

Conference 2025

# Building Sustainability in Big Health Industry in The Greater Bay Area

July 24–25 | 9:00 am – 4:30 pm  
2025 Thursday & Friday | PolyU West Kowloon Campus  
And Online via Microsoft Teams (Hybrid mode)



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## About this Conference

Following the outbreak of COVID-19, there is a time to shift from ‘disease-centered’ care to ‘big health’, which aims to strive towards delivering comprehensive health care services to establish the complete care continuum. This project will explore the complex role of big health in this setting via assessing its ability to drive growth across businesses with multiple links and its connection with larger development goals such as the Greater Bay Area (GBA) effort.

Meanwhile, the project will organize a series of activities to expand the network of scholars, researchers, industrial practitioners, health professionals, local communities, students, and decision-makers from academia, industry, non-profit sectors, and government departments that are interested in the principles of sustainability. Hence, the project will provide a platform for various parties to discuss how they could encourage economic resilience and regional responsibility, and to share their knowledge and insight into the development of the GBA big health industry.



This 2-day conference is approved and funded by the Inter-Institutional Development Scheme (IIDS) project. The IIDS project reference number is UGC/IIDS24/B01/24. The principal investigator of the IIDS project is Dr. Joseph LAU. The IIDS project title is “Building Sustainability in Big Health Industry in the Greater Bay Area”.



The workshops help improve participants' knowledge and skills of VR AR technology in the big health industry. The tour provides a real case for participants to understand the settings and operations of the big health industry. Various industries will be covered each day and the subjects will be big health and its related industrial development (i.e., logistics, tourism and hospitality management, e-commerce, healthcare, medical, mental health, as well



as innovation and technology) in the GBA. Additionally, we employ the United Nations (UN) Sustainable Development Goals (SDGs) as entry points, investigating how the big health industry could obtain benefits in the social and economic aspects by attaining the SDG goals such as SDGs 3, 8, 9, and 11. 15 popular topics will be delivered by 15

speakers, including renowned scholars, policymakers, leaders from associations, and industrial practitioners. A rigorous review and speaker selection process will be conducted to ensure a diverse range of high-quality, impactful presentations relevant to the big health issues in the GBA and to generate innovative inputs.

Participants will obtain a multifaceted grasp of how big health can be a catalyst for positive change. They will be exposed to professional perspectives on the convergence of big health, economic growth, and sustainability, particularly in the light of Hong Kong's unique position in the GBA program. Participants will have a chance to interact with thought leaders and colleagues while debating new ways of big health delivery, medical technology breakthroughs, and policy implications.

They will depart with useful knowledge to improve the accessibility of big health, to seize the chances for professional progression in the big health industry, and to develop strategies for their businesses to adapt and succeed in a fast-changing landscape. Furthermore, networking opportunities will allow participants to make useful contacts that may lead to collaborative projects and common activities targeted at crafting a more sustainable and equitable big health future.



The conference aims to promote excellence and knowledge exchange in big health development, thus supporting the attainment of SDG goals. It encourages the application of big health across numerous industries, hence integrating academic theories and industrial practices. The event targets scholars, researchers, industrial practitioners, health professionals, local communities, and university students, with an open invitation to the public. To boost the number of participants, both in-person and virtual options will be offered. All sessions will be recorded and made available online via a dedicated website, along with media broadcast and a guidebook. The objective is to provide a platform and facilitate discussions on the integrated development of the big health industry to meet SDGs and to promote a big health community.

## Co-Organisers (in Alphabetical Order)

Beijing Normal University - Hong Kong Baptist University  
United International College, China

