

## 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

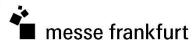
Remarks 備註 : Free Admission (Please click <u>HERE</u> to register online)

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	Green Procurement – Trends and Way Forward 緑色採購 – 趨勢及未來發展 Speaker 講者: Mr Jason Lau Consultant, Corporate Sustainability, Hong Kong Productivity Council 香港生産力促進局管理諮詢部顧問 (企業可持續發展) 劉廷軒先生
2:55pm – 3pm	Q&A Session 問答環節
3pm – 3:25pm	Why Ecolabels can be Effective Marketing Tools?環保標籤如何成為有效的營銷工具?  Speaker 講者: 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
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。

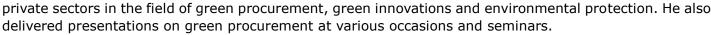


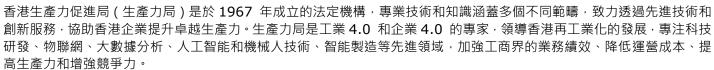
## About the Speakers 講者簡介

## 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





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。

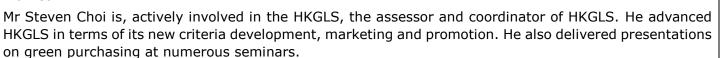
#### Presentation abstract 演講摘要

- 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.



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。

蔡鎮鵬先牛為評核員,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 Corperate's Marketing Tool? 環保標籤如何幫助企業營銷?

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