



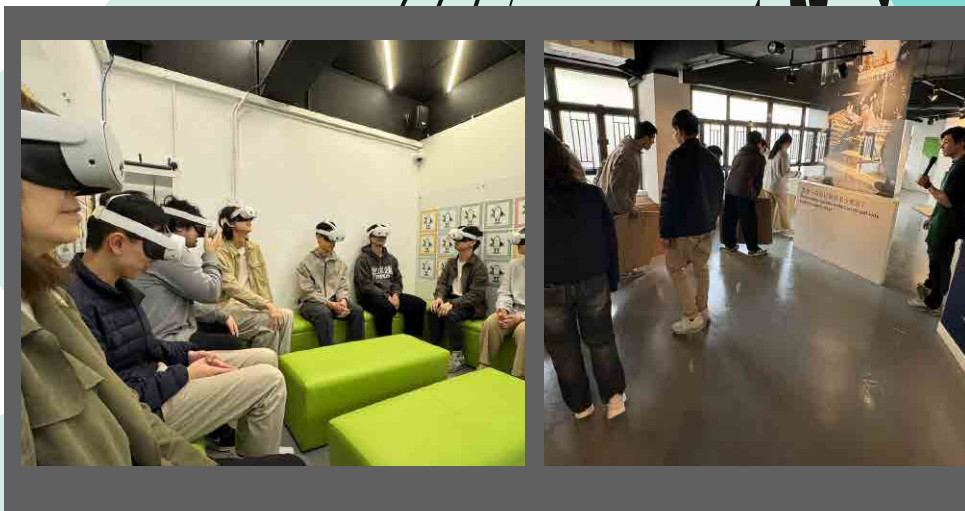
BHM Updates

February 2026 - March 2026



02/02

2026



“No Pain, No Grain” FoodStep Journey

On 2 February 2026, BHM students took part in the “No Pain, No Grain” FoodStep Journey at Food Angel. The experience began with a guided tour of the exhibition, where students learnt practical food-saving tips and key facts about making better use of unwanted food parts. Through interactive games and VR films, they gained a deeper understanding of food waste issues and elderly poverty in Hong Kong. Students also joined a workshop on eco-friendly enzymes, strengthening their awareness of sustainability in everyday life. Overall, this immersive experience highlighted the importance of food conservation and encouraged a stronger sense of social responsibility towards the community.



24/02

2026



Disney Executive Sharing: Essential Communication Skills for Future Career

On 24 February 2026, BHM students attended *Disney Executive Sharing: Essential Communication Skills for Future Career* in Disney's Training Room. Ms Luna Wong, Director of Communications and Public Affairs at Hong Kong Disneyland, shared the fundamentals of communication and how it can support professional growth. She also offered practical insights into crisis management, including how Hong Kong Disneyland structured its crisis response during COVID-19. Through her sharing, students gained a clearer understanding of how communication skills are applied in real workplace situations.





BHM Professional Talk Series: Storytelling and Responsible Travel in Cultural Tour Guiding

On 24 February 2026, BHM students attended a guest lecture delivered by Mr Roger Choi, Senior Tour Escort of EGL Tours, who brought over 22 years of long-haul tour guiding experience. Drawing on vivid real-life stories, Mr Choi demonstrated how storytelling is a core skill for leading engaging cultural tours. Beyond techniques, he shared practical guidance on how to become responsible and ethical travellers when exploring unfamiliar destinations. The session went far beyond textbook learning, combining theoretical perspectives with hands-on professional know-how.



26/02
2026

BHM Professional Talk Series: Confessions of a ParknShop Whisperer: How I (Try To) Please a Billionaire & Entertain a City



On 26 February 2026, BHM marketing and business students had the opportunity to learn from Mr Valiant Yip, an experienced marketer, who shared insights from one of the most impactful campaigns of the year. He explained how he developed and successfully pitched a bold creative concept—integrating AI, marketing stunts, and a social media strategy—for a leading supermarket chain’s Chinese New Year campaign. Through the sharing, students gained a clearer understanding of how creativity can be translated into practical, audience-focused marketing execution.





