

Welcome Remarks at the 27th World Business Congress

11-13 June 2018, Fung Yiu King Hall, HSMC

Under Secretary for Commerce and Economic Development of the HKSAR Government Dr. Bernard Chan, IMDA Board Directors Prof. Virginia Greiman, Dr. Erdener Kaynak, and Dr. Barry Unger, Distinguished Speakers and Guests, Congress Delegates, Colleagues, Ladies and Gentlemen,

It is my great pleasure to welcome you all from different parts of the world to the 27th World Business Congress, co-organized by the International Management Development Association (IMDA) and Hang Seng Management College (HSMC). I am also delighted to welcome you to the campus of HSMC.

For the first time, the Congress is held in Hong Kong, a dynamic city located at the mouth of the fast-growing Pearl River Delta in Southern China. It is a vibrant city of charm with a unique blend of eastern and western cultures boasting as one of the most competitive and freest economies in the world. With its strategic location, free economy, advanced infrastructure, talent pool and other competitive advantages, Hong Kong also plays the key role of a “super-connector” for China’s Belt and Road Initiative. I’m also glad that Dr. Bernard Chan will kick-off the discussion on the Belt and Road Initiative later this morning.

I would like to thank IMDA for giving Hang Seng Management College the privilege to host this important event. HSMC is a non-profit, private liberal-arts-oriented higher education institution with five Schools namely Business, Communication, Decision Sciences, Humanities & Social Science, and Translation, offering a wide range of bachelor’s degree programmes and taught post-graduate programmes to a student body of around 5,000. As a relatively new private institution, HSMC finds strength in its autonomy, flexibility and responsiveness to meet community and market needs by developing new innovative programmes, many of which are the first of its kind in Hong Kong.

The College puts quality teaching and students’ all-round development as its highest priorities and adopts the “Liberal + Professional” education model. Other unique features of HSMC include:

- Platinum award-winning campus facilities with extensive bamboo features;
- Interactive small-class teaching;
- Close teacher-student relationship;
- Guidance and mentoring for individual students inside and outside classrooms;

- Residential College system;
- Extensive outreaching and experiential learning opportunities including community services, internships, international exchanges and independent research, etc.

Our vision is to become a leading private liberal-arts-oriented university in the region, recognised for excellence in teaching, learning and research, serving and advancing our society and the world, with the aim to nurturing our students to become responsible global citizens with critical thinking, innovative minds, caring attitude, moral values and a sense of social responsibility.

This year, the theme of the Congress is "Transformation, Coopetition, and Sustainability in the Era of Globalisation, Engagement, and Disruptive Technology." The theme is chosen to highlight several key and timely issues of interest to scholars and practitioners. It also aligns well with our institution-wide research theme "Corporate Sustainability, Social Responsibility and Innovations".

Globalisation and technological advancements have led to the rapid integration of business activities across borders and cultures. While there is little doubt that both have led to significant economic growth for many countries, they are also perceived as presenting new challenges to individuals, societies and the eco-systems. Strategic cooperations between firms, industries and communities that aim for all-win are critically important.

Sustainable development goals, stakeholder-based government, corporate social responsibility, creating shared values, social innovations, responsive investment, shared economy, benefit corporations, design thinking are just some of the hot topics folks are talking about these days.

Through this Congress, we hope to provide an interdisciplinary and global platform that facilitates the exchange of latest information, knowledge, ideas and insights among scholars and business executives on many of these topics. With the diverse program and participation of delegates representing a broad spectrum of disciplines and sectors from different parts of the world, I trust that the Congress will be intellectually challenging, insightful, and culturally enriching.

Thank you for joining us at the 27th World Business Congress. I offer you my best wishes for an inspiring meeting and a wonderful stay in Hong Kong.