

From Green Business to Win Business 綠色企業新「贏」銷

- Date** 日期 : 8 / 1 / 2020 (Wednesday 星期三)
- Time** 時間 : 2:30pm – 3:30pm
下午 2 時 30 分 – 下午 3 時 30 分
- Venue** 地點 : the FORUM @ Hall 5B, Level 5, HKCEC
香港會議展覽中心 5 樓 the FORUM @ 展覽廳 5B
- Language** 語言 : English
英語
- Remarks** 備註 : Free Admission (Please click [HERE](#) to register online)
免費入座 (「[按此](#)」登記)

Time 時間	Programme 程序表
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:55pm	<p>Green Procurement – Trends and Way Forward 綠色採購 – 趨勢及未來發展</p> <p><u>Speaker 講者:</u> Mr Jason Lau Consultant, Corporate Sustainability, Hong Kong Productivity Council 香港生產力促進局管理諮詢部顧問 (企業可持續發展) 劉廷軒先生</p> 
2:55pm – 3pm	Q&A Session 問答環節
3pm – 3:25pm	<p>Why Ecolabels can be Effective Marketing Tools? 環保標籤如何成為有效的營銷工具?</p> <p><u>Speaker 講者:</u> Mr Steven Choi Head of Certification (Hong Kong Green Label Scheme), Green Council 環保促進會認證部主管 (香港環保標籤) 蔡鎮鵬先生</p> 
3:25pm – 3:30pm	Q&A Session 問答環節
3:30pm	End of Seminar 研討會結束

Organisers 主辦機構:



Remarks 備註 :

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，**先到先得**。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

About the Speakers 講者簡介

Mr Jason Lau, Consultant, Corporate Sustainability, Hong Kong Productivity Council

香港生產力促進局管理諮詢部顧問 (企業可持續發展) 劉廷軒先生

The Hong Kong Productivity Council (HKPC) is a multi-disciplinary organisation established by statute in 1967, to promote productivity excellence through integrated advanced technologies and innovative service offerings to support Hong Kong enterprises. HKPC is the champion and expert in facilitating Hong Kong's reindustrialisation empowered by i4.0 and e4.0 - focusing on R&D, IoT, big data analytics, AI and Robotic technology development, digital manufacturing, etc., to help enterprises and industries upgrade their business performance, lower operating costs, increase productivity and enhance competitiveness.



Mr Jason Lau is actively involved in the HKPC's corporate sustainability initiatives. He took part in different research and consultancy projects to enhance public and private sectors in the field of green procurement, green innovations and environmental protection. He also delivered presentations on green procurement at various occasions and seminars.

香港生產力促進局 (生產力局) 是於 1967 年成立的法定機構，專業技術和知識涵蓋多個不同範疇，致力透過先進技術和創新服務，協助香港企業提升卓越生產力。生產力局是工業 4.0 和企業 4.0 的專家，領導香港再工業化的發展，專注科技研發、物聯網、大數據分析、人工智能和機械人技術、智能製造等先進領域，加強工商界的業務績效、降低運營成本、提高生產力和增強競爭力。

劉廷軒先生積極參與生產力局的企業可持續發展的項目，同時負責統籌多個研究及顧問工作，協助公營及私人企業在綠色採購、綠色創新及環境保護等領域進行革新。劉廷軒先生亦積極在不同的研討會上介紹綠色採購。

Presentation abstract 演講摘要

1. Definition of Green Procurement and its Impacts on Corporates 綠色採購的定義及其對企業的影響
2. Trends, Guidance and Support for Green Procurement in Hong Kong 香港綠色採購的趨勢、指引和支持

Mr Steven Choi, Head of Certification (Hong Kong Green Label Scheme), Green Council

環保促進會認證部主管 (香港環保標籤) 蔡鎮鵬先生

The Green Council was founded in 2000, providing continued education and trainings on sustainable procurement, environmental management, waste management, energy conservation, etc.

The Green Council is fully committed to encourage the industrial and commercial sectors to include environmental protection in their production and management processes, including establishment of Hong Kong Green Label Scheme (HKGLS). HKGLS is the first independent and voluntary scheme in Hong Kong for the certification and recognition / labeling of environmentally preferable products in the market.



Mr Steven Choi is, actively involved in the HKGLS, the assessor and coordinator of HKGLS. He advanced HKGLS in terms of its new criteria development, marketing and promotion. He also delivered presentations on green purchasing at numerous seminars.

環保促進會於 2000 年成立，致力提供有關可持續採購、環境管理、廢物管理、節能等方面的持續教育和培訓。

環保促進會致力鼓勵工商界將環境因素納入生產及管理程序中，包括制定香港環保標籤計劃。該計劃是香港首個認證及認可市場上環保產品的獨立自願性計劃。

蔡鎮鵬先生為評核員，同時負責制訂新產品標準、統籌營銷與推廣方面的工作，亦積極在不同的研討會上介紹環保採購。

Presentation abstract 演講摘要

1. What is Hong Kong Green Label Scheme? 甚麼是香港環保標籤計劃？
2. How the Scheme Works as A Corporate's Marketing Tool? 環保標籤如何幫助企業營銷？

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