

15 Oct 2020

## Highlights



PolyU Members  
honoured by the  
HKSAR Government

### PolyU Members Commended on the 2020 Honours List

Our sincere congratulations go to the PolyU members who have been recently honoured or appointed Justice of the Peace by the HKSAR Government, in recognition of their significant contributions and dedicated services to the community.

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## Insights



### Adding Scent to Your Business Environment

Scent has the ability to cue memories and conjure up emotions. Studies have also shown that scent can create unique customer experience and influence shopping behavior. Hence, many international chain stores have adopted scent marketing as part of their brand strategy. Despite the high rationale for using scent marketing/branding, the key is to use it in the right context. A recent research by PolyU School of Hotel and Tourism Management explored customers' responses to scent and how hotels can make the best use of it to create positive experience and build brand loyalty. The findings are interesting!

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## Alumni Stories



### 危中找機 積極推動創科發展

關敏怡博士在理大工商管理學院畢業，曾於多家知名國際企業擔任要職，在旅遊、零售、教育、科技業，以至公營機構都擁有豐富經驗。她曾獲委任多項公職，也獲頒授多個榮銜。在職場上長袖善舞的她，成功之道是不怕困難，以靈活應變的方法和積極的態度戰勝逆境。

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### 樹藝師推動香港樹木保育

蘇國賢(Ken)畢業於理大應用生物及化學科技學系，是香港首屈一指的樹藝師，他將熱愛大自然的興趣成功發展為個人事業。Ken關注香港樹藝師的專業發展，為機構提供培訓服務，經常參與樹藝和園藝的教育及發展工作，以培育樹木保育專才。

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# What's Happening

THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學  
CULTURE PROMOTION COMMITTEE 文化推廣委員會

## MEET-THE-ARTIST ONLINE

### HISTORY OF TSIM SHA TSUI



**Dr Joseph S. P. Ting**

16 October 2020  
12:30 pm - 1:30 pm

### CONTEMPORARY INK ART IN HONG KONG



**Mr Tang Hoi-chiu**

22 October 2020  
5:30 pm - 6:30 pm

### MY THEATRE, YOUR?



**Mr Dominic Cheung Ho-kin**

5 November 2020  
12:30 pm - 1:30 pm

## "Meet-the-Artist Online" Talk Series

Join the online talk series hosted by Dr Joseph S. P. Ting, Mr Tang Hoi-chiu and Mr Dominic Cheung Ho-kin, members of Culture Promotion Committee, to explore the topics related to the history of Tsim Sha Tsui, contemporary ink art, and theatre and life.

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THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學  
FACULTY OF ENGINEERING 工程學院  
Department of Computing 電腦系  
I/E 工業及環境  
Our Partners: 6E, HKSTP, 40th Anniversary, HKITC, SFC

### Webinar 3: A re-industrialization roadmap for the textile industry in Hong Kong

Date: 28 October 2020 (Wed)  
Time: 11:00am - 12:30pm

**Register Now!!**



**Topic 1:**  
How does customization accelerate re-industrialization in Hong Kong?  
**The Honourable Felix Chung Kwok-pan**  
LegCo Member (Textiles and Garment)



**Topic 2:**  
Opportunities and challenges arising from re-industrialization  
**Dr Raymond Chu**  
Chairman Hong Kong General Chamber of Textiles



**Topic 3:**  
Potentiality of AI to benefit the textile and fashion industries  
**Prof. Calvin Wong**  
Cheng Yik Hung Professor in Fashion the Hong Kong Polytechnic University



**Moderator:**  
**Ms Yan Chan**  
Director, Business Development  
The Hong Kong Research Institute of Textiles and Apparel (HKRIITA)



## Webinar Series: Booting Re-industrialization

The third episode of the Booting Re-industrialization webinar series will be held on 28 Oct (Wed). Distinguished speakers will share their views on the re-industrialization roadmap for the textile industry in Hong Kong.

[MORE](#)

## Alumni in the News

葉社平 (應用生物及化學科技)  
[一口唾液解健康密碼 人體「福爾摩斯」狙擊新冠](#)

魏德龍 (設計)  
[林斷山明 在廣彩和這山上的命運](#)

王玉玲 楊詩雅 (設計)  
[Work, Sheet, studio 香港廢物 香港解決](#)

陳濬人 (設計)  
[The art of digitizing ancient calligraphy.](#)

陳柏熹 (設計)  
[十大傑青 | 摺紙專家盼摺出支架助救災 港青借象棋脫離毒海任教練](#)

高汶意 (紡織及服裝)  
[設計師Maness Ko 時裝詩人 創作浪漫連結](#)

鍾建聰 (機械工程)  
[以和為貴](#)

章柱基 (設計)  
[搬家烏托邦](#)

## Update Profile



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## Faculty Updates

Faculty of Construction and Environment  
• [FCE e-Bulletin](#)

Faculty of Health and Social Sciences  
• [Health News](#)

School of Hotel and Tourism Management  
• [Horizons SHTM Magazine](#)

HKCC  
• [HKCC Newsletter](#)

