To: All students

From: Student Affairs Office

**Social Entrepreneur Talk 2 - Design for Social Innovation**

The message is sent on behalf of the Center for Entrepreneurship of the Chinese University of Hong Kong. *Interested students please apply direct to the Organization.* Please note this activity is not organised by PolyU and hence will not be covered by any of the insurance policies taken out by the University. You are strongly advised to take out your own personal accident / medical insurance. Also, please be aware and take care of all your personal medical needs while undertaking the activity.

How do you turn TRASH into CASH? What is Eco-capitalism? Recycling? Downcycling? Or Upcycling? Can it be sustainable in Hong Kong?

Through a panel discussion of TWO local young social entrepreneurs, Mr Joseph Ng of The Handsome Bag Company and Ms Tang Wan-ling of Deja vu Creation (Winner of HKSEC 2009 Best Social Mission Award), Prof. Steve Aishman from SCAD, Ms. Marsha Lui from the School of Design of the Hong Kong Polytechnic University and Dr. Edmund Lee, Executive Director of Hong Kong Design Centre will show you how we can adopt innovative design to solve social problems.

Get ready to know more about upcycling and find out how HKSEC drive Social Innovation through Sustainability. See you at the Seminar!

For enquiry, please call Jamie at 2696 1967 or Jason at 2696 1649 for details.

**Event Details**

Date: August 28, 2010 (Sat)

Time: 2:00pm to 4:30pm

Venue: LT 5, Teaching Building at Chak Cheung Street, Chinese University of Hong Kong, Shatin, N.T. ([Map](#))

Language: English

**Program Rundown**
2:00pm  Registration

2:15pm  Opening Remarks & Souvenir Presentation

2:30pm  Panel Discussion on Design for Social Innovation

4:00pm  Q&A

4:20pm  Introduction of HKSEC 2010 and Wrap up

About Us

HKSEC is a business plan competition to help turning creative business ideas into meaningful and sustainable commercial ventures that promote social good. Since 2007, organized by Center for Entrepreneurship of the Chinese University of Hong Kong, HKSEC has been at the frontier in educating students and the general public about social enterprises in Hong Kong. Visit our websites below for more details.

www.sechallenge.hk
www.facebook.com/hksec

For enquiry, please contact
Email: hkscc2010@sechallenge.hk
Phone: 2696-1967 or 2609-7542