



**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
Aug 6 – Aug 12, 2024



| Day/Date | Tuesday Aug 6 | Wednesday Aug 7 | Thursday Aug 8 | Friday Aug 9 | Saturday Aug 10 | Sunday Aug 11 | Monday Aug 12 |
|-------------|--|--|---|--|---|---|---|
| Time | / | / | / | / | / | / | / |
| 09:30-12:30 | HK Airport Arrival, Pick-up and Student Hall Check-in at HKU | Lecture 1: Hong Kong as a Global Financial Centre - the Opportunities and Challenges > Dr YF LUK, Honorary Associate Professor, HKU Business School 讲座1: 香港作为全球金融中心的机遇和挑战 | Lecture 2: Retailing and Servicing Sectors during the Pre- and Post-Covid 19 Period > Ms. Rebecca WOO, Senior Director, Operation (Hong Kong), K11 Concepts Limited 讲座2: 新冠前后零售和服务行业状况分析 | Lecture 3: Innovation Development and Strategic Positioning of Hong Kong in the GBA Region > Mr. Sammi WONG, Director, Hong Kong Science & Technology Park Ventures 讲座3: 粤港澳大湾区香港的创新发展和战略定位 | Lecture 4: Practical Case Sharing of Competitive Marketing and Branding Strategies > Mr. Baniel CHEUNG, Adjunct Assistant Professor, HKU Business School 讲座4: 竞争性市场和品牌策略商业案例分享 | Roundtable Forum: High Quality Education Development in Hong Kong, China and Asia Pacific Region > moderated by HKU Business School 圆桌论坛: 香港、中国与亚太地区高质量教育发展 (港大经管学院主持) | 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 | Campus Tour, Programme Orientation | Company Visit 1: Leading financial institution/bank in HK > JP Morgan / HSBC / DBS 参访1: 香港前沿金融机构/银行 (摩根大通/汇丰银行) | Company Visit 2: Understanding the Integration of Art and Commerce > K11 MUSEA 参访2: K11 Musea (位于尖沙咀海滨) | Company Visit 3: Nurturing start-ups in Hong Kong > Hong Kong Science and Technology Park 参访3: 香港科学园 (香港创新企业孵化器) | Guest Lecture: To understand the operation of leading branded products distributor in Hong Kong > Jepsen Group/YOHO HK 企业分享: 捷成集团和友和YOHO | Group Presentation From ECNU SEM 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 | |
| 17:00-18:00 | |  |  |  | Fireside Chat with HKU Business School's MBA Students 港大经管学院MBA学生交流会 | Closing Ceremony cum Certificate Presentation  香港大學 THE UNIVERSITY OF HONG KONG | |
| 18:00-20:00 | Welcome Dinner  | Dinner (self-arranged)  | Dinner (self-arranged)  | Dinner (self-arranged)  | Dinner (self-arranged)  | Farewell Dinner  | |