Technological and Higher Education Institute of Hong Kong, Hong Kong

The Hang Seng University of Hong Kong, Hong Kong

## Organising Committee

<b>Dr. LAU Yui Yip</b> Conference Chair	<i>Head of Student Affairs and Senior Lecturer</i>	Division of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
<b>Dr. WONG Yin Cheung</b> Conference Co-Chair	<i>Associate Professor</i>	Department of Supply Chain and Information Management, The Hang Seng University of Hong Kong
<b>Dr. CHAN Man Hin, Eve</b> Conference Co-Chair	<i>Programme Leader &amp; Assistant Professor</i>	Department of Design and Architecture, Fashion Design, Technological and Higher Education Institute of Hong Kong (THEi)
<b>Prof. NG Adolf Koi Yu</b>	<i>Dean &amp; Chair Professor</i>	Faculty of Business and Management, BNU-HKBU United International College
<b>Dr. LEE Wing</b>	<i>Associate Division Head and Principal Lecturer</i>	Division of Social Sciences, Humanities and Design, School of Professional Education and Executive Development
<b>Dr. HO Sau-ying</b>	<i>Senior Lecturer</i>	Division of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
<b>Dr. WONG Shun Mun</b>	<i>Division Head and Principal Lecturer</i>	Division of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
<b>Dr. WU Yang</b>	<i>Lecturer</i>	Division of Science, Engineering and Health Studies, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
<b>Dr. PUN, Fung-kan Cecilia</b>	<i>Senior Lecturer</i>	School of Education and Languages Hong Kong Metropolitan University

## International Steering Committee

<b>Dr. CHEN Qiong</b>	<i>Associate Professor</i>	Navigation College, Jimei University
<b>Dr. Cristina Dragomir</b>	<i>Associate Professor</i>	Constanta Maritime University
<b>Dr. Maneerat KANRAK</b>	<i>Assistant Professor</i>	Faculty of Interdisciplinary Studies, Khon Kaen University
<b>Dr. Mark POO</b>	<i>Lecturer</i>	Liverpool Hope Business School, Liverpool Hope University

# Healthcare Professional Management

Time	Programme	@ Room WK- N201
09:00	Registration at PolyU West Kowloon Campus Lecture Theatre	
09:30 – 09:45	<p>Welcome Remarks</p> <p><b>Professor CHAN Ricky Yee-kwong</b>   Associate Dean (Education) of College of Professional and Continuing Education, The Hong Kong Polytechnic University</p>	
09:45 – 10:15	<p>Keynote Speech 1</p> <p><i>Wellness Programmes in Museums</i></p> <p><b>Ms. Cora Lee</b>   Head of Education, The Hong Kong Maritime Museum</p>	
10:15 – 10:45	<p>Keynote Speech 2</p> <p><i>I Can't Let Go of My Grief. Is this a Mental Problem?</i></p> <p><b>Mr. Leung Tsz Tun</b>   President, HK Life and Death Studies Association</p>	
10:45 – 11:00	Coffee Break and Social Networking	
11:00 – 11:30	<p>Keynote Speech 3</p> <p><i>Emotional Problem Affecting Skincare</i></p> <p><b>Ms. So Yu Kiu Macy</b>   Head of Sales and Training, Mentholatum</p>	
11:30 – 12:00	<p>Keynote Speech 4</p> <p><i>Big Health and Sustainability in the GBA</i></p> <p><b>Prof. TAO Xiaoyu</b>   Executive Director, Public Health Technology Research Centre, Hong Kong</p>	
12:00 – 14:00	Conference Lunch	@Heya (Olympian City)

# Session 02

## Tourism and Hospitality Management

Time	Programme
14:00 – 14:30	<p>Keynote Speech 5 <i>Precision Marketing of Health Tourism and Hospitality</i></p> <p><b>Dr. Guan Jieqi</b>   Assistant Professor, Faculty of Innovative Hospitality Management, Macao University of Tourism</p>
14:30 – 15:00	<p>Keynote Speech 6 <i>Trending Diets Uncovered: Science or Hype</i></p> <p><b>Dr. Nie Xiangzhen</b>   Lecturer, Guilin Travel College</p>
15:00 – 15:30	<p>Keynote Speech 7 <i>The Development of Wellness Hotels in the GBA</i></p> <p><b>Prof. Kan Xinlong</b>   Dean, Zhuhai College of Science and Technology</p>
15:30 – 16:00	<p>Keynote Speech 8 <i>Towards the promotion of healthy food truck in GBA</i></p> <p><b>Prof. Wilco Chan</b>   Visiting Professor, Macao University of Tourism</p>
16:00 – 16:30	Coffee Break and Social Networking

