香港浸會大學
HONG KONG BAPTIST UNIVERSITY

Strengthening
Knowledge Transfer at HKBU

Knowledge Transfer Office
Annual Report
2013-2014

KTO 知識轉移處
KNOWLEDGE TRANSFER OFFICE

Mission

The Knowledge Transfer Office is committed to match the needs of the community at large with the strengths of Hong Kong Baptist University, to work in partnership with members of HKBU to proactively contribute to the community, and to enable knowledge transfer as the third pillar of HKBU.

Vision

The Knowledge Transfer Office aspires to become an enabling catalyst and a supportive bridge between the broader community and HKBU, to enrich research and inform teaching, and to become a driving force in realising HKBU's vision of being the best regional provider of whole person education.

Membership and Composition of Knowledge Transfer Committee - Academic Year 2013-14 to 2015-16

Chair

Prof Frank Fu,
Associate Vice-President

Ex-Officio Members

Prof Rick WONG,
Vice-President (Research & Development)

Prof Albert Lee,
Director of Student Affairs

Executive Secretary & Ex-Officio Member

Ir Dr Alfred Tan,
Head, Knowledge Transfer Office

Senior Academic Member

Faculty of Arts	Prof Zhi CHEN, *Head of Chinese Language & Literature*
Faculty of Science	Prof Jiming LIU, *Associate Dean of Science*
Faculty of Social Sciences	Prof Adrian BAILEY, *Dean of Social Sciences*
School of Business	Prof Allan CHAN, *Associate Dean of Business*
School of Chinese Medicine	Prof Zhaoxiang BIAN, *Associate Vice-President, Associate Dean of Chinese Medicine*
School of Communication	Prof Yu HUANG, *Dean of Communication*
Academy of Visual Arts	Dr. Victor LAI, *Associate Professor of Visual Arts*

Strengthening Knowledge Transfer at HKBU

Executive Summary

While the academic reporting year of 2012-13 has been a year of reporting on the incorporation of Knowledge Transfer (KT) at Hong Kong Baptist University (HKBU), this academic reporting year of 2013-14 has been a year full of accomplishments that further strengthens the KT at HKBU. In this year's annual report on Knowledge Transfer at HKBU, further accomplishments of the University in the areas of Knowledge Transfer Partnership projects, Technology Transfer and Entrepreneurship will be reported.

The Knowledge Transfer Partnership (KTP)

The Knowledge Transfer Partnership (KTP) Seed Fund and the funded KTP projects have always been a pillar of strength in the dedicated service by the University to the community. In this academic reporting year of 2013-14, HKBU has introduced its HKBU Knowledge Transfer Award, which is the highest honour at the University awarding to the knowledge transfer project which is judged to have utmost value for community engagement through its transfer of knowledge from the University. Six exemplar knowledge transfer projects have been shortlisted from a large pool of eligible submissions wherein each is a very deserving finalist. The winner of the HKBU Knowledge Transfer Award 2014 was awarded to Dr Ester LEUNG from the Centre of Translation, Faculty of Arts for her project entitled "Improving Medical Interpreting Services in Hong Kong", which serves to reduce the inequity in ethnic minorities access to public services in Hong Kong. Dr Leung, Associate Professor of the Department of English Language and Literature, was also named Outstanding Mentor of Social Enterprise in the Friends of Social Enterprise Award Scheme 2013 organised by the Home Affairs Department of the HKSAR Government. For this academic reporting year, a further seven new KTP projects have been funded under our KTP Seed Fund scheme. Of the many KTP projects that have been successfully completed in this year, five projects of distinction are presented in this report to illustrate the knowledge transfer accomplishments from HKBU in the areas of Centre of Translation, Faculty of Arts; Department of Social Work, Faculty of Social Sciences; Department of Sociology, Faculty of Social Sciences; School of Chinese Medicine and Department of Education Studies, Faculty of Social Sciences.

Technology Transfer

In this academic reporting year of 2013-14, HKBU has seen a tremendous growth in the strengths of technology transfer for the many innovations at the University. With the support of the UGC KT earmarked funding and the Innovation and Technology Commission's (ITC's) Promotion of Innovation and Technology (PIT) funding, the University has introduced its HKBU Innovationem Award, which is the highest honour at the University awarding to an innovation resulted from the research outcome of faculty at HKBU for a given year, wherein said innovation is judged to be possessing the utmost innovative value along the criteria of:

- Providing leadership contributions in key economic, social, well-being or environmental areas in serving the community;
- Providing significant, sustainable positive impact and/or fundamental change for the betterment of the community;
- Providing exemplar contributions towards building the innovative strengths at HKBU;
- Possessing the greatest potential to further raise HKBU's good reputation globally.

Six exemplar innovations have been shortlisted from a large pool of eligible inventions at HKBU wherein each is a very deserving finalist. The winner of the HKBU Innovationem Award 2014 was awarded to Prof Raymond WONG Wai-yeung from the Department of Chemistry, Faculty of Science for his patented invention entitled "Diarylaminofluorene-Based Organometallic Phosphors and Organic Light-Emitting Devices Made with such Compounds", which provided methods for obtaining highly amorphous and phosphorescent compounds comprising diarylaminofluorene groups, which offer low ionisation potential, induce morphologically stable amorphous thin-film formation and good thermal stability for optoelectronic devices. Prof Wong, Associate Head and Chair Professor of the Department of Chemistry, and his research team, was awarded the 2013 State Natural Science Award (Second Class) for this innovation and he is listed as the "Highly Cited Researcher" (2014) published by Thomson Reuters in the field of materials science. This academic reporting year of 2013-14 also saw the successful start of five Matching Proof-of-Concept Fund (MPCF) projects wherein each is funded by a MPCF grant of $200,000. These first five MPCF are in good progress and the details of these funded projects are reported in this report. A list of six other newly funded MPCF projects are also presented.

With the support of UGC and ITC, the academic reporting year of 2013-14 also saw the successful hosting of a number of technology transfer promotional events by the Knowledge Transfer Office (KTO) at HKBU. These events range from the on-campus InnoMonth Technology Transfer Seminars Series in January 2014 to regional major exhibitions at Business of IP Asia Forum and Inno Tech Design Expo in December 2013 at the Hong Kong Convention and Exhibition Centre; and to a major international biotechnology convention at the BIO International Convention 2014, which was held in June 2014 at San Diego, California, USA. KTO has also developed a number of promotional and marketing multimedia materials to further strengthen the efforts

of technology transfer at HKBU. Furthermore, the number of patent applications filed and successful patent grants at the University has also increased from previous year. To further strengthen the technology transfer activities at the University, HKBU has also funded the establishment of a wholly owned limited company – the HKBU R&D Licensing Limited, which serves as the commercial licensing arm of the University for licensing all its intellectual property rights (IPRs).

Business Entrepreneurship Support and Training

In the past academic reporting year of 2012-13, we have reported the establishment of the HKBU Business Entrepreneurship Support and Training (BEST) programme, which is funded by the University via a Strategic Development Fund grant. In this academic reporting year we are pleased to report that the HKBU BEST programme is growing from strength to strength, especially in the number of student participations of the BEST activities and in the successful incubation of HKBU graduates initiated start-up enterprises at the University. This reporting year also saw the successful internationalisation of the entrepreneurship activities at HKBU, starting with a successful Multilateral-Transborder Entrepreneurship Exchange Programme between Nanjing University, Taiwan National Central University and HKBU in July and August 2013. Then HKBU successfully hosted a very prestigious VIP speaker from Taiwan, Madam Tchen Yu-chiou, the former Chair of Taiwan's Council of Cultural Affairs (CCA) and current President of Egret Culture and Education Foundation. Madam Tchen spoke to the HKBU community and the Hong Kong public on her rich experiences in developing the cultural entrepreneurship in Taiwan. The internationalisation efforts of entrepreneurship at HKBU capped off the academic reporting year of 2013-14 by successfully hosting the inaugural Junior World Entrepreneurship Forum (JWEF) Hong Kong 2014. JWEF is the youth entrepreneurship forum of the World Entrepreneurship Forum (WEF), which is one of the leading global forums on promoting youth and global entrepreneurship. All these successful accomplishments of HKBU in the promoting, supporting, nurturing and internationalisation of entrepreneurship is also reported in this report.

With this academic reporting year of 2013-14 being the second year for the second triennium of the UGC 2012-15 Knowledge Transfer Funding support, the KT activities at HKBU is developing from strength to strength as we scale greater heights in our endeavours to serve the community via knowledge transfer as dictated in the Vision 2020 of our University.

In the academic year of 2013-14, HKBU Knowledge Transfer Office (KTO) has accomplished a fruitful year in the knowledge transfer activities, in terms of both activity varieties and student involvement. The regular knowledge transfer activities include Knowledge Transfer Partnership (KTP) Seed Fund projects, Technology Transfer activities and seminars, labs, bootcamps, and different types of competitions in the Business Entrepreneurship Support and Training (BEST) Programme.

Knowledge Transfer

KTP projects are flagship initiatives. Through active engagement with the community, KTP projects allow HKBU to reach out to and benefit the community with its knowledge.

This year, a total of seven KTP projects have been granted. Another four KTP submissions were received in June 2014 and they are currently under review. Successful projects from this batch will be included in the KT Annual Report for the academic year of 2014-15. Five completed projects of different disciplines, including Social Sciences, Chinese Medicine, Arts and Humanities, and Visual Arts would be illustrated in this report.

