



MAR 2025

Monthly Updates

03/3
2025

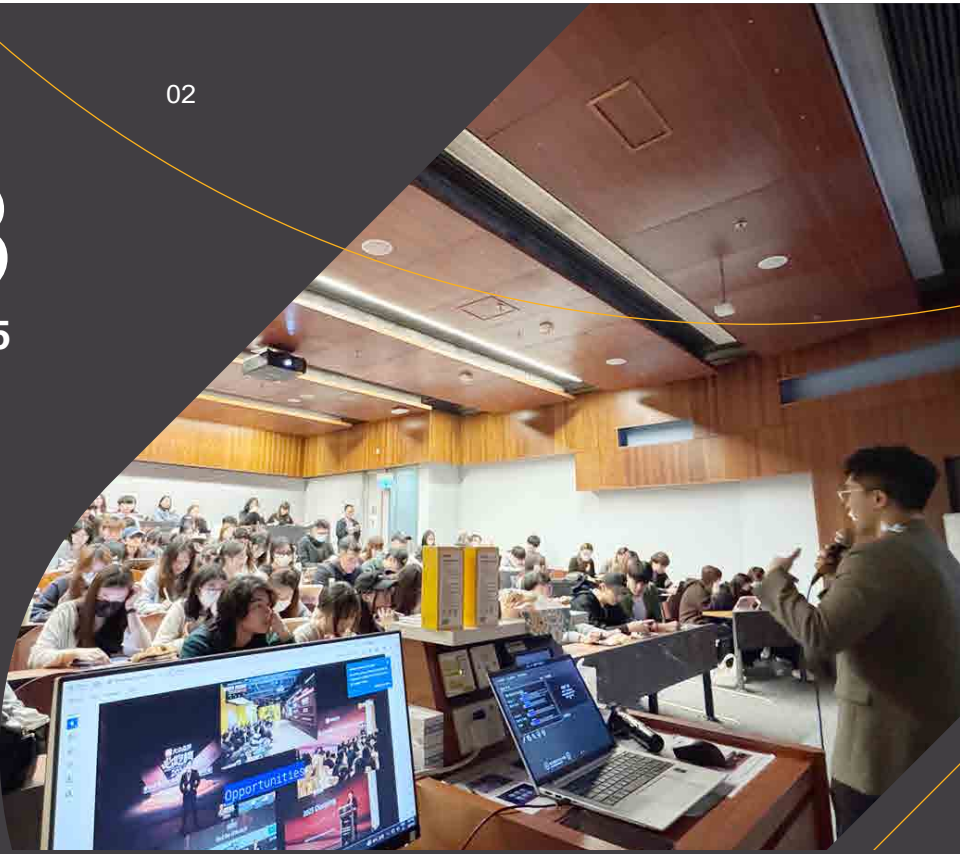
BAFS Talk Series: How to Make a Social Enterprise Sustainable?

On 3 March 2025, the Business, Accounting, and Financial Studies (BAFS) Talk Series welcomed Mr Alex Law, Founder of Matchalike Technology Co. Ltd. and Matchalike Social Enterprise Co. Ltd., as the guest speaker. The event attracted over 80 participants, including secondary school students and teachers. Mr Law shared valuable insights on creating sustainable social enterprises in the 21st century, drawing on real-life examples such as managing second-hand clothing and the development of the “Treasure Boutique” (惜衣館) on the PolyU WK Campus. The talk provided participants with practical strategies and inspiration for driving sustainability in social entrepreneurship.



05/3

2025



Navigating the Digital Landscape and Mastering Career Success

On 5 March 2025, Mr Veaky Wong, a PolyU HKCC 2013 and PolyU SPEED 2015 graduate, delivered an insightful guest talk to over 80 BHM students. With a decade of experience as a tech-savvy digital marketer, Mr Wong shared his expertise in running successful campaigns on platforms like Xiaohungshu and Dianping. He provided actionable tips for launching effective digital marketing strategies and offered guidance on preparing for a career in the marketing industry. The session was both practical and inspiring, equipping students with essential knowledge and skills to thrive in the ever-evolving field of digital marketing.



05/3

2025

Dissemination Seminar: “Get Hong Kong Ready for a Professional Hub on Smart Procurement and Fulfillment: Together for a Future-Proof Supply Chain”



To foster collaboration with industry, BHM supported the dissemination seminar titled “Get Hong Kong Ready for a Professional Hub on Smart Procurement and Fulfillment: Together for a Future-Proof Supply Chain” organised by The Institute of Purchasing & Supply of Hong Kong (IPSHK) and Hong Kong Productivity Council (HKPC) on 5 March 2025. The event featured expert speakers who shared insights into procurement and supply chain management trends, strategies for innovation, and sustainability. The seminar fostered knowledge-sharing and discussions on future-proofing Hong Kong’s supply chain capabilities.