26/02
2026

RCGB Research Seminar: Interdisciplinary Perspectives on Financial Trajectories and Sustainable Hospitality Practices

On 26 February 2026, the Research Centre for Green Business (RCGB) hosted a research seminar for BHM lecturers. Dr Yanke Wang and Dr Tony Yang shared their research insights on interdisciplinary perspectives relating to financial trajectories and sustainable hospitality practices. The seminar encouraged participants to better understand how these two areas intersect and provided a valuable opportunity for knowledge exchange. It also stimulated discussion on interdisciplinary research themes and future collaboration possibilities.



27/02
2026

BHM NextGen Leadership Scheme: Henna Art's Night

The BHM NextGen Leadership Scheme hosted a Henna Art's Night on 27 February 2026 and proved to be both fun-filled and enlightening for students. Through the evening, students learnt about Muslim festivals and took part in hands-on activities, including beautiful henna art and temporary tattoos. With an atmosphere full of curiosity, colour, and energy, the session made cultural learning interactive and engaging. More importantly, it provided a relaxed space for students to connect and build shared experiences.



1-2/03

2026



Hotel Study Tours 2026

In order to ensure students remain informed about the latest services and advancements within the dynamic and continuously evolving industry of hotels, study tours were organised to Cordis Hong Kong and Hotel ICON on 1 to 2 March 2026, involving approximately 180 Year One Hospitality Management students. Throughout the two-day, one-night tour, students experienced various services, facilities, and amenities provided by the hotel. They also attended presentations and sharing sessions delivered by experienced hotel executives, covering diverse current practices and sustainability initiatives, deepening students' understanding of the hotel industry and offering valuable insights into its ongoing development.



1-3/03

2026



BHM Delegation Attended the International Culture and Tourism Conference in Hangzhou, China

From 1 to 3 March 2026, a group of BHM students and faculty members participated in the High-End Academic Conference on the Integration of Culture and Tourism, held in Hangzhou, China. The conference took place at the PolyU Hangzhou Technology and Innovation Research Institute and Hangzhou City University, bringing together experts from both academia and industry to exchange research ideas on the integration of culture and tourism. Our Dean delivered a keynote speech highlighting key trends and future directions for the sector. The conference also strengthened recognition of BHM, with multiple colleagues who received the Best Paper Award.





02/03
2026



BHM Professional Talk Series: HR Career Development and the Role of Employment Recruiters

On 2 March 2026, Ms Flora Chan from Asher Career Limited was invited to share her experience in HR career development with our HR students. She discussed her journey as an HR practitioner and the challenges involved in recruitment work. During the talk, Ms Chan highlighted key career development areas for the HR industry, including how students can build a strong personal portfolio for their future career and how to find summer internships and first jobs. She also explained the role of employment agencies and head-hunters, including why organisations rely on recruitment support and how recruiters help employers identify suitable candidates efficiently.



06/03
2026

BAFS Talk Series: Safe Consumption- Enhancing the Safety of Food and Personal Care Goods through Raw Materials, Certification and Practices in Green and Sustainable Consumption



The BAFA Talk Series aims to broaden senior secondary school students' understanding of emerging areas in business management. This semester's talk, held on 6 March 2026, was titled *Safe Consumption: Enhancing the Safety of Food and Personal Care Goods through Raw Materials, Certification and Practices in Green and Sustainable Consumption*. We were honoured to have Ms Yolanda Che, Founder and Managing Director of Welspring, a Hong Kong-based company specialising in organic and sustainable lifestyle products, as our speaker. She shared her practical experience and insights with invited senior secondary school students, helping them understand how safety can be strengthened through responsible sourcing, certification, and sustainable practices.