KT Awards 2014

The Hong Kong Baptist University (HKBU) Knowledge Transfer Award

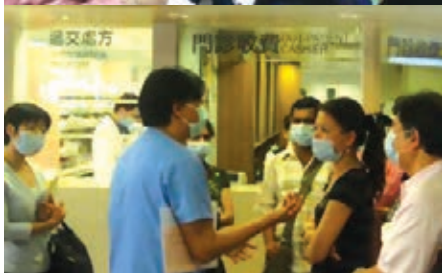
The HKBU Knowledge Transfer Award is established in 2014. It is sponsored by the University Grants Committee (UGC) Knowledge Transfer (KT) funding and administered by the Knowledge Transfer Committee (KTC) via the Knowledge Transfer Office (KTO). This Exemplar Knowledge Transfer Project of the Year Award is awarded to a knowledge transfer project led by a HKBU colleague/team which is judged to have utmost value for community engagement through its knowledge transfer.

Project of the Year Award is awarded to a knowledge transfer project is judged to have utmost value for community engagement through its knowledge transfer along the criteria of:

- Providing leadership contributions via intellectual-based knowledge transfer in serving the community needs;
- Providing significant, sustainable positive impact and/or fundamental change for long term betterment of the community;
- Providing exemplar contributions towards building the research and teaching strengths at HKBU;
- Possessing the greatest potential to further raise HKBU's good reputation globally.

Winner of

the Exemplar Knowledge Transfer Project of the Year Award



Improving the Medical Interpreting Services in Hong Kong (please refer to P.11 for details)

Project Leader: Dr Ester LEUNG (ARTS)

External Partners: HK SKH Lady MacLehose Centre, HK Christian Action & Hospital Authority

This project aimed at improving the professional medical interpreting services in Hong Kong for the ethnic minority communities.

20 ethnic minorities were professionally trained as medical interpreters and six of them have formed an NGO for the professional public service interpreters in Hong Kong, which would ultimately take up the role of advocating for the professionalisation of the profession. The project leader, Ester Leung, has been awarded "Outstanding Mentor of Social Enterprise 2013", which was organised by the Department of Home Affairs, Government of the HKSAR.

List of Finalists

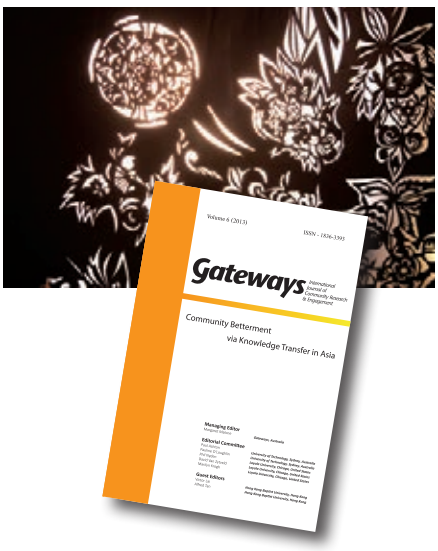
Special Olympics Sand-shoeing

Project Leader: Prof Lena FUNG (PE, SOSC)

External Partner: Hong Kong Special Olympics (HKSO)

This project has successfully developed a theoretically sound and operationally feasible Talent Identification Protocol (Protocol) that could be profitably used by the Hong Kong Special Olympics (HKSO) to introduce sports to students with intellectual disabilities (ID) and select talents for further training.

In this project, all teachers strongly agreed or agreed that their students with ID were able to learn the basic skills about sand-shoeing effectively. From the 232 students who took part in the KT project, two Special Olympics medal-winning athletes were identified for HKSO.



In Light of Visual Arts

Project Leader: Dr Victor LAI (AVA)

External Partner: MEGAMAN® Hong Kong

The project aimed at facilitating knowledge exchange of an innovative concept "eco-philosophy of light" between the lighting industry and the arts and cultural industry and promoting the knowledge to visual artists and the general public.

Student participants of varying backgrounds and adoptions of art media came to consider lighting as an important element for communication and kept the environmental conservation in mind during art-making process. Positive feedbacks were received from the student exhibition for promoting the "eco-philosophy of light". Research of this project was published in doubly blinded peer-reviewed international KT journal.

雷生春堂中醫養生文化節

Project Leader: Dr XU Daji (SCM)

External Partners: Senior Citizen Home Safety Association

In 2009, HKBU was selected to undertake the Lui Seng Chun (LSC) project under the Revitalising Historic Buildings Programme. Now LSC provides healthcare services, education and interpretative display facilities. This project was to convey Chinese medicine knowledge and culture to the community jointly with the LSC opening week.

Through organising the Festival, the external partners and other NGOs were educated with practical healthcare knowledge for better promoting Chinese medicine knowledge. This project was selected by UGC and was filmed in the TVB video programme in the form of a documentary to showcase Hong Kong univsersities' accomplishments on KT in the past decade.

Organic Agriculture Promotion Project of Pat Heung Kam Tin (please refer to P.19 for details)

Project Leader: Dr CHEN Yun-chung (SOC)

External Partners: Pak Heung Green Club

This project aimed at improving the organic farming community in Pat Heung area, and increasing residents' recognition of the importance of conserving agricultural land so that they would participate in work of agricultural land rehabilitation.

This project has developed a local distribution network for local organic farms and organised a variety of workshops for farmers and general public. This project was reported in a variety of media for successfully promoting greener living lifestyle in the community.

Barrier-free School

Project Leader: Miss LI Yuan-xi (Ph.D candidate)

Advisors: Prof Clement LEUNG (COM),
Prof LIU Ji-ming (COM), Mr LI Hai-peng (Library)

This project aimed at making their knowledge transfer in serving the community needs – developed eLearning platform and Information Technology (IT) related online courses to help people with disabilities in Hong Kong to improve their knowledge.

This project not only enriched the knowledge of people with disabilities, but also involved many student volunteers to serve the people in need and promoted inclusive and accessible IT technology.

HKBU provided solid technical skills and leadership training to students, so that the team could develop the platform and IT courses using the knowledge learnt with the guidance of advisors.

Now the team is serving two NGOs in Hong Kong and more than 20 disable students. This project has achieved "Champion, Best Social Mission and Best Presentation Awards in Hong Kong Social Enterprise Challenge (March 2014)" and "Awards in CEDARS Prize Presentation Ceremony in University of Hong Kong (April 2014)".

Project Title:
Improving the Medical Interpreting Services in Hong Kong

Project Leader / Department:

Dr Ester LEUNG, Centre of Translation, Faculty of Arts

External Partners:

HK SKH Lady MacLehose Centre, HK Christian Action & Hospital Authority

Community Served:

Ethnic minority communities in Hong Kong

"Outstanding Mentor" of the "Friends of Social Enterprises Scheme 2013

Winner of the Exemplar Knowledge Transfer Project of the Year Award

Executive Summary

In Bill Gates's commencement speech at Harvard University in 2007 he said, *inter alia*, "*... humanity's greatest advances are not in its discoveries – but in how those discoveries are applied to reduce inequity. Whether through democracy, strong public education, quality health care, or broad economic opportunity – reducing inequity is the highest human achievement.*"Dr Ester Leung's Knowledge Transfer Partnership (KTP) Seed Fund supported project, entitled "Improving the Medical Interpreting Services in Hong Kong", did exactly that – by establishing a medical interpretation community for the ethnic minorities in Hong Kong. Dr Leung is putting to good practice her research outcomes from a University Grants Committee (UGC) supported public policy research project to reduce the inequity in ethnic minorities access to public services in Hong Kong.

To recognise her outstanding voluntary work in and contributions to the training of interpreters from the ethnic minorities and interpreters trainers, Dr Leung, Associate Professor of the Department of English Language and Literature, was named Outstanding Mentor of Social Enterprise in the Friends of Social Enterprise Award Scheme 2013 organised by the Home Affairs Department of the HKSAR Government.

Dr Leung was also awarded the HKBU Knowledge Transfer Award 2014. The HKBU Knowledge Transfer Award was established in 2014. It is sponsored by the UGC Knowledge Transfer (KT) funding and administered by the Knowledge Transfer Committee (KTC) via the Knowledge Transfer Office (KTO). This Exemplar Knowledge Transfer Project of the Year Award is awarded to a knowledge transfer project led by a HKBU colleague/team, which is judged to have utmost value for community engagement through its knowledge transfer along the criteria of:

- Providing leadership contributions via intellectual-based knowledge transfer in serving the community needs;
- Providing significant, sustainable positive impact and/or fundamental change for long-term betterment of the community;
- Providing exemplar contributions towards building the research and teaching strengths at HKBU;
- Possessing the greatest potential to further raise HKBU's good reputation globally.

The aim of Dr Leung's research work and knowledge transfer project was to seek a channel for wider social impact, so that ethnic minorities in Hong Kong could be treated equally. In 2010, Dr Leung won a research grant from the University Grants Committee for her public policy research project entitled "Community Interpreting in Hong Kong" which studied the language rights of ethnic minorities and their access to public services. During the course of her research, Dr Leung found a serious lack of medical and legal interpreters capable of serving the ethnic minorities in Hong Kong. To respond to this situation, she organised and taught a "medical interpreting training course" for the ethnic minorities in 2011 and another one on "medical/legal interpreters trainers training" in 2012 to nurture trainers who could go on to train interpreters under the support of a Knowledge Transfer Partnership Seed Fund project entitled "Medical Interpreting Training in Hong Kong". The external partners of this knowledge transfer project are Hong Kong SKH Lady MacLehose Centre, Hong Kong Christian Action and Hospital Authority. As a result, Dr Leung has helped an ethnics minority group to form the Multilingual Interpreters' and Translators' Association (MITA) in 2012 (http://www.mitahk.org), a non-profit independent organisation, together with Hong Kong Translingual Services.

Within this project, Dr Leung has successfully trained 20 ethnics minorities as interpreters and six of them are working for MITA.

In summary, based on four criteria including contribution, impact, innovation and reputation, Dr Ester Leung got the highest scores on her Knowledge Transfer project entitled "Medical Interpreting Training in Hong Kong" and is awarded the honour of HKBU Knowledge Transfer Award in 2014, and her KTP project is indeed a true exemplar knowledge transfer project that will continue to benefit the community by reducing the inequity in Hong Kong's ethnic minorities access to public services for years to come.