06/3
2025

IHRM Guest Speaker Career Talk: Navigating Career Choices



On 6 March 2025, Ms Sarah Cheuk from Fano Labs Limited delivered an inspiring career talk on navigating career choices in the HR industry for BHM students. She shared her experiences and advice on balancing passion with market opportunities, developing a career path in HR, and implementing effective talent management strategies. The session was insightful and engaging, offering students valuable career guidance and practical tips for succeeding in the HR profession.



07/3
2025

Leather Name Card Holder Making Workshop

On 7 March 2025, around 30 BHM students participated in a hands-on leather crafting workshop, creating their own custom name card holders. The activity introduced students to the basics of leatherwork while fostering creativity and practical skills. Approximately half of the participants were first-year students, and the event provided an excellent opportunity to build social networks and strengthen camaraderie among newcomers. The workshop was a memorable and enriching experience for all participants.



09-10/3

2025

Hotel Study Tours 2025

Over 200 Stage-One hospitality management students took part in Hotel Study Tours on 9–10 March 2025, visiting Cordis Hong Kong, Hotel ICON, Sheraton Tung Chung Hotel, and The Fullerton Ocean Park Hotel. During the two-day, one-night tour, students explored hotel services, facilities, and amenities while attending presentations and sharing sessions led by experienced executives. The tours provided invaluable insights into hotel operations, enhancing students' understanding of the dynamic hospitality industry and bridging the gap between academic studies and real-world practices.



10/3

2025

Guest Talk by Hong Kong Jockey Club: Elevate Your Work Experience!



On 10 March 2025, BHM students attended an engaging guest talk hosted by the Hong Kong Jockey Club (HKJC), featuring Mr Yves Thoma, General Manager of Racecourse Catering Operations, and his team. The session introduced the HKJC Racecourse Catering Internship Program, providing valuable insights into catering operations and career opportunities within the industry. Students also participated in fun games and activities, making the experience both enjoyable and educational.

12/3

2025

Company Visit to Aberdeen Marina Club



On 12 March 2025, students from the BHMS4329 “Club Management” course and the Big Brother and Sister Scheme visited the Aberdeen Marina Club. Mr Frank Lau, Director of Learning and Development, provided an in-depth overview of the club’s operations. The visit offered students firsthand knowledge of private club management, enhancing their understanding of key concepts and practices relevant to their studies.



13/3

2025

Company Visit to Hong Kong Exchanges and Clearing Limited (HKEX)



On 13 March 2025, BHM Talent Leadership Programme students visited the Hong Kong Exchanges and Clearing Limited (HKEX). The tour included a visit to the Museum of Finance, where students learned about IPO listing ceremonies and the bell-ringing process for newly listed companies. The experience was both engaging and educational, providing students with valuable insights into financial markets and operations.



13/3

2025

BHM Professional Talk Series: Hong Kong Airlines - Aviation Insights



On 13 March 2025, the BHM Professional Talk Series featured Mr Jason Tse and his team from Hong Kong Airlines. The session covered current trends and innovations in aviation, operational strategies, and internship opportunities. Students gained unique insights into the aviation industry and had the opportunity to interact with industry experts. The event was both informative and inspiring, preparing attendees for future careers in aviation.

15/3

2025

BHM Professional Talk Series: ESG in Logistics: Transforming Supply Chains for Sustainability



On 15 March 2025, the BHM Professional Talk Series featured Dr John Yu, Head of Operations at Aramex (HK), who shared valuable winning strategies and real-world case studies in the logistics and supply chain industry. Through his engaging presentation, students gained practical ESG insights and inspiration for their future careers, deepening their understanding of sustainable practices and operational excellence in the field.



20/3

2025

Experiential Learning at the Hong Kong Tourism Review Conference



On 20 March 2025, HTM students attended the Hong Kong Tourism Review Conference organised by the Hong Kong Tourism Board. The event provided an enriching experiential learning opportunity, exposing students to the latest trends, challenges, and strategies in tourism. Topics included destination marketing, sustainable tourism, and global travel dynamics. The conference complemented academic learning, fostering critical thinking and inspiring students to contribute to the future of the tourism industry.



