



World experts share brand experience

More than 700 professionals from business and academic sectors attended the Third International Conference on Brand Management jointly organized by the University's Asian Centre for Brand Management and the Hong Kong Design Centre held on 11 December. The Conference was one of the flagship events of the Business of Design Week 2007.

Themed "Brand Experience", the Conference explored different aspects and approaches toward brand experience that will enhance brand equity and customer equity of a company. It also provided an important platform for the participants to meet world-renowned experts on brand management. Among the officiating guests of the opening ceremony were Mrs Rita Lau, Permanent Secretary for Commerce and Economic Development (Communications and Technology) of the HKSAR Government; President Prof. Poon Chung-kwong; and Prof. Judy Tsui, PolyU Associate Vice President and Dean of Faculty of Business.

Nobel Laureate speaks at PolyU

At the invitation of the Faculty of Applied Science and Textiles, Prof. Jean-Marie Lehn, Nobel Laureate in Chemistry (1987), gave a lecture on the theme of "Perspectives in Chemistry: From Molecular to Supramolecular to Constitutional Dynamic Chemistry" to academics, researchers and students on 1 November.

Prof. Lehn, Professor of Chemistry at the Collège de France in Paris, articulated on the key concepts and purposes of supramolecular chemistry, and shared his findings in Constitutional Dynamic Chemistry, which imposed diverse features on both the molecular and supramolecular levels. Prof. Lehn's presentation was followed by a discussion from the audience.



Major conferences/exhibitions at a glance:

PolyU organizes conferences on a wide variety of themes to promote academic exchanges with the local and international community. Below were some scholarly activities PolyU departments organized or co-organized with internal or external units over the last few months:

NOVEMBER 07

8–9 November
International Forum on Engineering Higher Education
 Academic Exchange and Collaboration Office

14 November
First International Nurse Educators Conference
 School of Nursing

22–23 November
First Accreditation Forum and China Conference
 Faculty of Business



19–20 November
International Workshop on Collaborative Human Futures

Faculty of Construction and Land Use

Ms Ada Fung, Deputy Director of the Housing Department of the HKSAR Government delivering an opening address.

DECEMBER 07

20 December
Innovating Future Healthcare Conference and Collaboration Meeting
 Research Institute of Innovative Products and Technologies; Department of Rehabilitation Sciences, School of Optometry; Department of Health Technology & Informatics; School of Nursing

Dr Liu Shao-haei, Chief Manager (Infection, Emergency, Contingency), Quality and Safety Division, Hospital Authority (middle), officiates at the Conference's opening ceremony.



21–27 December
"Washed Out" Denim Exhibition

Institute of Textiles and Clothing (ITC)

Mr Kevin Yeung (left), Chairman of Hong Kong Fashion Designers Association, and Prof. Tao Xiaoming, Head of ITC, at the Exhibition's kick-off ceremony.

JANUARY 08

4–5 January
The Joint JCAE (Journal of Contemporary Accounting and Economics) & AJPT (Auditing: A Journal of Practice & Theory) Symposium 2008
 PolyU Asia-Pacific Centre for Corporate Governance Studies

8–11 January
17th International Play Association World Conference 2008
 Faculty of Health and Social Sciences



Mrs Carrie Lam Cheng Yuet-ngor, Secretary for Development of the HKSAR Government (fifth from right) and other officiating guests of the Conference.

17 January
First International Symposium of Intimate Apparel
 Institute of Textiles and Clothing (PolyU Ace Style Institute of Intimate Apparel)