Project Implementation

Research Method and Modified Outcomes:

This research had adopted a Participatory Action Research Approach, which allowed the researcher to conduct the research on and with the studied subjects of the project, that was, the stakeholders themselves. In other words, the stakeholders had become co-researchers of the project, together with the project leader; they devised research methods and plans that would be ethical and acceptable to them and also achieving results that are relevant to everybody involved in the project.

Activities and Development:

According to the interpreters, service users and providers, turnover rate of the medical interpreters was considerably high in Hong Kong. Therefore, it was suggested that this project should change the interpreting training course to a trainer course instead, so that a few more trainers could join the project leader in training the other novice interpreters.

Medical and Legal Interpreter Trainers' course:

With the help of the service users and providers like Hong Kong Lady MacLehose Centre, CHEERS, Christian Action, 16 experienced interpreters were invited in the Trainers' Course. Since most of these recruited trainers work in both the medical and legal contexts, they strongly indicated their needs for training in both the medical and legal contexts. In response to their request, the project leader designed a 4-day Interpreter Trainer's Course that covered both the medical and the legal contexts, and it was conducted using the facilities of the Interpreting Laboratory of HKBU, from February 2012 to March 2012.

Ten interpreter trainers successfully finished the Trainer's Course. Six of them have been actively involved in providing training to organisations such as HKLMC, CHEERS and Christian Action ever since their graduation from the Course. One of the interpreter trainers has also started her Ph.D. study with the project leader under the Translation Programme of HKBU since September 2013.

The Establishment of the Multilingual Interpreters' & Translators' Association (MITA):

In the year of 2012, monthly meetings with the interpreters, service users and providers were organised to discuss the needs of the interpreters and the development of the interpreting profession in Hong Kong. After almost a year of discussion and planning, the Association (MITA) was established in September 2012. It has become the only non-profit making, independent organisation that is formed by the multilingual interpreters/translators working in various sectors in Hong Kong. The goals of MITA include:

(i) advocating for the better working conditions for the professional interpreters,

(ii) promoting quality interpretation/translation service, and

(iii) developing measures and courses that would result in professional recognition.

MITA right now serves as a common forum for the interpreters and the service users and providers in its network to share information. It also hosts the only registry of professional interpreters with ethnic language backgrounds in Hong Kong.

Impact

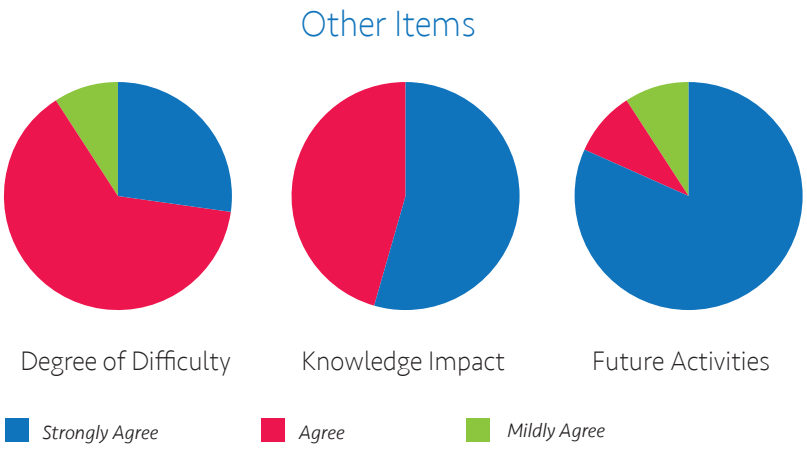
Awards

The project leader, Dr Ester Leung, won the award of "Outstanding Mentor" of the "Friends of Social Enterprises Scheme 2013" organised by the Home Affairs Bureau.

Dr Ester Leung was also awarded the HKBU Knowledge Transfer Award 2014, which is the highest honour awards at HKBU awarded to the exemplar KT project at the University that have utmost value for community engagement through its knowledge transfer.

Impact Assessment on the participants of the train the trainers' course in the project

Majority of the respondents think that the degree of difficulty of the Medical and Legal Interpreter Trainers' course was suitable (90.91%). All the participants appreciated the impact of the activity on improving their knowledge. Therefore, most respondents were strongly interested (81.81%) in participating similar activities in future.



It was observed that there was a slight increase on the respondents perceiving positively in communication, knowledge and skills.

A number of comments showed deep appreciation of the course in its informative contents. The training was practical and helped them to reflect on their work. Participants will also be assigned to observe interpreters working in the field as part of their assignments, and these trainers are expected to organise training courses for MITA in the future.

Dr Leung won award of "Outstanding Mentor" of the "Friends of Social Enterprises Scheme 2013" and the HKBU Knowledge Transfer Award 2014

Media Reporting:

1. Hong Kong Commercial Daily (香　商報) (1 October 2012), A06, Hong Kong, "助解決求助溝通問題 MITA培訓少數族裔翻譯人才".
2. Ming Pao (明報) (1 October 2012), A12, Hong Kong, "浸大培訓翻譯助少數族裔求診".
3. Sing Tao Daily (星島日報) (1 October 2012), A10,Hong Kong,"首批南亞語傳譯導師結業".
4. South China Morning Post (1 October 2012), "Giving the silent minority a voice".
5. Ta Kung Pao (大公報) (1 October 2012), A09, Education,"林煥光促支援少數族裔學中文".

References

(Obtain references used or relevant references from Project Leader, especially from their research (e.g. in this case the research outcome of Dr Leung's UGC policy paper project.))

Project Title:
Street-level Social Work Training Project

Project Leader / Department:
Dr. YU Wai-kam, Department of Social Work
Faculty of Social Sciences

External Partner:
Neighbourhood and Worker's Service (NWS) Centre (街坊工友服務處)

Community Served:
Frontline social workers; local resident community

Executive Summary

This project was the collaboration between the Department of Social Work and the Neighbourhood and Worker's Service (NWS) Centre. Twelve training workshops were provided and a learning manual entitled Street-level Social Work Training Handbook was produced. Through the delivery of the workshops, the project organisers demonstrated to the participants the practical value of the academic knowledge and strengthened the academic value of participants' working experiences. The workshops also trained the external partner, NWS to provide training to frontline workers.

The participants of the workshops were social work students, young social workers and practitioners from different universities and NGOs. Some participants were local residents and other stakeholders in social work. This project attained the following objectives:

Knowledge

To assist NWS to review and transform the practical experiences into transferable and sustainable knowledge.

Learning

To facilitate the staff in NWS and workshop participants (eg. students) to analyse social issues.

Creativity

To facilitate the staff in NWS to reflect critically on their daily experiences of helping the deprived groups with reference to social science knowledge.

Skill

To equip workshop participants with practical intervention skills backed up by theories.

Project Implementation

Three main aspects were chosen during the implementation of the project:

1. Labour Rights

Date	Theme		Guest Speakers
5 March	Labour theories	Exploitation and protection of labour in a flexible labour market 資本主義全球化下的彈性生產與勞工權益	SO, Y. C 蘇耀昌
12 March	Current social situation analysis	Current social situation analysis Labour Law in Hong Kong 認織勞工法例	TAM, L. Y. 譚亮英
19 March	Practical experiences	How to handle the labour disputes arising from the labour exploitation 如何處理勞資糾紛及填寫申索表	KWOK, C. K. 郭政權
26 March	Exercises and Practices	Setting street stations to contact flexible workers in the community 街站宣傳及訪談工友	SO, Y. C 蘇耀昌

2. Social Security

Date	Theme		Guest Speakers
9 April	Social security theories	Models of social security systems 香　政府現行的社會保障模式及其背後理念	MOK, T. K. 莫泰基
16 April	Current social situation analysis	The problems of insecurity faced by the grassroots 香　的社會保障與貧窮 — 現行福利轉移可否處理貧窮問題	WONG W. P. 黃和平
23 April	Practical experiences	The design of the social security measures (such as the CSSA). 綜援的申請資格、申請手續、津貼金額與計算方法及其就業政策	LEE. Y. H. 李彥豪
30 April	Exercises and Practices	Visiting users of the social security measures 探訪低收入家庭	WONG, H. K. 王曉君

3. Housing

Date	Theme		Guest Speakers
14 May	Housing theories	Functions and limitations of public housing 有尊嚴住屋 — 住得大還是住得好？	LEE, H. F. 李浩輝
21 May	Current social situation analysis	Land policy and housing policy in Hong Kong 香　市區重建所謂何事？	LOONG, T. W. 龍子維
28 May	Practical experiences	The features and problems of the public housing allocation systems; the frequently asked questions concerning allocation of public housing in the community 香　公屋政策 — 以公屋編配問題為例	LAI, C. P. 黎治甫 CHAU, M. W. 周滿華
4 June	Exercises and Practices	Visiting conventional and unconventional housing units 「寬敞戶」小組	LAI, C. P. 黎治甫

NWS would review the project and update the learning materials. After carrying out these tasks, it would organise a new round of training sessions.

Impact

Academics

The project had promoted the image of the Department by demonstrating to the public the high applicability of academic knowledge to the analysis of social issues. The learning manual facilitated readers to integrate academic knowledge with practical working experiences. The learning manual served as reference materials for social work courses, especially those concerned with the theory and practices and social work skills.

Neighbourhood and Worker's Service (NWS) Centre

NWS staff members were enabled to integrate their daily work experience with the academic knowledge. Moreover, they were given the opportunities to apply the integrated knowledge in the delivery of workshops. The learning manual provided concrete cases and showed the operation procedures of the community work. It has been and will continuously be used by workers in the daily operation of the centre. The project has also drawn attention to the functions of NWS in providing community work training. As mentioned above, the learning manual will be posted in NWS's website. It is expected that a new information platform will be developed for social work students, young social workers and practitioners. This platform will be monitored by NWS. The project, especially the workshops, has facilitated young social workers to learn practical skills and theories for handling social issues.