21/3

2025

BHM Professional Talk Series – “Pracademic (Practical & Academic) Encounter – State of The Corporate Travel Industry”



On 21 March 2025, the BHM Professional Talk Series, titled “Pracademic (Practical & Academic) Encounter – State of the Corporate Travel Industry” was held at AsiaWorld-Expo. The event featured Dr Benson Tang, Executive Director at Informa Markets, as the speaker. Designed for students studying convention and exhibition management, the event provided an in-depth exploration of the current state of the corporate travel and MICE industries, seamlessly integrating practical and academic insights. Participants highly appreciated the opportunity to engage with industry experts and explore real-world applications. Additionally, students visited exhibition booths at CMHK 2025, gaining hands-on knowledge about organising large-scale events and deepening their understanding of the dynamic MICE sector.



22/3

2025

Professional Talk on Green SCM and Sustainability



A professional talk entitled “Green SCM and Sustainability” was held on 22 March 2025. The event attracted BHM master’s, degree, and sub-degree students from various business disciplines. They gained insights and practices in green supply chain management and sustainability in business sectors from Dr John Yu, Head of Operations at Aramex (HK). A sharing session and Q&A with students were also arranged.



27/3

2025

MOU Signing Ceremony between CPCE and Ascott China



PolyU CPCE & Ascott China
Memorandum of Understanding Signing Ceremony
合作備忘錄簽署儀式



On 27 March 2025, CPCE and Ascott China proudly signed a Memorandum of Understanding (MOU), marking the beginning of an exciting collaboration which will be between BHM and Ascott China. This partnership aims to provide students with invaluable practical experience through internships and placements at Ascott's prestigious establishments across China. Beyond internships, the agreement paves the way for joint research projects, fostering innovation and knowledge-sharing within the hospitality industry. The collaboration highlights a shared commitment to nurturing talent and advancing industry excellence.



27/3

2025

Sustainability Tour at Swire Coca-Cola Hong Kong

On 27 March 2025, BHM students participated in an engaging sustainability tour at Swire Coca-Cola in Hong Kong. The guided tour showcased the company's history, key milestones, and production line, with a focus on environmentally friendly packaging and sustainable practices. Students explored Coca-Cola displays and collections, gaining valuable insights into the company's sustainability efforts and their impact on the beverage industry. This enriching experience deepened students' understanding of corporate responsibility and innovation.



28/3

2025

Site Visit: Hong Kong Maritime Museum



On 28 March 2025, over 110 BHM students had the exclusive opportunity to engage in a site visit to the Hong Kong Maritime Museum. The visit provided students with a deeper understanding of Hong Kong maritime history, marine science and maritime industry operations.

28/3

2025



Cathay/HSBC Hong Kong Sevens 2025 – Jockey Club Sevens School Tour

A school tour was organised for students of BHM degree and sub-degree students to explore the Hong Kong Sevens 2025 on 28 March 2025. Students had an opportunity to experience one of the “M” Mark Events in Hong Kong at the Kai Tak Stadium, the largest multi-purpose sports and entertainment complex in Hong Kong. During the school tour, students participated in the opening ceremony and watched the competitions with guidance on rugby rules and regulations. This hands-on experience allowed students to gain insights into the organisation and execution of a major international sporting event, enhancing their understanding of event management from a practical perspective. The event’s vibrant atmosphere, combined with live performances and entertainment, made it an unforgettable experience for the students.



29/3

2025



BHM Sustainability Educational Tour: “Island Tourism – Study visit of Tai O Village x Ngong Ping 360 x Giant Buddha”

On 29 March 2025, BHM hosted the Sustainability Educational Tour titled “Island Tourism – Study visit of Tai O Village x Ngong Ping 360 and Giant Buddha in Lantau Island.” This enriching tour, organised by Ngong Ping 360, provided our BHM students majoring in tourism management with a unique opportunity to explore sustainable tourism practices. The itinerary included a scenic cable car ride, a visit to the Tai O Heritage Hotel, a boat trip in Tai O village, and an exploration of traditional fisherman houses. Students also visited the Po Lin Monastery, which has a history of over 120 years, and the Giant Buddha. They experienced the local culture by tasting traditional food and learning about their production processes. The tour was a great success, offering valuable insights into sustainable tourism and fostering a deeper understanding of the importance of preserving cultural heritage.

