



Communications and Public Affairs Office

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For Immediate Release

To:

Assignment Editor/Editor

Education/Local News Sector

**Under-Secretary for Home Affairs Officiates
at HSMC's Sustainability Event –
“Nurturing Women Entrepreneurs via Socio-cultural Innovations”**

Building on the success of the “First large scale Forum on Sustainable Development in Higher Education” in July, a follow-up sustainability-related activity “**Nurturing Women Entrepreneurs via Socio-cultural Innovations**” took place at Hang Seng Management College on 24 September 2015. It is our honour to have Ms Florence Hui Hiu-fai, SBS, JP, Under-Secretary for Home Affairs of HKSAR Government to officiate at the opening session. She described the situations of social enterprise in Hong Kong and around the world, and encouraged students to participate in the Hong Kong Social Enterprise Challenge. Professor Gilbert Fong, Provost, appreciated the efforts of Hong Kong women in starting up business and contributing to the economic development. Three speakers were invited from different industries to convey knowledge, experience, and message related to chiropractic, and the use and the impacts of aromatherapy.

During this event, two messages are expected to be brought out:

- 1) Helping women to develop awareness in innovative use of technology, media, aromatherapy, music and color for well-being of the community; and
- 2) Developing the capabilities of women to be pioneers in identifying entrepreneurship opportunities with sustainable value and responsibility for the community and society at large.

Following the Women's Entrepreneurship Development (WED) programme of International Labor Organization (ILO) which worked with partners to increase economic opportunities for women entrepreneurs in November 2014 and the



Welcoming Speech delivered by Gwang-Jo Kim, Director, UNESCO Asia and Pacific Regional Bureau for Education, Bangkok in December 2013 “The demand for creative and innovative people is as great today as it was since the beginning of life as we know it. While not everyone can be a genius like Einstein, every person has the potential to be a change agent, to make a difference no matter how small. It is our responsibility as educators to help our students unleash their entrepreneurial potential to meet 21st century needs”, Dr Shirley Yeung, Director, Centre for Corporate Sustainability and Innovations and Convener of the activity would like to encourage Hong Kong teenagers to make good use of technology to promote the messages of gender equality and capabilities of women to start up their own business. The establishment of Centre for Corporate Sustainability and Innovations allows both HSMC and UNOSSC Asia-Pacific to offer in-kind support and integrate into network of similar institutions in the Asia-Pacific Region. More on the activity: <http://sdhe2015.hsmc.edu.hk/event.php>.

About Hang Seng Management College

Hang Seng Management College (HSMC) was restructured from the former Hang Seng School of Commerce and established in 2010 as a non-profit-making private university-level institution with five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation). Adopting the unique “Liberal + Professional” education model, HSMC is a modern residential-type college which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading private university in Hong Kong, HSMC features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, active research and excellent student support services, with the aim of nurturing young talents with independent thinking, innovative minds, human caring, ethical values and social responsibilities.



Professor Fong extended appreciation to
Ms Florence Hui Hiu-fai



Group photo of guests and speakers



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Group photo of Ms Hui, Professor Fong, guests, professors and students

