

Sustainability that makes Gifts Meaningful 別具意義的永續禮品

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| Date 日期 | : 29 / 4 / 2024 (Monday 星期一) |
| Time 時間 | : 2:30pm – 3:30pm 下午 2 時 30 分至下午 3 時 30 分 |
| Venue 地點 | : the STAGE, Hall 5E, HKCEC 香港會議展覽中心 展覽廳 5E, the STAGE |
| Language 語言 | : English (with simultaneous interpretation in Putonghua) 英語 (設普通話即時傳譯) |
| Remark 備註 | : Free Admission (Please click HERE to register online) 免費入場 (「 按此 」登記) |

| Time 時間 | Programme 程序 |
|-----------------|--|
| 2:15pm – 2:30pm | Registration 登記 |
| 2:30pm – 2:50pm | <p><u>Integrating Function and Sustainability in Gifts Design</u> 融合創意與功能的永續禮品設計</p> <p>Speaker 講者: Mr Justin Lau, Assistant Professor and Programme Leader of BA (Hons) in Digital Advertising, Technological and Higher Education Institute of Hong Kong (THEi) 香港高等教育科技學院 (THEi) 設計及建築學系助理教授 及 數碼廣告(榮譽)文學士課程主任 劉浩璋先生</p> <p>Q&A session 問答環節</p> |
| 2:50pm – 3:10pm | <p><u>Fostering Sustainability and Social Inclusion through Upcycled Gifts</u> 透過升級再造禮品促進永續發展和社會共融</p> <p>Speaker 講者: Mr Kyle Lai, Marketing Manager, St. James' Settlement Jockey Club Upcycling Centre 聖雅各福群會賽馬會升級再造中心 市場推廣經理 賴永杰先生</p> <p>Q&A session 問答環節</p> |
| 3:10pm – 3:30pm | <p><u>Solving the Sustainability Challenges of Recycled Plastic Packaging</u> 應對再生塑膠包裝於永續發展上的挑戰</p> <p>Speaker 講者: Mr Birkoff Chen, Sustainability Product Manager - Global Hardlines, SGS Hong Kong Limited 香港通用檢測認證有限公司 玩具及耐用品部可持續發展產品經理 陳冠宇先生</p> <p>Q&A session 問答環節</p> |

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Organiser 主辦機構:

About the Speakers 講者簡介

Mr Justin Lau, Assistant Professor and Programme Leader of BA (Hons) in Digital Advertising, Technological and Higher Education Institute of Hong Kong (THEi)

香港高等教育科技學院 (THEi) 設計及建築學系助理教授 及

數碼廣告(榮譽)文學士課程主任 劉浩璋先生



Mr. Justin Lau received his Bachelor of Arts (Hons) in Creative Media from the City University of Hong Kong with scholarship from "Swire University Scholarship Fund", his Master of Design (Strategic Design) from The Hong Kong Polytechnic University's School of Design, and his Postgraduate Diploma in Education (Professional Vocational Education) from The Hong Kong Institute of Education. Justin is also a Full Member of Hong Kong Designers Association (MHKDA), Certified Professional of Autodesk 3ds Max Design, and a Registered Teacher under Hong Kong Education Ordinance.

Justin has established himself as a seasoned creative director, art director and freelancer. His expertise encompasses various domains of commercial design, including graphic design, branding, publishing, advertising, web and interaction, event and exhibition, and photography. Throughout his career, Justin has dedicated himself to the advancement of design education, focusing on creativity, studio practice, curriculum development, and the design of experiential learning activities.

劉浩璋先生目前擔任香港高等教育科技學院 (THEi) 設計及建築學系的助理教授 及 數碼廣告(榮譽)文學士的課程主任。

他畢業於香港城市大學，獲得創意媒體學士 (榮譽) 學位，同時獲得「太古大學獎學金基金」的獎學金。及後他在香港理工大學設計學院獲得設計學(策略設計)碩士學位，以及香港教育學院的專業職業教育文憑。劉先生是香港設計師協會的全權會員 (MHKDA)，Autodesk 3ds Max Design 的認證專家，同時為香港註冊教師。

劉先生是一位經驗豐富的創意總監、藝術總監和自由設計工作者。他的專業範疇涵蓋商業設計各個領域，包括平面設計、品牌設計、出版、廣告、網頁與互動設計、活動和展覽，以及攝影。在他的職業生涯中，劉先生致力於推動設計教育的發展，專注於創造力、實踐、課程開發和體驗式學習活動的設計。

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Mr Kyle Lai, Marketing Manager, St. James' Settlement Jockey Club Upcycling Centre
聖雅各福群會賽馬會升級再造中心 市場推廣經理賴永杰先生

Kyle is a dynamic and accomplished professional with a strong background in marketing and sustainable initiatives. Currently serving as the Marketing Manager at St. James' Settlement Jockey Club Upcycling Centre, he successfully forged collaborations with esteemed government entities and renowned brands such as The Bank of East Asia, WWF, Rugby 7, and Wetland Park. His unwavering dedication to making a positive impact in the realms of social inclusion and sustainability drives him to actively seek out and engage in projects that align with these values.

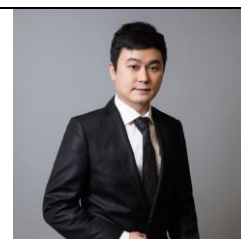


賴永杰先生在市場推廣及永續發展方面擁有資深經驗。目前擔任聖雅各福群會賽馬會升級再造中心的市場推廣經理，成功管理各種永續和升級再造方案及企業社會責任計劃。他曾與東亞銀行、世界自然基金會、香港國際七人欖球賽和濕地公園等政府機構和知名品牌合作。賴永杰先生積極尋找合作機會，致力推進促進社會共融和永續發展。

Mr Birkoff Chen, Sustainability Product Manager - Global Hardlines, SGS Hong Kong Limited

陳冠宇先生 香港通用檢測認證有限公司 玩具及耐用品部可持續發展產品經理

Birkoff helps quality and product development professionals in the Toys and Hardgoods segments to develop and launch their products to various global markets. Upon taking on the role of Sustainability Product Manager in 2023, he continues to formulate business strategies, incorporating innovation and process improvement and pursuing quality excellence in supply-chain management.



陳冠宇先生為玩具和耐用品行業人士就品質保證方面提供專業意見並協助他們將產品推向國際市場。自 2023 年擔任可持續發展產品經理以來，他繼續制定業務策略，積極創新和改進流程，並在供應鏈管理中追求卓越的品質。

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