The respondents were positive about the effectiveness of the workshops in enhancing their understanding of precarious workers and current labour legislations (Figure 1), the current issues and social discourse on issues concerning housing (Figure 2) and social security measures (Figure 3).

The contribution of the workshops on knowledge transfer on the Labour Rights was positively rated. The impact of the workshop in the areas of (1) knowledge, (2) learning, (3) creativity and (4) skills, was widely recognised.

The impact of the workshop on Social Security transferring the knowledge related to social security and poverty, and improving learning attitude, was rated remarkably satisfactory. The respondents pointed out that the knowledge acquired in this activity was helpful to their work, and were willing to share the knowledge acquired with others (Figure 4).

The impact of the workshop on Public Housing transferring the knowledge related to housing policies, public housing, and urban renewal, was rated remarkably satisfactory. An overwhelming majority of respondents said that they would apply the skills learnt in their work (Figure 5).

I have sufficient knowledge on the definition of precarious workers after the workshop on Labour Rights

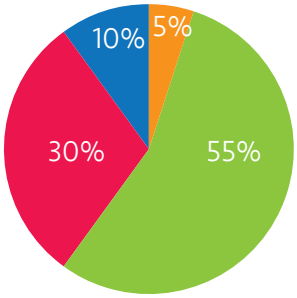


Figure 1

I have sufficient knowledge on the public housing policies in Hong Kong after the workshop

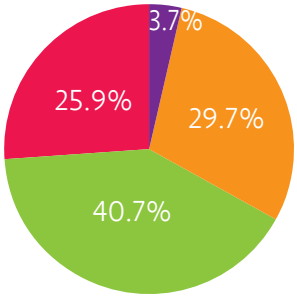
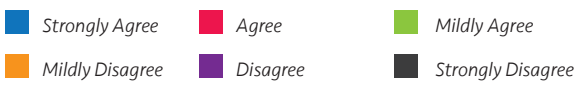
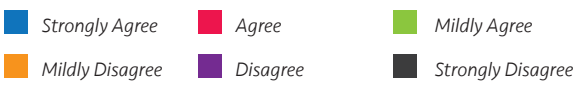


Figure 2





I have sufficient knowledge on the implications behind the current social security model

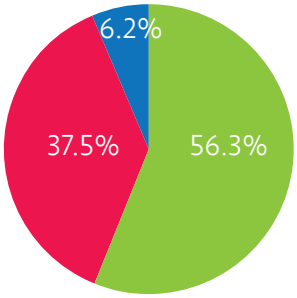


Figure 3

Strongly Agree *Agree* *Mildly Agree*
Mildly Disagree *Disagree* *Strongly Disagree*

I will share the knowledge acquired in this activity with others after the workshop on Social Security

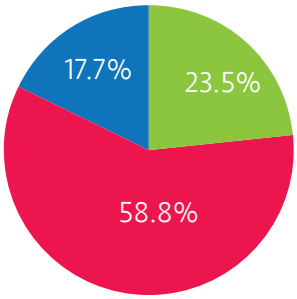


Figure 4

Strongly Agree *Agree* *Mildly Agree*
Mildly Disagree *Disagree* *Strongly Disagree*

I will apply the skills learnt in this activity in my work after the workshop on Public Housing

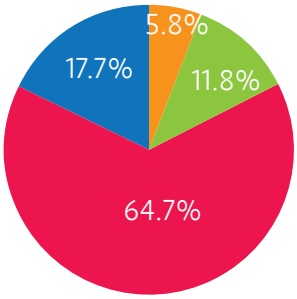


Figure 5

Strongly Agree *Agree* *Mildly Agree*
Mildly Disagree *Disagree* *Strongly Disagree*

Publication

YU W. K., SO Y. C., CHUNG C. Y., LAW S. F. and CHAN K. K. (Ed.) (2013). Street-level Social Work Training Handbook (in Chinese). Hong Kong: Department of Social Work, The Hong Kong Baptist University.

The Handbook are made accessible to civil organisations, social workers, policy practitioners and students through the net - NWS will post the Handbook to his official website (http://www.nwsc.org.hk/) for free download. NWS also serves as an information hub for public to understand and share the experiences of training the professional helpers for tackling the housing, insecurity and labour issues.

Media Reporting:

HKBU New Horizons (2013/2014), Issue 2, "Taking the University to the social services frontline", pp30-1.

Project Title:
Organic Agriculture Promotion Project of Kam Tin Pat Heung
(八鄉錦田地區有機農業推廣計劃)

Project Leader / Department:
Dr CHEN Yun-chung, Department of Sociology
Faculty of Social Sciences

External Partner:
Pat Heung Green Living Community
(八鄉綠色生活社)

Community Served:
Local organic farming and agricultural community

Finalist of the Exemplar Knowledge Transfer Project of the Year Award

Executive Summary

This project aims at improving the industry of organic farming and leisure agriculture in Hong Kong, as well as increasing the public's recognition of the importance of conserving agricultural land by participating in agricultural land rehabilitation with the collaboration of certified organic farms.

As Kam Tin Pat Heung is the centre of organic farming and leisure agriculture, this project has developed a local distribution network to boost the sales of local organic products. By studying the operation of organic farms, the project team formulated a direction of development and conducted a regional land use survey in order to schedule the priorities of conservation and rehabilitation of agricultural land. A group of local residents were organised to set up farming groups for rehabilitation and conservation of agricultural land.

In recent years, the local organic produce market, despite its growing trend, is facing the challenge of receiving minimal technical support from the government due to the abandoning of "food supply security". Without a formal address on the issues of declining rural organisations and land problems, this industry is at stagnation with the farm land being undermined and destroyed.

Over the past few years, "Pat Heung Green Living Community" and "Community Cultural Concern" have been promoting the revival plans of urban and rural communities. The project team sought to combine the contacts, experiences and the academic knowledge of all participating parties to explore a new direction of the organic farming and sustainable development of Kam Tin, Pat Heung. It is believed that organic farming industry would bring new impetus to the rural conservation with a sustainable industrial development plan and the mutual benefit dependency between farmers and residents.

Project Implementation

"Pat Heung Vegetables for Pat Heung Residents" Programme (「八鄉人食八鄉菜」計劃)

"Pat Heung Veggies for Pat Heung Residents" Programme was launched in October 2012. Under the model of "Community Supported Agriculture", subscribers paid a fixed amount of monthly fee to get fresh vegetables on a weekly basis. This programme was promoted through the publicity campaign on Facebook and "Pat Heung Kam Tin District Post". To accommodate the subscribers with typical full-time jobs, vegetables were delivered every Monday at the Kam Sheung Road Station. This programme attracted two batches of monthly subscribers: 10 residents from Yuen Long district and eight staff members from HKBU. Apart from monthly subscription, retail orders were also accepted in this programme. Twenty retail customers placed their orders with twelve Pat Heung residents.

"Pat Heung Kam Tin District Post" (「八鄉錦田地區報」)

The Post included feature stories, district news, columns such as "A Good Place for Joy and Living" (「樂活好去處」), "Food from Time to Time" (「不時不食」), "One Photo, One Story at Pat Heung Kam Tin" (「八鄉錦田一相一故事」). Starting from November 2012, the printing volume of the Post had increased from 4000 to 5000, and to 6000 after a year in November 2013. Distributing points were set at the Kam Sheung Road Station, Tai Lam Tunnel Interchange, two minibus stations at Yuen Long, rural committees, village offices and shops. The Post was also launched through the Facebook page at *http://www.facebook.com/PHKTDistrictPost* and ISSUU special page at *http://www.issuu.com/phktpost*.

"Green Christmas Night" (「綠色聖誕夜」)

To promote green living and organic farming in the district, "Green Christmas Night" was held on 25 December 2012 with the collaboration of Pat Heung Green Living Community and Y-Space at a newly developed agricultural land in Pat Heung Kam Sheung Road. This event included guided tours of the district's history and agricultural development, dinner of cultivated vegetables and fair trade food. More than 100 people participated in the event, including local residents. This event was reported in the January 2013 issue of "Pat Heung Kam Tin District Post".

Residents' Farming Groups (「居民耕作小組」)

With the on-going course of the project, Pat Heung Green Living Community encouraged the local residents to spontaneously develop community farms in various villages. The "Organic Farming Practice Workshops" were held in February 2013 to link up the residents who were interested in organic farming. A total of 13 local residents registered for the farming groups after the project team published a notice on "Pat Heung Kam Tin District Post".

8 workshops were held every Saturday afternoon from 2 Feb – 6 April, 2013, including:

Lesson 1: Understanding the current farmland development in Hong Kong

Lesson 2: Sowing seeds and mowing straw

Lesson 3: How to transplant seedlings and its irrigation

Lesson 4: Methods to prevent infringement of crops

Lesson 5: Methods of fertilisation and composting

Lesson 6: Easy ways to tie plant climbing frames

Lesson 7: Relationship between seasons and farming; protecting crops during rainy season

Lesson 8: Summary, sharing and wildfire garden buffet

Impact

Pat Heung Residents

The Pat Heung residents were given opportunities to participate in various activities of the project to raise their awareness of the agricultural community within the district by coming into direct contact with them. With "Pat Heung Kam Tin District Post" becoming a widespread form of social media in the district, the residents are now able to receive the latest news of the farming community.

"Pat Heung Green Living Community"

Based on this project, "Pat Heung Green Living Community" was encouraged to launch more types of green living events in the community, such as vegetarian cooking, making green cleaning products, rural arts and organic farming workshops. These activities strengthened the social participation of residents and promoted the importance of green living in modern days.

