



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



創新及創業中心
Centre For Innovation
and Entrepreneurship

Press Release

To: Assignment Editor/Editor of Education, Financial and Local News

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The Hang Seng University of Hong Kong and Institution of Dining Art Foundation Join Forces to Support Young Entrepreneurs in Food and Beverage Industry

The Hang Seng University of Hong Kong (HSUHK) and Institution of Dining Art Foundation (IDAF) signed a memorandum of understanding (MoU) today to support young and creative entrepreneurs in the food and beverage (F&B) industry through the 'Food and Beverage Young Entrepreneur Programme' (The Programme). The Programme will help successful applicants with entrepreneurial aspirations achieve their goals by offering professional training and resources.

The MoU was signed by Dr Thomas Man Wing-yan, Centre Director of the Centre for Innovation and Entrepreneurship & Associate Dean (Enterprise and Business Engagement), School of Business of HSUHK; and Mr Maurice Kong Chi-hang, Chairman of the Institute of Dining Professionals (IDP), and witnessed by Professor Simon S M Ho, President of HSUHK, and Mr Mo Sik-keung, Gilbert, BBS, IDAF Honorary Legal Advisor. The organisers also invited representatives from Mr Kenneth Leung Yuk-wai, JP, Legislative Council Member to attend the ceremony.

The IDAF–HSUHK 'Food and Beverage Young Entrepreneur Programme' supports the exploration of new opportunities in the F&B industry, and offers professional training and resources for young applicants with entrepreneurial mindsets. HSUHK's CIE will share its relevant knowledge, expertise and resources, while the IDP will invite related industry experts to work with successful applicants and provide professional advice. The IDAF is also working with HSUHK to establish a fair and transparent selection system for applicants of The Programme.

Professor Simon Ho, President of HSUHK, mentioned that the CIE consistently nurtures the innovative and entrepreneurial mindsets of HSUHK teachers and students, and

actively provides them with entrepreneurial opportunities and support. The signing of the MoU further strengthens the collaboration between the Centre for Innovation and Entrepreneurship at HSUHK and IDAF, and will help young talent in the F&B industry take their first step towards entrepreneurship.

Over the past 20 years, Dr Chung Wai Ping, Chairman of Tao Heung Holdings Ltd., has been committed to developing the professional standards in the F&B industry and nurture young people. To support this event, Dr Chung Wai Ping sent the new generation of management, Mr Chung Ling Fung, to attend the ceremony as a symbol of cultural and spiritual inheritance. Mr Chung Ling Fung pointed out in his speech that starting a business in Hong Kong comes with many challenges and difficulties. He thanked the IDAF for initiating The Programme and stated that he would do his best to help young entrepreneurs achieve their dreams. He said, "The deep-rooted problems of operating directions and brand positioning are long-term issues that young people and novice entrepreneurs need to face. The practical support provided to the selected applicants by The Programme is truly helping young people learn and start their businesses."

Dr Thomas Man, Centre Director of Centre for Innovation and Entrepreneurship & HSUHK Associate Dean (Enterprise and Business Engagement) stated that networking is crucial in entrepreneurial journeys, and that it's appreciable that the IDAF will arrange industry professionals from the F&B sector to mentor young entrepreneurs as they explore new opportunities within The Programme.

Mr Maurice Kong, the IDP Chairman, expressed his gratitude to HSUHK for its support and cooperation in promoting The Programme to support young people in developing their careers in the F&B sector. He also acknowledged that the Programme's collaboration with industry experts who will provide guidance, operational advice, as well as help participants explore new opportunities, will greatly benefit participants.

Mr Kenneth Leung Yuk-wai, JP, actively participates in the development of youth affairs and provided encouragement to young entrepreneurs by sharing stories of the challenges he faced in managing a catering business. He also urged the government to recognise the significance of traditional industries including the future prospects of the catering sector, and called for collective efforts to create more upward mobility and opportunities for Hong Kong's youth.

Photos:



Photo 1: HSUHK and IDAF sign a MoU to support young entrepreneurs in F&B industry through the 'Food and Beverage Young Entrepreneur Programme'. The MoU signed by (front row, left) Dr Thomas Man and (front row, right) Mr Maurice Kong, and witnessed by (back row, left) Professor Simon Ho, and (back row, right) Mr Gilbert Mo.



Photo 2: Industry professionals from the F&B and other sectors were also invited to support The Programme.

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Institution of Dining Art Foundation

Institution of Dining Art Foundation (The Foundation) established in 2021 with a mission to cultivate young people, and help various social classes to promote a harmonious society. The Foundation is a tax-exempt charitable organization recognized by the Hong Kong Inland Revenue Department (Registration Number: 91/15539). Led by dedicated members of Institute of Dining Professionals, professionals in Food and Beverage industry are invited to join The Foundation.

The Foundation has organized numerous charity events, including blood donation day for Food and Beverage employees, volunteer services, and Charity Gala Dinner. The Foundation is committed to bring new energy to the society and Food and Beverage industry.

About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talents with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.