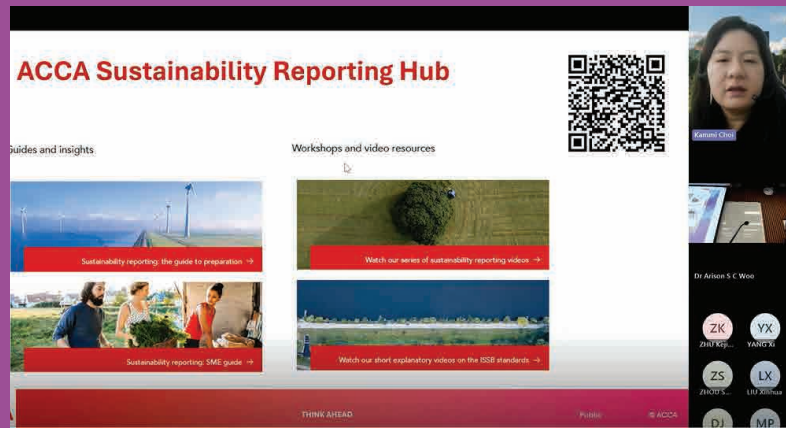
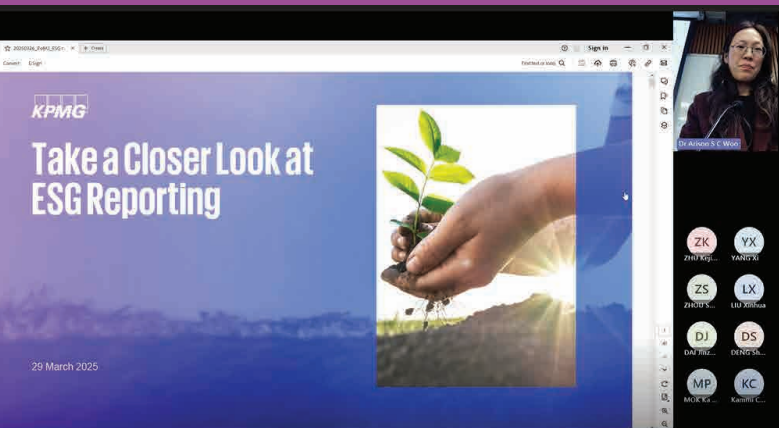
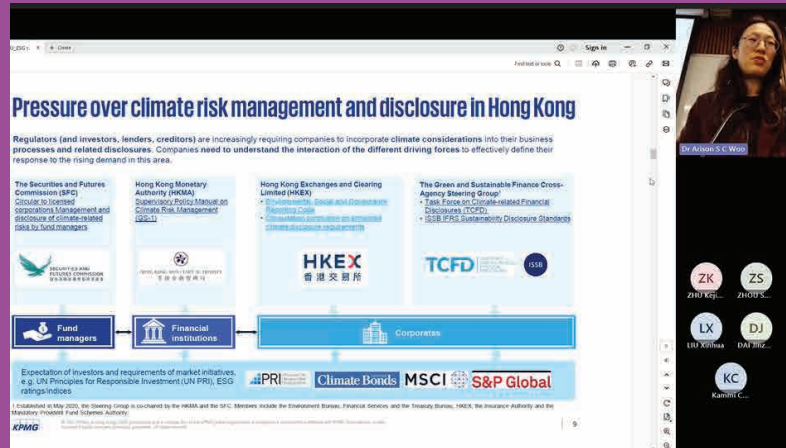
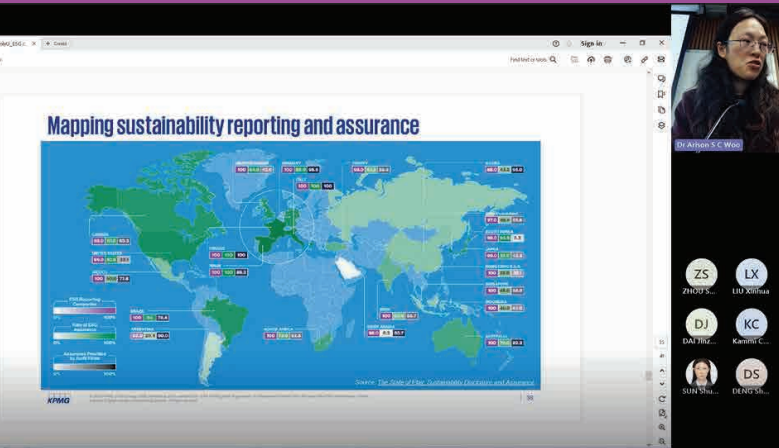


29/3

2025

Professional Talk on Take a Closer Look at ESG Reporting

A professional talk entitled “Take a Closer Look at ESG Reporting” was held for BHM students on 29 March 2025. Students gained some useful information of ESG reporting from Ms Eddie Ng, Partner of ESG Reporting and Assurance of KPMA China. A roleplaying session with students was also arranged by Ms Kammi Choi, the representative of ACCA.





**DIVISION OF BUSINESS AND
HOSPITALITY MANAGEMENT**

工商及款待業管理學部