In general, the project received favourable feedbacks and comments from various parties, particularly on its promotion of local agriculture. All participants of the farming group agreed that it increased their interest in related knowledge of field opening, planting and irrigation (Figure 1), as well as thinking more about related issues (Figure 2). An even more encouraging highlight was that all of them would explore more new things after gaining related knowledge in the workshop (Figure 3). During their focus group session, some of them mentioned about the advantage of paying a reasonable amount of fee to learn how to make organic produce, and being able to take these fresh vegetables back home after the workshop. It showed that the project implementation received positive impacts.

The following directions are currently being considered:

1. Conducting further industry research to understand the needs from the industry perspective;
2. Enabling face-to-face relationships between local farmers and clients for further bonding and collaboration, such as community farmers' market during the weekend;
3. Providing further support to new farms to reduce their operation costs and to increase sales.

This activity increased my interest in related knowledge.

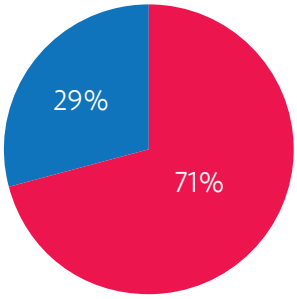
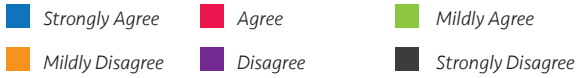


Figure 1



This activity helps me think more about related issues.

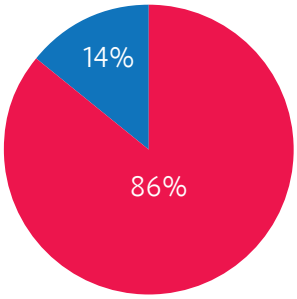
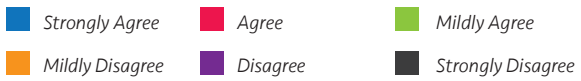


Figure 2



I will try more new things after gaining related knowledge (e.g. joining land rehabilitation scheme).

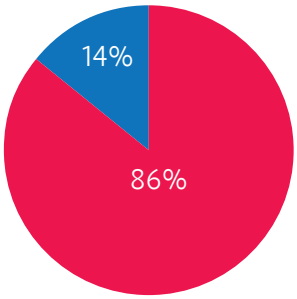
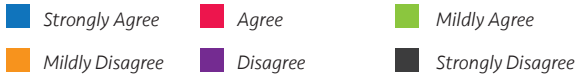


Figure 3



Media Reporting:

- Books 4 You (讀書好) (October 2013), "閱讀地區報", issue 73.
- Commercial Radio Hong Kong (香　商業電台) (23 December 2012), "903國民教育".
- East Touch (東Touch) (29 October 2013), "重拾紙張的質感與美好".
- HKBU New Horizons, (2012/2013), "Community planner promotes organic farming", pp32-3.
- House News (主場新聞), (17 December 2012), "來一次，農村綠色聖誕".
- Partnerships for Community Development (《社區伙伴》) (24 January 2013), "香　"在地"行動催生保育農田革命– "八鄉人食八鄉菜" 計劃經驗談".
- Sunday Mingpao (星期日明報) (21 July 2013), "辦區報建設鄉郊".
- Weekend Weekly (新假期) (31 December 2012), "2012我們的綠色大事回顧".

Publication

"Pat Heung Kam Tin District Post" (「八鄉錦田地區報」), http://www.facebook.com/PHKTDistrictPost, http://www.issuu.com/phktpost.

Project Title:

Clinical Application and Promotion of the Acupuncture Treatment on Children with Autism (自閉症兒童針灸療法的臨床應用與推廣教育)

Project Leader / Department:
Dr. PENG Zeng-fu, School of Chinese Medicine

External Partners:
Caritas Parents Resource Centre (明愛家長資源中心);
Hong Kong Acupuncture And Moxibustion Association (香　針灸學會);
Hong Kong Registered Chinese Medicine Practitioners Association (香　註冊中醫學會)

Community Served:
Children with autism and the Chinese medicine community

Executive Summary

This project aimed at promoting the medical, clinical and nursing care knowledge of autism to the professional and general public. This project enhanced professionalism of Chinese medicine industry by sharing experiences with external partners and co-organising relevant professional trainings, workshops and via booklet publishing.

"Jin San Zhen" as an acupuncture treatment method for autism was proved effective by research on improving autistic children's language abilities and intelligence. However, there is no training organisation to train professionals with this treatment skill. Neither the general public nor the rehabilitation organisations have deep understanding of it. This project aimed at transferring the medical knowledge of caring autistic children to the broad community as well as the acupuncture treatment skills to the professionals through trainings, workshops and publishing a booklet. It hoped to enhance this expertise in the local Chinese medicine industry and to benefit more autistic children and their families with better health care.

The main contents of the programme were published in a booklet called "Clinical Application of Acupuncture Treatment on Children with Autism" (自閉症兒童的針灸療法) for free distribution and webpage download, so as to enhance the effectiveness of knowledge transfer and especially for those who did not attend the seminars yet was interested in the topic.

Project Implementation

Seminar Series

A total of three seminars were held to promote the clinical application of acupuncture treatment on autistic children, with details as follows:

Date and Time	Speaker	Topic	Nos. of Attendees
18 August 2012 (Saturday) 10:00-12:00	Miss LAU Chi-ling, *Chinese Medicine Practitioner, Clinical Division, School of Chinese Medicine*	Acupuncture Treatment Theory for Autistic Children	10
9 December 2012 (Sunday) 20:00-22:00	Dr PENG Zeng-fu, *Senior Lecturer, Clinical Division, School of Chinese Medicine*	"Jin San Zhen" as an Acupuncture Treatment Method on Autistic Children	44
9 March 2013 (Sunday) 19:00-21:00	Dr PENG Zeng-fu, *Senior Lecturer, Clinical Division, School of Chinese Medicine*	"Jin San Zhen" as an Acupuncture Treatment Method on Autistic Children	63
		Total Number of Attendees	117

"Clinical Application of Acupuncture Treatment on Children with Autism" Booklet (自閉症兒童的針灸療法小冊子)

A booklet called "**自閉症兒童的針灸療法**", which consisted of the contents of all seminars and Chinese medicine healthcare knowledge had been published with 10,000 copies. In order to benefit more people and to widely promote Chinese medicine knowledge, the booklets had been distributed to the public via various channels, such as eight affiliated Hong Kong Baptist University Chinese Medicine Clinics, all external partners, and community centres for autism. The online version of the booklet was also uploaded to the official website of the School of Chinese Medicine, HKBU.

Impact

Families of Autistic Children

With a better understanding on autism and the clinical application of acupuncture treatment, the participating families were able to provide better and more appropriate care to their children. At the same time, education on acupuncture, massage, diet and nursing related knowledge would improve the current discourse of the Chinese medicine treatment of autism. Thus, positive treatment on autism, public recognition and social endorsement of acupuncture would be obtained.

External Partners

Through organising the seminars, the members of the external partners were educated and equipped with practical Chinese medicine knowledge and the appropriate nursing skills of caring the autistic children, which increased the number of overall beneficiaries of this project.

Positive feedbacks were received from the participants and external partners. Over 70% of the participants understood more about how the Chinese medicine perspective views on autism after the seminars (Figure 1). It is expected that more autism patients and parents, relevant organisations will benefit from the project because of the course learning, booklets distribution and online reference. Most of them are able to increase their understanding of the effects and principles of acupuncture treatment on autism as well (Figure 2).

This activity helps me understand more about the Chinese medicine perspective on autism.

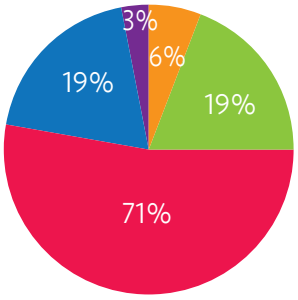


Figure 1

This activity increases my understanding of the effects and principles of acupuncture treatment on autism.

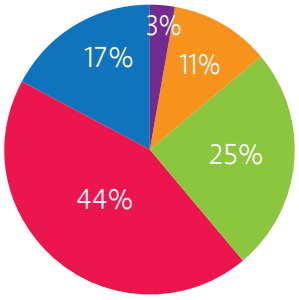
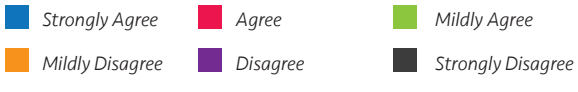
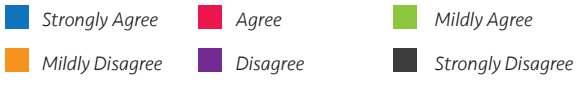


Figure 2





The project team was overwhelmed to find out that the participants believed the knowledge learnt in the seminars is useful for their daily life, work or profession (Figure 3), as well as sharing the learnt knowledge with others after the project (Figure 4).

The knowledge learnt in this activity is useful for my daily life/work/profession.

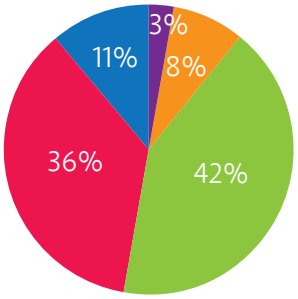


Figure 3

I will share the knowledge learnt in this activity with others.

