



**Global Business Strategy in the Arena of
Business Transformation and Innovation Development**
“数智化与创新发展的全球商业战略”短期研学活动
Held at HKU Main Campus, the University of Hong Kong
July 22 – July 28, 2025



Note 1: Academic lectures and corporate visits will be directed and supervised by Mr Baniel CHEUNG, Adjunct Associate Professor at HKU Business School.

Note 2: All proposed activities are subject to final arrangement of HKU and changes will be duly informed by Academic Liaison Office of HKU.

Day/Date	Tuesday July 22	Wednesday July 23	Thursday July 24	Friday July 25	Saturday July 26	Sunday July 27	Monday July 28
Time	/	/	/	/	/	/	/
09:30-12:30	HK Airport Arrival, Pick-up and Student Hall Check-in at HKU	<p>Lecture 1: Hong Kong as a Global Financial Centre - the Opportunities and Challenges</p> <p>讲座1: 香港作为全球金融中心的机遇和挑战</p>	<p>Lecture 2: Retailing and Servicing Sectors during the Pre- and Post-Covid 19 Period</p> <p>讲座2: 新冠前后零售和服务行业状况分析</p>	<p>Company Visit 3: Nurturing start-ups in Hong Kong</p> <p>➢ Hong Kong Science and Technology Park</p> <p>参访3: 香港科技园 (香港创新企业孵化器)</p>	<p>Lecture 3: Practical Case Sharing of Competitive Marketing and Branding Strategies</p> <p>➢ Mr. Baniel CHEUNG, Adjunct Associate Professor, HKU Business School</p> <p>讲座3: 竞争性市场和品牌策略商业案例分享</p>	<p>Roundtable Forum: Hong Kong: A Hub for Family Offices?</p> <p>➢ moderated by HKU Business School</p> <p>圆桌论坛: 香港, 家族企业办公室的摇篮? (港大经管学院主持)</p>	Check-out from HKU Student Hall, Return to Shanghai
12:30-14:00		Lunch (self-arranged)	Lunch (self-arranged)	Lunch (self-arranged)	Lunch (self-arranged)	Lunch (self-arranged)	
14:00-17:00	<p>Company Visit 1: Leading financial institution/bank in HK</p> <p>参访1: 香港前沿金融机构/银行</p> 	<p>Company Visit 2: Understanding the Integration of Art and Commerce</p> <p>➢ K11 MUSEA</p> <p>参访2: K11 Musea (位于尖沙咀海滨)</p> 	<p>Company Visit 4: To understand the operation of leading branded products distributor in Hong Kong</p> <p>➢ Jepsen Group</p> <p>参访4: 捷成集团</p> 	<p>Lecture 4: Innovation Development and Strategic Positioning of Hong Kong in the GBA Region</p> <p>讲座4: 粤港澳大湾区香港的创新发展和战略定位</p>	<p>Group Presentation From ECNU SEM</p> <p>华东师大经管学院研学小组学习汇报+结业式+研学证书颁发</p>		
17:00-18:00	Campus Tour, Programme Orientation				<p>Fireside Chat with HKU Business School's MBA Students</p> <p>港大经管学院MBA学生交流会</p>	<p>Closing Ceremony cum Certificate Presentation</p>  <p>香港大學 THE UNIVERSITY OF HONG KONG</p>	
18:00-20:00	Dinner (self-arranged)	Welcome Dinner	Dinner (self-arranged)	Dinner (self-arranged)	Dinner (self-arranged)	Farewell Dinner	
							