06/03

2026

Company Visit to AsiaWorld Expo



To ensure students gain a comprehensive and thorough understanding of venue and event operations and management, a company visit to AsiaWorld Expo was conducted on 6 March 2026 for students from the *BBA (Hons) in Convention and Event Management* programme. The management teams from public relations and marketing, venue management, and human resources delivered an in-depth professional presentation encompassing marketing strategies, venue operations and management, talent development, sustainability, and venue development. Students also attended a trade show at AWE, enabling them to appreciate the essential role venue management plays in the successful execution of events.





07/03
2026



BHM NextGen Leadership Scheme: Mentors and Mentees BBQ Gathering

On 7 March 2026, students from the BHM NextGen Leadership Scheme came together at the Tai Mei Tuk BBQ site for a wonderful gathering. The event served as a highlight of the programme, helping strengthen connections among the 62 mentors and mentees. It followed an exciting mix of activities, including the kick-off ceremony, online mentors' sharing sessions, and a creative art and craft workshop. Together, these initiatives laid a solid foundation for collaboration and learning. Students had meaningful opportunities to exchange ideas, reflect on their experiences, and build a stronger spirit of teamwork with their mentors.



08/03
2025

BHM Master's Programme Professional Talk Series

On 8 March 2026, Mr Wei Guo, Senior Director for Kantar's Profiles Division in Hong Kong, delivered a guest talk to *MSc in Sustainable Tourism and Hospitality Management* students. Mr Guo shared his 10+ years of experience in the market research industry at Kantar, including both supporting clients through operational roles and contributing to multi-country market research projects. During the talk, he guided students on how to conduct data collection and introduced new technological methodologies that can improve data outcomes.



10/03
2026



Admission Talk for Li Ka Shing School of Professional and Continuing Education

On 10 March 2026, Dr Calvin Cheng, Programme Leader of the *BBA (Hons) in Marketing Management*, hosted an admission talk at Li Ka Shing School of Professional and Continuing Education (LiPACE) of Hong Kong Metropolitan University (HKMU). He shared important information about our BBA programmes with students from the *HD in Business Administration and Management* programme at LiPACE. Dr Cheng also encouraged participants to consider articulation to our BBA programmes. The session helped attendees better understand programme pathways, entry requirements, and the opportunities available after progression at BHM.





12/03
2026

BHM Professional Talk Series: Career Path in Finance: From Financial Professional to Entrepreneur

On 12 March 2026, the two BHM Finance programmes hosted a hybrid guest talk titled *Career Path in Finance: From Financial Professional to Entrepreneur*, delivered by HKCC graduate Mr Eric Lau. Mr Lau shared valuable insights from his journey across banking, securities, and entrepreneurship. Throughout his sharing, he emphasised the importance of communication skills, proactive learning, networking, and taking initiative. He also highlighted the practical value of flowcharts in organising and presenting work effectively. Students actively participated, asking thoughtful questions about internships, career prospects in banking, departmental mobility, and further learning opportunities.



17/03
2026



The THS Talk to the Secondary School Students

We were invited by ECF Saint Too Canaan College to share with Secondary 5 students about the development of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry. During the talk, we introduced our hospitality and tourism-related programme offerings and shared possible articulation pathways within CPCE. Students gained a better understanding of the career opportunities available in the MICE sector and how these pathways may support their future development. The session helped students recognise how MICE connects with real industry needs, and it encouraged them to think more broadly about where hospitality and tourism education could lead.