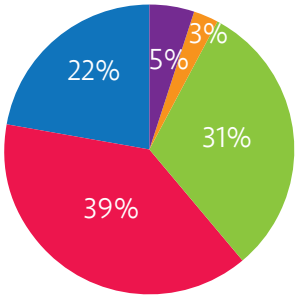
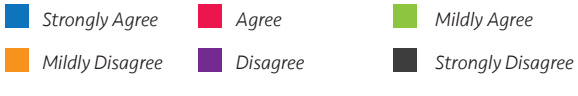
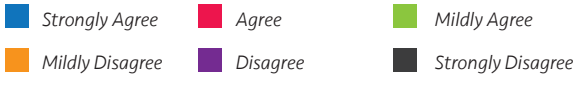


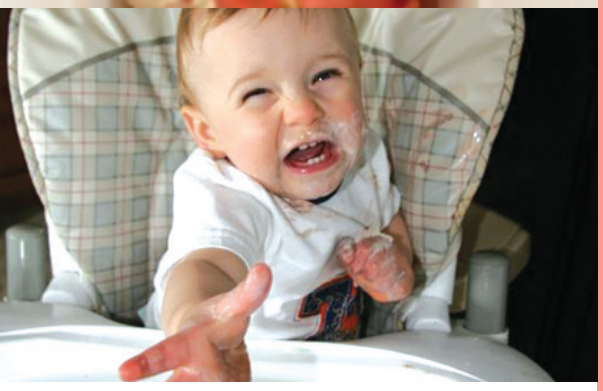
Figure 4





Media Reporting:

HKBU New Horizons (2013/2014), Issue 1, "Promoting acupuncture treatment of autism", pp32-3.



Project Title:
Potential Communicative Acts (PCA's): Assessing children who don't communicate in obvious ways

Project Leader / Department:
Dr Kathleen TAIT, Department of Education Studies, Faculty of Social Sciences

External Partners:
Autism Recovery Network (ARN); Stars and Rain Educational Institute for Autism

Community Served:
Families of children with autism spectrum disorder (ASD) and therapists community

Executive Summary

In this project, a comprehensive and practical set of step-by-step training programme was implemented to train the therapists and parents to document and verify the communicative function of non-symbolic communication behaviours in children with Autism Spectrum Disorder (ASD). Both participating therapists and parents would receive a participant manual as their training guide. For the therapists, they would understand that problem behaviours such as aggression, self-injury, and extreme tantrums may represent rather unconventional forms of communication in the same way that certain trouble free acts (e.g., eye contact, facial expressions, vocalisation, body movements) may represent non-symbolic, yet functional communication in children with ASD (Horner, 2000). This project also helped these children's parents to be more informed about alternative assessment methodologies for their children with significant communication impairment. As a result, both therapists and parents would be able to determine if such unconventional and non-symbolic communication acts can be conceptualised as functional communication.

Autism Spectrum Disorder (ASD) is one of the most common disabilities which evidence both intellectual and developmental disorders in childhood (Hyde, Carpenter & Conway, 2010). Defined by the Diagnostic and Statistical Manual of Mental Disorders Fifth Edition as a severe disruption of the normal development process, ASD is a life-long condition that is often diagnosed at two years of age (Elsabbagh, Divan, Koh, Kim, Kauchali, & Marc. (2012)), and is viewed as a spectrum or a continuum of disorders, with varying degrees of severity and levels of functioning. One of the common characteristics of ASD is a severe communication disorder resulting in children unable to use language to communicate.

There is a growing recognition of the communicative potential of the informal and idiosyncratic behaviours exhibited by children with ASD. Due to their non-compliance and atypical developmental characteristics, however, the usefulness of standardised tests for assessing the communication of such children in Hong Kong (HK) is rather limited. Given the potential importance of the child's early communicative signals, the main goal of this professional development training programme (Tait, 2013) is to explore the communicative functions produced by non-speaking children with ASD by assessing the intentional communication behaviours in these young children. Without an effective means of communication, these children are at a higher risk of developing serious behavioural problems, and their quality of life would be greatly diminished. It is estimated that 30-50% of children with a diagnosis of autism fail to acquire any appreciable amount of speech (National Research Council, 2001; Sigafoos et al. 2007). Using a

means by which communication partners could interpret potential communication acts might be the first step to enable these children to communicate.

Research results from a subset of descriptive studies undertaken by the project leader, Dr Kathleen Tait, and other researchers (Tait and Sigafoos et al. 2004) suggest that children with ASD are capable of some ability to communicate despite the characteristic loss of expressive speech and receptive language. As outlined in the above, these abilities are typically fairly basic and non-symbolic acts, which are presumed to have communicative intent (e.g., reaching for or looking at objects, facial expression, body movements, undifferentiated vocalisations, and perhaps even hyperventilation). These communication abilities represent the 8-12 month level of language development. Enhancement of communication ability may depend on an intervention that is culturally sensitive and which ensures that the environmental milieu provides opportunities for the use of these behaviours and that parents, teachers, and therapists recognise and respond appropriately to these non-symbolic and often idiosyncratic actions.

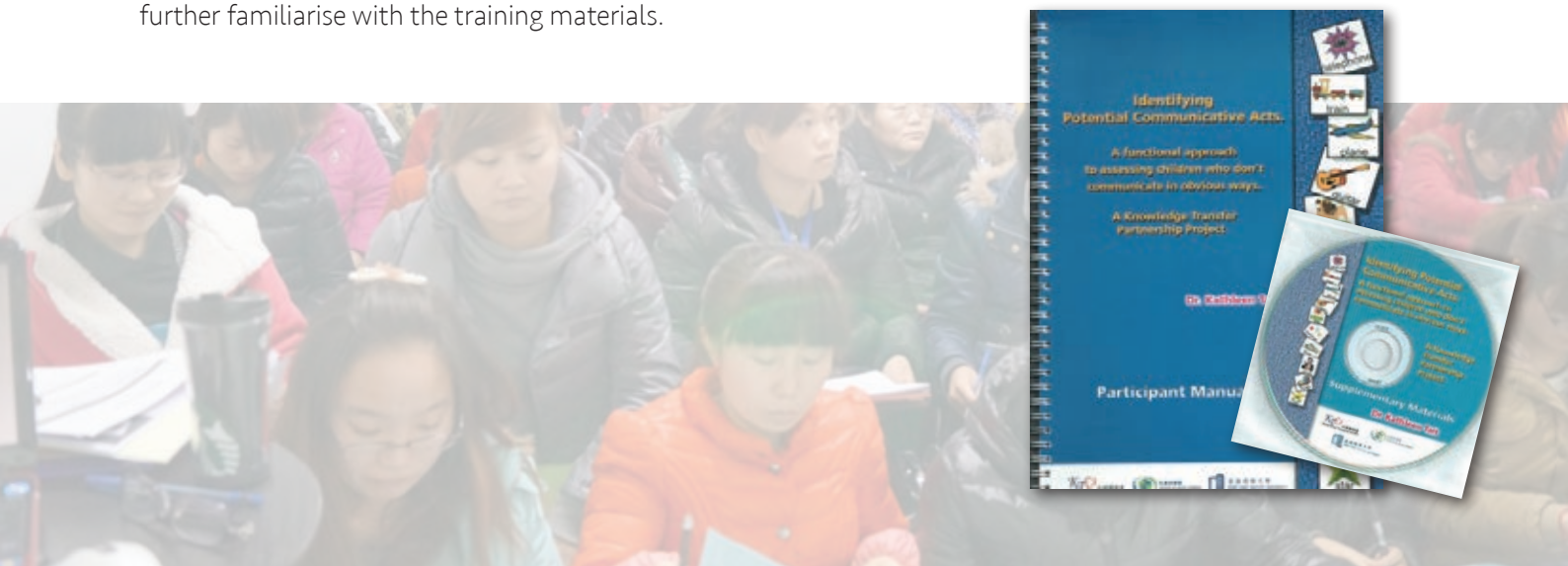
Project Implementation

Phase 1: Practical Step-by-step Training Programme

A practical step-by-step training programme was provided to 30 staff from Autism Recovery Network Hong Kong SAR (ARN), which offers home and centre-based therapeutic programme to children with ASD aged 0-14 years. This phase served to maximise the social and communicative involvement of these children via two 3-hour lectures and train-the-trainers style workshops, offering an element of sustainability to the project. Each staff received a participant manual (including a copy of the Inventory of Potential Communicative Acts) as their guide throughout the training.

Phase 2: Professional Developmental Training in Mainland China

A 2-hour training programme on functional communication assessment (FCA) was provided to 50 parents of children with ASD (0-5 years old) and 50 staff from the Stars and Rain Educational Institute for Autism in Mainland China in December 2013, with the workshop presentation and survey translated into Mandarin. Ten volunteered parents were interviewed during the week to share their perception of early education as parents of children with ASD in Mainland China. Similar to Phase 1, each parent and staff received a participant manual to further familiarise with the training materials.



Impact

Therapists from Autism Recovery Network Hong Kong SAR (ARN) and Stars & Rain Educational Institute for Autism

The project offered a "hands-on" role for the therapists with more than merely a one-off transmission of information. They were concurrently instructed on how to use a standardised assessment of verbal communication ability of the children with ASD using the Vineland Adaptive Behaviour Scales (Sparrow, Cicchetti & Balla, 2005). The therapists were also given the opportunity to implement their new knowledge by conducting a functional communication assessment (FCA) on one of their young clients, sharpening their skills in determining the goals for intervention programmes for these children.

Participating Parents and their Children from Autism Recovery Network Hong Kong SAR (ARN) and Stars & Rain Educational Institute for Autism

The participating parents were given an authentic learning experience with a deep understanding of assessing the non-verbal communication behaviour of their children with ASD. They were able to collaborate with the therapists and the project team to model the practical use of FCA in daily context. With an optimistic outlook, the positive behaviour of their children is likely to be strengthened and maintained if the parents respond and provide help appropriately after participating in the project.

Overall, the feedback survey results showed that blended training methods did well in transferring knowledge of how to successfully conduct a FCA and were effective in increasing therapist and parent FCA learning. In addition, the participants indicated that they were very keen to learn more about a functional method of assessment for children with ASD and how to interpret their children's challenging behaviour as communicative. More than seventy percent of respondents indicated their interest in learning more about the functional approach, suggesting the effectiveness of the workshop in raising their learning interest (Figure 1).

