



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

COLLEGE OF PROFESSIONAL AND
CONTINUING EDUCATION
專業及持續教育學院

BHM Updates

September 2025



DIVISION OF BUSINESS AND
HOSPITALITY MANAGEMENT
工商及款待業管理學部

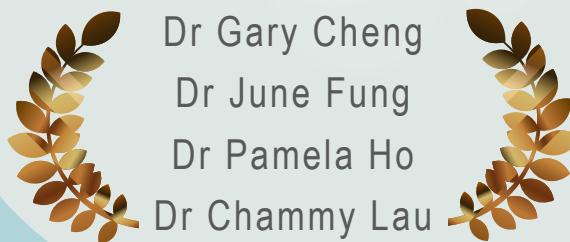
SEP 2025

CPCE SPEED/HKCC Teaching Awards for 2024/25



Congratulations to the following colleagues for their outstanding performance in teaching during the 2024/25 academic year:

Lively Teaching Award 2024/25



Dr Gary Cheng
Dr June Fung
Dr Pamela Ho
Dr Chammy Lau

Inspiring Teaching Award 2024/25



Dr Gary Cheng
Dr June Fung
Dr Pamela Ho
Dr Pimtong Tavitiyaman

Caring Teacher Award 2024/25



Dr Gary Cheng
Ms Eileen Feng
Dr Carmen Sum
Dr Pimtong Tavitiyaman

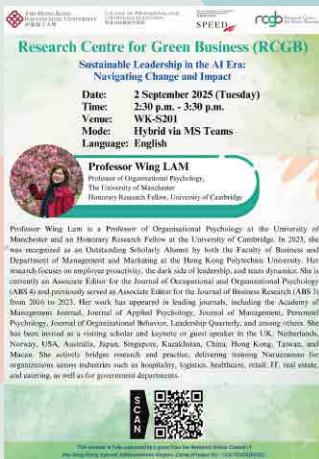
02/09

2025



RCGB Seminar: Sustainable Leadership in the AI Era

On 2 September 2025, RCGB hosted a seminar by Prof. Wing Lam, Professor of Organisational Psychology at The University of Manchester and Honorary Research Fellow at the University of Cambridge. Titled *"Sustainable Leadership in the AI Era: Navigating Change and Impact"*, the seminar attracted over 40 academic staff. Prof. Lam shared key strategies for addressing leadership challenges in the age of AI, sparking an engaging exchange of ideas. The seminar underscored the importance of balancing technological advancements with sustainable leadership practices, offering attendees valuable perspectives on navigating the evolving organisational landscape.



03/09

2025

The Hong Kong Jockey Club – Induction Training for Internship Student

On 3 September 2025, the Hong Kong Jockey Club (HKJC) hosted an induction training session for BHM internship students from the *BBA (Hons) in Foodservice Management and Entrepreneurship* and *BBA (Hons) in Tourism Services Operations and Management* programmes. This event marked the official commencement of their semester-long placements within HKJC's Catering Operations. The induction provided students with valuable insights into the organisation's operational standards, ensuring a strong foundation for their hands-on learning experience. This initiative highlights the seamless integration of practical training with the curriculum's focus on service excellence, fostering students' professional growth and industry readiness.



16/09

2025



CPCE Signs MOU with F&B Industry Leaders

CPCE signed a Memorandum of Understanding (MOU) with the Hong Kong Smart Catering Association (SCA) and the Hong Kong Association of Bakery and Coffee Practitioners (ABCP) on 16 September 2025. The partnership aims to create work-integrated learning opportunities, support student development, and promote joint research. Prof. Peter Yuen, Dean of CPCE, along with SCA Chairman Mr Arist Wong and ABCP Chairman Mr Clive Chan, expressed a shared commitment to innovation and talent development in the food and beverage sector. This collaboration bridges academic learning with practical industry experience, strengthening ties between education and the workplace.



17/09
2025



RCGB Public Lecture: Global Trade and Sustainable Supply Chains

On 17 September 2025, RCGB hosted a public lecture featuring Mr Sunny Ho, MH, JP, FCILT, Executive Director of The Hong Kong Shippers' Council, and Dr Joseph Lau, Senior Lecturer at BHM. The speakers discussed *"Global Trade Dynamics and Sustainable Maritime Supply Chain Futures"*, offering attendees insights into emerging trends in sustainable logistics. The lecture provided a platform for staff and students to explore strategies for balancing global trade growth with environmental and economic sustainability. It also reinforced RCGB's dedication to fostering informed discussions on critical global issues.



19-22/09

2025



BHM Students Join HATA Annual Convention in Chengdu



From 19–22 September 2025, BHM students attended the prestigious Hong Kong Association of Travel Agents (HATA) Annual Overseas Convention in Chengdu. The event featured keynote sessions by Sichuan tourism leaders, providing insights into regional tourism strategies. Students also visited iconic sites, including the Leshan Giant Buddha and the Giant Panda Park, deepening their understanding of Sichuan's cultural and natural heritage. The convention offered valuable networking opportunities with industry professionals and peers, fostering connections to benefit students in their future careers. The experience broadened their academic and cultural perspectives, inspiring confidence in their professional aspirations.

