創意策略合夥人。1984 年起，劉氏獲獎超過 300 項。他積極推動設計，投入有關設計的公共服務，並透過設計參與公益活動。他在設計上的成就為他帶來「全港十大傑出青年」（1997）和「銅紫荊星章」（2006）等個人榮譽，在社會上得到肯定。

**名銜**

銅紫荊星章勳賢

香港理工大學院士

職業訓練局榮譽院士

亞洲設連副主席

香港設計總會秘書長

香港設計中心董事會副主席

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**Mr Roger Shing, Corporate Director of Procurement, Rosewood Hotel Group**

Roger Shing has 20 years specialised experience in hospitality industry procurement. As corporate director of procurement for the fast-growing Rosewood Hotel Group, Hong Kong, he drives hotel pre-opening procurement programmes, formulates strategic plans to develop new hotel products, guides purchasing decisions to support the group's branding, establishes standards and provides guidance to hotel purchasing teams. Prior to his current position, he held procurement managerial positions at the Furama Hotel Hong Kong and Renaissance Harbour View Hotel Hong Kong. Mr. Shing is a member of the Institute of Purchasing and Supply of Hong Kong (IPSHK) and holds a degree in business administrative management from the University of South Australia.

**瑰麗酒店集團採購總監 成偉業先生**

成偉業先生擁有 20 年酒店採購經驗，現任於瑰麗酒店集團，為集團採購總監，負責主導酒店開業前的採購事項，制定採購策略計劃，並為酒店集團開發新的產品，建立採購指引以協助集團制定酒店品牌方向，設立採購標準及向酒店採購部同事提供工作指引。成先生曾於香港富麗華酒店及萬麗海景酒店出任酒店採購部管理層職位，並為香港物資採購與供銷學會會員及持有南澳洲大學的工商管理系學位。

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Organiser 主辦機構: Co-organiser 協辦機構:

**Mr Patrick Ng, Senior Buyer, Stationery & Moving Departments, City'super Limited**


Patrick has a dramatic history of career after his graduation from the Psychology department of the University of Manitoba since 1994. Soon after coming back to Hong Kong, he was among the first generation of internet business developers, exposed to wide experiences in customer services, network operations, e-commerce and software development, working for Hong Kong Star Internet and i-CABLE. In a surprising turn of events in 2003, he switched to a brick and mortar retail business as a stationery buyer for city'super.

To Mr. Ng, the career path evolved quite naturally, merging his love of art and craft with technologies and connections in a very real world of commerce. Crediting his father's business as a Chinese painting collector, his exposure to fine art since childhood allows him to see the finer details and taste in product selection. Today he travels around the globe to hunt for interesting products for city'super and LOG-ON stores. His expertise in consumer psychology helped popularize brands like Moleskine, Lomography, Traveler's Notebook and Cyberclean. He is responsible for product sourcing, brand development, new store concepts and overseas development.

At his leisure, he writes a popular blog called "Scription - thoughts on stationery and beyond" ([scription.typepad.com](http://scription.typepad.com)), covering in meticulous details reviews of products and unique shops he find from his intensive travel. Being an advocate of GTD and mind mapping practices, he often share interesting customization and craft projects on the blog.

**City'super Limited 文具及禮品部資深採購員 吳子謙先生**

吳子謙先生對藝術和工藝品的熱愛與科技和現實商業社會連接一起，為 city'super 和 LOG-ON 前往世界各地搜羅新穎有趣的產品。除了產品採購，吳先生亦從事品牌發展、新商店概念和海外業務發展等工作。他對於消費心理方面的專業知識成功協助推廣一眾代理品牌變成潮流商品。閒暇時，他會撰寫個人網誌 – Scription - thoughts on stationery and beyond ([scription.typepad.com](http://scription.typepad.com))，在這個非常受歡迎的網誌內細緻地描寫及評論他旅遊時看到的產品及到訪過的特別商店。

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