19/03

2026



Connect Marketplace Hong Kong 2026

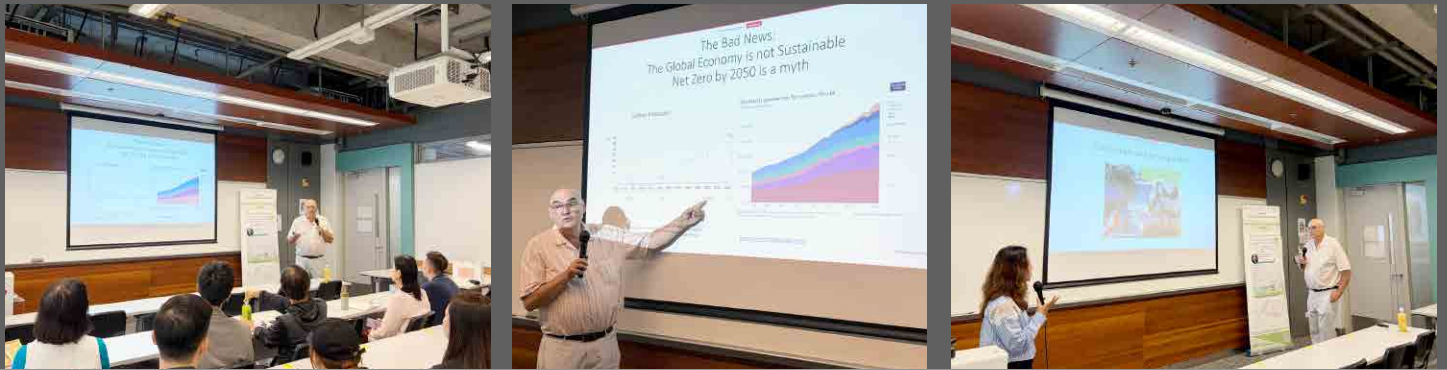
On 19 March 2026, BHM students had an excellent opportunity to immerse themselves in the world of MICE at Connect Marketplace Hong Kong 2026. As the Asia-Pacific's premier event for the MICE industry, Connect Marketplace brought together global innovators, decision-makers, and key industry players. Students explored the latest industry trends, learnt about the evolving needs of the sector, and gained inspiration for future business events. The experience was further enriched by an insightful guest talk from Dr Benson Tang, Executive Director and Founder of the Corporate Travel Community, a new venture under Informa Group. Dr Tang shared real-world perspectives on the importance of festivalisation, digitalisation, immersive experiences, and sustainability.





23/03

2026



RCGB Research Seminar : Ecotourism as a Path to Sustainability

On 23 March 2026, RCGB hosted a research seminar titled *Ecotourism as a Path to Sustainability*. We were honoured to welcome Prof. Bob McKercher, Adjunct Professor at The Hong Kong Polytechnic University, who shared his insights on the topic with participants. The seminar also provided space for meaningful academic exchange, encouraging dialogue between the speaker and participants about key research themes related to ecotourism and sustainability. Through the discussion, participants gained a clearer understanding of how ecotourism can support broader sustainability goals.



25/03

2026



Site Visit: Cathay Dining

On 25 March 2026, BHM students visited Cathay Dining to experience real catering operations first-hand. During the site visit, students toured key production areas, including the fruit room, vegetable room, central hot kitchen, pastry, bakery, dishing, and tray setting. By observing day-to-day workflows and operational processes, students gained a more practical understanding of how catering services are delivered in a professional setting. Many students expressed increased interest in pursuing careers in the catering and aviation industries.



20
27/03
2026



HKTDC SME Centre Visit: Inside the Heart of Hong Kong's MICE Industry

On 27 March 2026, students from our BBA (Hons) *in Convention and Event Management* programme visited the HKTDC SME Centre. The visit highlighted how HKTDC serves as a key pillar of Hong Kong's MICE industry, supporting events, exhibitions, and SMEs both locally and internationally. Students also attended an insightful sharing session by Mr Jason Tsang, Senior Customer Service Executive, who offered first-hand perspectives on HKTDC's work, SME support services, and real-world industry practices. This inspiring visit gave students a valuable opportunity to deepen their knowledge while broadening their horizons, helping them better understand how SME development connects with MICE growth.





**DIVISION OF BUSINESS AND
HOSPITALITY MANAGEMENT**

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