20/09
2025



Community Service in Yue Kwong Chuen

On 20 September 2025, BHM lecturers and students took part in a meaningful community service initiative co-organised by the Rotaract Club of PolyU CPCE, the Rotary Network, and the Aberdeen Kaifong Welfare Association Services Centre. The project aimed to assist elderly residents affected by the Yue Kwong Chuen Redevelopment Project in preparing for relocation. Students played an active role by helping with cleaning, packing, and disposing of unwanted items. They also distributed gift bags containing mooncakes and fruits while engaging in heartfelt conversations with the elderly. This thoughtful initiative brought comfort and joy, enabling residents to celebrate their last Mid-Autumn Festival in the neighborhood before moving to their new homes.



22/09
2025



Site Visit to The Mills: A Lesson in Heritage Revitalisation

On 22 September 2025, BHM marketing and business students visited The Mills, a revitalised textile factory turned cultural landmark. The guided tour highlighted how storytelling, place branding, and experiential marketing create meaningful visitor experiences. Students explored the role of exhibitions and historical narratives in engaging audiences and examined innovative approaches to cultural marketing. This hands-on visit brought academic concepts to life, showcasing how heritage and business intersect in real-world applications. The visit enriched students' understanding of service marketing and cultural branding, offering practical insights into applying these principles in their future careers.



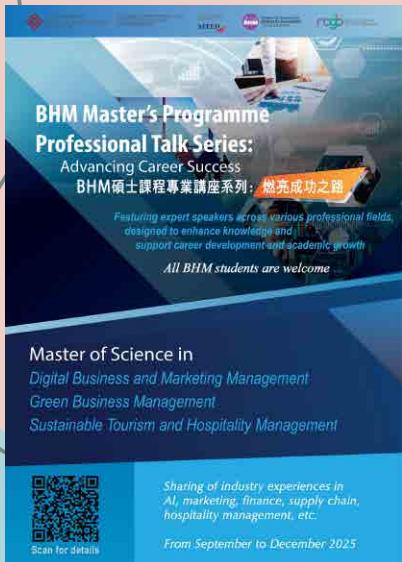
26/09

2025



BHM Student Represents Hong Kong at Global Tourism Talk

On 26 September 2025, BHM student Chan Lan Mui Koey represented Hong Kong at the 6th Global Tourism Student Talk, organised by Joji Ilagan International Schools. Held online in recognition of World Tourism Day, the event focused on *"Tourism and Sustainable Transformation"*. Participants discussed initiatives integrating environmental protection, cultural preservation, and community empowerment. The experience provided BHM students with valuable insights into sustainable tourism practices and the future of responsible industry development. The participation of BHM students highlighted the programme's commitment to nurturing global tourism leaders and fostering international collaboration, broadening their perspectives and professional networks.

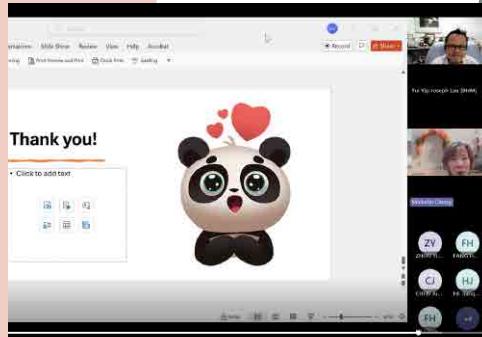


26/09
2025

BHM Master's Programme Professional Talk Series – Advancing Career Success

Initiated to enrich students' learning experience and support their career development, the BHM Master's Programme Professional Talk Series was launched in September 2025. The series includes around 20 professional talks scheduled from late September to early December 2025. While primarily designed for BHM MSc students, degree students are also welcome to attend. The first two talks, held on the evening of 26 September 2025, received very good feedback from participants. For more details about the series, please visit:

<https://www.cpce-polyu.edu.hk/bhm/news-and-events/bhm-professional-talk-series>



27/09
2025



2025 Joint Rotaract Club Installation cum Vocational Seminar

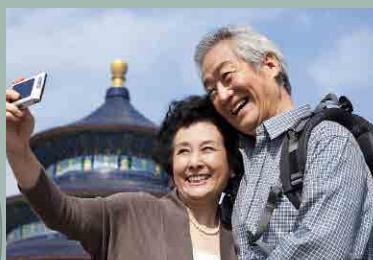
The 2025 Joint Rotaract Club Installation and Vocational Seminar, held on 27 September 2025 at PolyU West Kowloon Campus, brought together four Rotaract clubs—PolyU CPCE (marking its 14th term post-installation), Hong Kong Island East, Rotaract Education Culture, and Rotaract THEi—under the patronage of the Rotary Club of Hong Kong East. The event fostered collaboration and leadership development among Rotary representatives, advisors, members, and students. The Vocational Seminar featured four interactive breakout sessions led by esteemed professionals, covering stress management, hospitality, creativity, and AI-driven storytelling. Our students from the *BBA (Hons) in Foodservice Management and Entrepreneurship* attended the vocational seminar, exploring job opportunities and gaining practical advice on menu innovation, operations, and entrepreneurship. The seminar inspired their career aspirations while providing valuable networking opportunities and real-world industry connections.



30/09
2025

RCGB Secures World Bank IFC Project on Elderly Healthcare and Cultural Tourism

The Research Centre for Green Business (RCGB) has been awarded a consultancy project by the World Bank IFC, focusing on elderly healthcare and cultural tourism in China. Led by Dr Pamela Ho, alongside Dr Helen Wong, Dr Andy Tai, Dr Phoebe Wong, and Dr Deborah Tse, the project will explore sustainable investment opportunities in these sectors. Deliverables include a bilingual research report and presentation designed to assist financial institutions in unlocking the potential of the silver economy. This initiative aims to promote innovation in elderly services and cultural tourism, contributing to long-term economic and social benefits.





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