They expressed high interest in finding ways to enhance their children's involvement in society and to maximise their social participation in early education programmes. More than seventy percent of respondents also applied such skill approach regarding how to interpret the target child's challenging (or problem) behaviour as communicative (Figure 2). This shows that the workshop effectively allows the respondents to put learning function approach on a high priority.

On a relatively macro perspective, a significant proportion of respondents also show a higher level of concern on the child's social participation and overall well-being after the workshop, including finding ways to enhance the involvement of the target child in the community (Figure 3) and maximising the social participation of the target child in early education programmes (Figure 4).

I am interested to learn more about the functional approach.

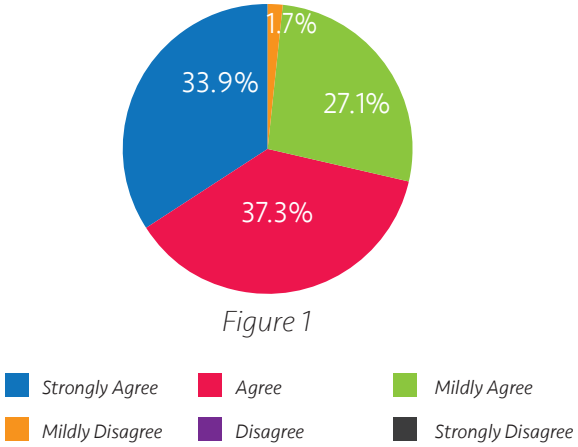


Figure 1

How to interpret my target child's challenging (or problem) behaviour as communicative.

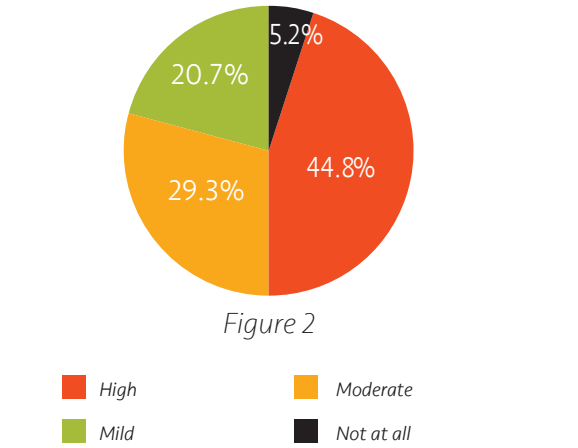


Figure 2

Finding ways to enhance the involvement of my target child in the community.

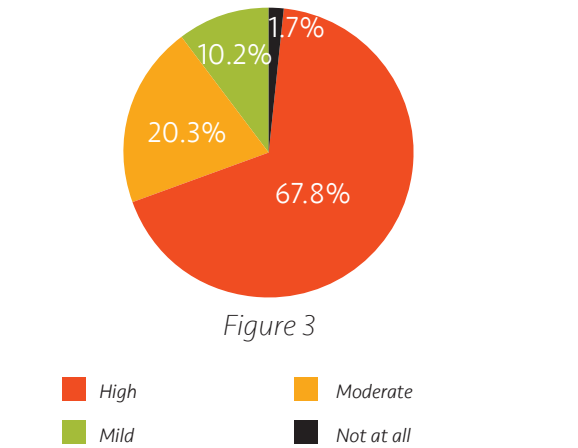


Figure 3

Maximising the social participation of my target child in early education programmes.

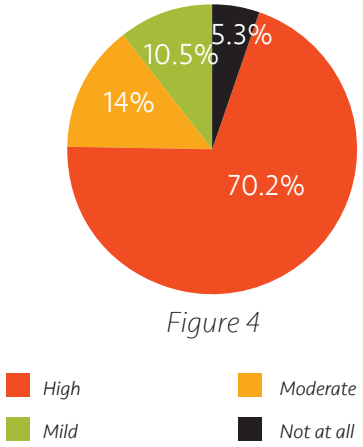


Figure 4

As such, the project contributes to the FCA literature by providing further evaluation of applied and blended training methods designed to increase participant knowledge and learning of FCA procedures. While the functional approach focuses on the function of the mental processes, which involves consciousness, this idea may appear to be uneasy to understand for those who are not familiar with related concepts without any aids.

In view of this, the project is effective in helping the parents understand just what a functional approach is and how to use it to better communicate and interact with their target child; helping the therapists gain a better understanding of this approach and how to apply it in their daily work, with the children who do not communicate in obvious ways being the ultimate point to be benefited.

References

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Publications

- Tait, K. (2014). The effect of blended teaching strategies on functional communication assessment training outcomes. CADR Applied Disability Research and Evaluation Conference, May 26-27, Sydney, Australia
- Tait, K., Mundia, L., Fung, F., & Wong, C. (in print - 2014). The impact of traditional Chinese beliefs, stigma and local school service provision on the coping strategies of parents of children with Autism Spectrum Disorders in Hong Kong. Journal of the International Society for Teacher Education. 18 (1) 2014.
- Tait, K., Mundia, L., & Fung, F. (2014). Raising young children with Autism Spectrum Disorders in Hong Kong: The impact of cultural values and stigma on Chinese parents' coping strategies. International Journal Advances in Social Sciences and Humanities (IJASSH). 2 (1) 07-15.
- Tait, K. (2014). Chapter 10: Supporting Students with Intellectual Disability. In Hyde, M. B., Carpenter, L. & Conway, R. Diversity, Inclusion and Engagement. Melbourne: Oxford University Press. P. 205-229. ISBN: 9780195522235
- Tait, K. (2014). Chapter 15: Supporting Students with Physical Impairments. In Hyde, M. B., Carpenter, L. & Conway, R. Diversity, Inclusion and Engagement. Melbourne: Oxford University Press. P. 317-345. ISBN: 9780195522235
- Tait, K., (2013). Form and function of communicative behaviours in children with autism spectrum disorders: The effect of blended teaching strategies on functional behaviour assessment training outcomes. Asia Mental Health Conference. November, 20-24, HK.
- Tait, K., (2013) "Research Show case – KTO Seeding grant Projects" Department of Educational studies (23/01/2013).

List of projects winning KTP grants in 2013-14

Project Title:	Greener Living - micro urban farming and turning waste into resource
Project Leader:	Dr. Daisy TAM D.S. (Research Assistant Professor / Humanities and Creative Writing/ Arts)
External Partner:	Time to Grow Company Limited and Feeding Hong Kong
Community served:	Students and the general public
Approved KTP Fund (HK$):	100,000
Project Title:	Exhibition: Chinese Medicine Resources and Conservation of Rare Animals and Plants
Project Leader:	Prof. ZHAO Zhongzhen (Associate Dean/CMED)
External Partner:	Agriculture, Fisheries and Conservation Department (AFCD) and Hong Kong Chinese Medicine Industry Association (HKCMIA)
Community served:	Practitioners in Chinese Medicine industry and the general public
Approved KTP Fund (HK$):	100,000
Project Title:	Effective Health Communication Using Narrative Animation
Project Leader:	Dr. Kelvin LEE K.W. (Senior Lecturer/COMS/COMD) Dr. Timothy FUNG K.F. (Assistant Professor/COMS/COMD)
External Partner:	Renal Companion Association
Community served:	Continuous Ambulatory Peritoneal Dialysis (CAPD) patients and their families
Approved KTP Fund (HK$):	100,000
Project Title:	Overcome Depression
Project Leader:	Dr. Alexander LEUNG K. M. (Lecturer I / SCM)
External Partner:	Joyful (Mental Health) Foundation (心　行動慈善基金)
Community served:	Patients with Depression and the general public
Approved KTP Fund (HK$):	100,000
Project Title:	Disseminating the Culture of Chinese Medicine: A Celebration of Li Shizhen's 500th Birthday
Project Leader:	Prof ZHAO Zhongzhen (Associate Dean / SCM)
External Partner:	Hong Kong Registered Chinese Medicine Practitioners Association (香　註冊中醫學會) Hong Kong Chinese Medicine Industry Association (香　中藥業協會)
Community served:	Practitioners and academics in Chinese Medicine industry, as well as the general public
Approved KTP Fund (HK$):	100,000
Project Title:	Just-tifying Touch
Project Leader:	Dr. LAI Ming-hoi (Associate Professor/AVA)
External Partner:	Dialogue in the Dark Foundation Hong Kong Society for Education in Art
Community served:	Students, artists and the general public
Approved KTP Fund (HK$):	100,000
Project Title:	Pocket Cinema Hong Kong
Project Leader:	Dr. WAN (Assistant Professor/AF)
External Partner:	Art in Hospital Hulu Culture
Community served:	Students and the general public
Approved KTP Fund (HK$):	100,000

Snapshots of KTP Activities 2013-14

Technology Transfer

On the technology front, KTO not only promotes the awareness for the protection of intellectual property (IP) but also assists in patent applications and commercialisation of HKBU's inventions via marketing events.

In order to have good protection on the intellectual property rights (IPRs) of HKBU inventions within the constraint of limited funding resources of the respective academic unit, a new funding scheme, Strategic Patent Fund (SPF) has been established with the support of the Innovation and Technology Fund. This funding is available for those top quality first jurisdiction patent filings, which will be strategic if filed in a second or a third jurisdiction.