## Logistics and E-commerce

Time	Programme	@ Room WK- N201
09:00	Registration at PolyU West Kowloon Campus Lecture Theatre	
10:00 – 10:30	<p>Keynote Speech 9</p> <p><i>How Can We Promote Hong Kong to Become the Asian Hub for the Big Health Industry in the GBA?</i></p> <p><b>Mr. So Kai Man</b>   Deputy Chairman, Hong Kong Cross-Border E-Commerce Association</p>	
10:30 – 11:00	<p>Keynote Speech 10</p> <p><i>Import Health Food into the GBA: Case Studies on Cross-border E-commerce</i></p> <p><b>Mr. Li Ping Hung</b>   President, Transland Shipping (1971) Group</p>	
11:00 – 11:15	Coffee Break and Social Networking	
11:15 – 11:45	<p>Keynote Speech 11</p> <p><i>The Application of Smart Logistics into the Big Health Supply Chain</i></p> <p><b>Dr. Yu Shing Chung</b>   Head of Operations, Aramex Hong Kong Limited</p>	
11:45 – 14:00	Conference Lunch	@Heya (Olympian City)

## Session 04

# Innovation and Technology

Time	Programme
14:00 – 14:30	<p>Keynote Speech 12</p> <p><i>Artificial Intelligence-Driven Enhancements in Health Tourism</i></p> <p><b>Dr. Huijun Yang</b>   Assistant Professor, Faculty of Innovative Hospitality Management, Macao University of Tourism</p>
14:30 – 15:00	<p>Keynote Speech 13</p> <p><i>The Use of XR in the Big Health Industry in the GBA</i></p> <p><b>Ms. Shum Hay Wun</b>   President, Hong Kong Association for VR AR</p>
15:00 – 15:30	<p>Keynote Speech 14</p> <p><i>The Adoption of Artificial Intelligence in the Big Health Industry in the GBA</i></p> <p><b>Mr. Hung Man Ching, MH</b>   Managing Director, Crossover International Co. Ltd. Charter President; Rotary Club of Peninsula East</p>
15:30 – 16:00	<p>Keynote Speech 15</p> <p><i>AI application in ESG and Big Health Industry</i></p> <p><b>Dr. Sr. Kenny Siu</b>   Training Director of ESG Academy</p>
16:00 – 16:30	Coffee Break and Social Networking

# Workshops



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# WORKSHOP SERIES



### Wellness Tourism VR Development Workshop (4DKanKan)

Hands-on learning of the application of 3D digital technology with artificial intelligence to digital twin real-life scenes for wellness tourism.

**12th Sep**  
15:00-18:00  
PolyU West Kowloon Campus



**Trainer 1 Chan Wing Kei, Vincenza**  
Director, Hong Kong Cultural and Educational Exchange Development

**Trainer 2 Truhon Leong**  
Senior Technician, Oscar Collections

### Virtual Telepresence Workshop (Spatial.io)

Introduction to virtual technology (VR AR) and developing virtual avatars on understanding the basic knowledge and skills of VR AR technology in the big health industry, and communication without boundaries on an immersive social platform that connects global communities across the web, VR, and mobile.

**19th Sep**  
15:00-18:00  
PolyU West Kowloon Campus



**Trainer 1 Shum Hay Wun Ivy**  
Director, Evory Media Limited

**Trainer 2 Li Chun Pong, Vincent**  
Senior Technician, Hong Kong Cultural and Educational Exchange Development



### Wearable Technology Experience Workshop (HTC VIVE series)

Hands-on experience and practical guidance on utilizing VR applications in social work practice. (HTC VIVE & Tracker)

**26th Sep**  
15:00-18:00  
PolyU West Kowloon Campus



**Trainer 1 Yiu King Fung**  
Manager, Evory Media Limited

**Trainer 2 Cheung Cheong Ming**  
Director, LCM XR Innovation Limited



# Conference Tour



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## Conference Tour

# Tao Heung Museum 稻鄉飲食文化博物館

26<sup>th</sup> July 2025



Register Now



\*The tour provides free Round Trip Shuttle

9:45  
Registration PolyU West Kowloon Campus, North Tower L/G

11:00-12:15  
Conference Tour Tao Heung Museum

12:15-12:30  
Closing Remarks



This conference is fully funded by the Research Grants Council (RGC) of the Hong Kong Special Administrative Region under the Inter-Institutional Development Scheme (UGC/IIDS24/B01/24)

## Route/Map to PolyU West Kowloon Campus



Should you have any enquires, please do not hesitate to reach us through the following channels:

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