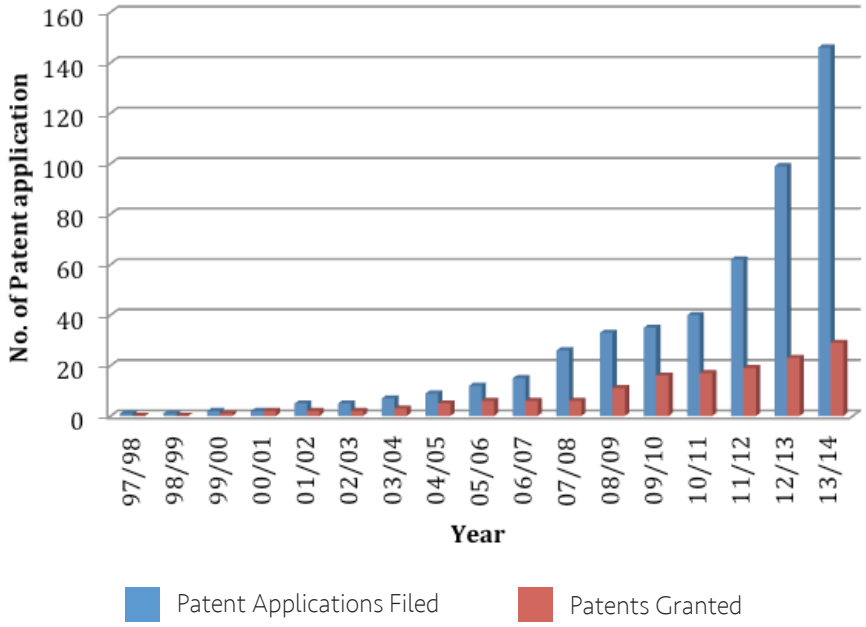
To implement this SPF, a comprehensive patent audit (as per the agreed practice for our current Patent Audit procedure under our Patent Maintenance protocol) will be conducted on the first filing, wherein KTO shall evaluate the filed patent against the Patent Audit assessment rubrics to see if the application would be supported. For information, please refer to Appendix III.

Besides, HKBU provides additional funding to intellectual property creators at the University to establish proof of concept, identify a development path and an IPRs strategy for innovative ideas arising from their research. This funding may enable the IPRs created at the University to be brought to a pre-commercialisation stage where potential commercialisation opportunities have been identified.

The following four inventions and five MPCF projects were highlighted in this report because they were either the finalist of HKBU Innovationem Award 2014 or the potential IPRs for commercialisation. Other than these, KTO promotes IPRs through different channels such as promotional materials, technology seminars, talks and exhibitions supported by Innovation and Technology Commission.

The number of patent applications filed and patents granted at HKBU is also growing from strength to strength since the academic reporting year of 2010-11. This is observed in the following chart presenting the cumulative number of patent applications filed and patents granted at HKBU from 1997-98 to 2013-14.

Cumulative No. of Patent Applications Filed and Patents Granted



To better commercialise these newly applied and granted intellectual property rights of the University, HKBU has supported the formation of a wholly owned limited company as its commercialisation and licensing company of the University.

HKBU R&D LICENSING LTD
浸大科研發展有限公司

In March 2014, HKBU R&D Licensing Limited was established and registered as a subsidiary company of the Hong Kong Baptist University (HKBU). The new company will be responsible for the commercialisation of intellectual properties (IPs) for HKBU. Its company logo will be registered as a trademark in different jurisdictions and become an IP of the University. It is anticipated that this trademark will add value to the University by building up its global reputation and brand recognition.

KT Awards 2014

The HKBU Innovationem Award

The HKBU Innovationem Award is established in 2014. It is sponsored by the University Grants Committee (UGC) Knowledge Transfer (KT) funding and the Innovation and Technology Commission (ITC) Promotion of Innovation and Technology funding, and administered by the Knowledge Transfer Committee (KTC) via the Knowledge Transfer Office (KTO).

This Most Promising Innovation of the Year Award is awarded to an innovation resulted from the research outcome of faculty at Hong Kong Baptist University (HKBU) for a given year, wherein said innovation is judged to be possessing the utmost innovative value along the criteria of:

- Providing leadership contributions in key economic, social, well being or environmental areas in serving the community;
- Providing significant, sustainable positive impact and/or fundamental change for betterment of the community;
- Providing exemplar contributions towards building the innovative strengths at HKBU;
- Possessing the greatest potential to further raise HKBU's good reputation globally.

Winner of

the Most Promising Innovation of the Year Award

Diarylaminofluorene-Based Organometallic Phosphors and Organic Light-Emitting Devices Made with such Compounds (please refer to P.38 for details)

Patent No.: US 7,652,136B2

Priority Date: 15 November, 2005

Inventors: WONG Wai-yeung, KWOK Hoi-sing*, YU Xiao-ming, ZHOU Gui-jiang*

Department of Chemistry, HKBU
*Department of Electronic & Computer Engineering, Hong Kong University of Science and Technology

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List of Finalists

The Chinese herbal medicine prescription for prevention and treatment of irritable bowel syndrome (IBS)

Patent No.: CN 101176777B

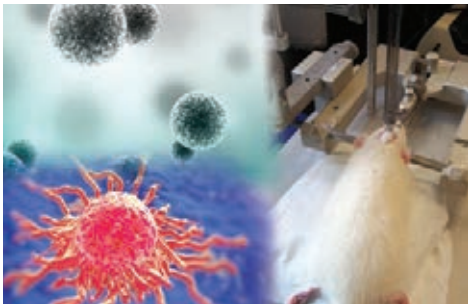
Priority Date: 9 November, 2006

Inventors: BIAN Zhao-xiang, SUNG Joseph Jao-yiu*, LEUNG Wai-keung*, LIU Liang

School of Chinese Medicine, HKBU
*Department of Medicine & Therapeutics, Chinese University of Hong Kong

Irritable bowel syndrome (IBS) is a functional gastrointestinal disorder that is painful and difficult to cure. Epidemiological studies have reported that about 14% of men population and 27% of women population in the US have the symptoms of IBS. Up until now, there is no cure of IBS and several basic treatments, including traditional chemical medication, dietary adjustment and psychotherapy etc, are attempted to relieve the symptoms. Lubiprostone, Alosetron, Rotundine and Belladonna Sulfamethoxazole and Trimerhoprim tablets are western medications, which are commonly used for treatment of IBS. However, these medicines have strong side effects. This invention relates to a Chinese herbal medicine composition, its extract and application, which can effectually treat the symptoms of IBS. The composition is made from various kinds of important and effective Chinese herbal medicines and its extract is formulated as powders and suspensions. The research group has demonstrated that the invented Chinese herbal medicine composition can effectively cure visceral pain induced by rectal distension, torso pain induced by hot plate, diarrhea induced by castor oil and senna leaves. The composition can soothe the pain or discomfort caused by IBS. Last, but not the least, this medicine is now under review (Stage 2) by Food and Drug Administration (FDA) in China.

Method of Extracting Neural Stem Cells Using Nanoparticles (please refer to P.44 for details)



Inventors: Ken YUNG Kin-lam, LI Hung-wing, LUI Nga-ping, TSUI Yat-ping*, HO See-lok, CHAN Ying-shing*, SHUM Kwok-yan*, Edman TSANG Shik-chi++

Department of Biology and Department of Chemistry, HKBU

* LSK Faculty of Medicine, University of Hong Kong

++Department of Chemistry, University of Oxford

Autophagy Inducing Compound and the Uses thereof (please refer to P.48 for details)

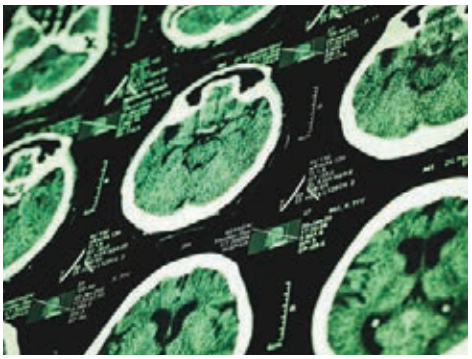
Publication No.: US 2012/0245190 A1

Priority Date: 23 March, 2011

Inventors: LI Min, LU Jia-hong, DURAIRAJAN Siva Sundara Kumar, LIU Liang-feng

School of Chinese Medicine, HKBU

Novel Compounds for Detecting and Treating the Neurodegenerative Diseases



Publication No.: US 2012/10269738 A1

Priority Date: 21 April, 2011

Inventors: YANG Wang-gui, WONG Yi, Olivia NG, LI Hung-wing, Ken YUNG Kin-lam, Daniel KWONG Wei-jing, Ricky WONG Man-shing

Department of Biology and Department of Chemistry, HKBU

Loss of memory and cognitive functions are often associated with aging. This is the result of neurodegeneration. Among these neurodegenerative disorders, Alzheimer's disease (AD) is most prevalent in recent years. More than 36 million people worldwide were estimated to suffer from AD in 2009 and the patient number was expected to be more than 115 million by 2050. The incidence rate of AD is known to increase with age. At age over 65, the incidence rate is about 5% in the general population. At age over 80, the incidence rate increases to about 20%, i.e., one in five.

Current drug treatments can only improve symptoms and produce no profound cure. In recent years, several approaches aimed at inhibiting disease progression have advanced to clinical trials. Among them, strategies targeting the production, accumulation and clearance of the beta amyloid (Aβ) peptides, which is thought to be a critical protein involved in the pathogenesis of AD, are the most advanced.

The present inventors have endeavored to develop carbazole-based fluorophores, which can detect Aβ peptides due to its strong fluorescence upon binding to the peptides. In particular, these compounds can potentially treat and prevent the neurodegenerative disease without toxicity.

Novel Formulation of Dehydrated Lipid Vesicles for Controlled Release of Active Pharmaceutical Ingredient via Inhalation

Patent No.: ZL 200810210952.0

Priority Date: 17 August, 2007

Inventors: YANG Zhi-jun, HUANG Wen-hua, WONG Chi-sun, ZHAO Zhong-zhen

School of Chinese Medicine, HKBU

Asthma is a chronic disease of the respiratory system in which the airway discontinuously constricts, with associated inflammation. Bronchodilators are recommended for short-term relief in all patients with asthma. But for long-term relief, a higher dose of glucocorticoid may be prescribed with long-acting corticosteroids that could lead to many side effects such as osteoporosis.

In the past, it was attempted to develop the delivery system of active pharmaceutical ingredients but not succeeded. So far, asthma inhalers containing the active pharmaceutical ingredient are still mainly used. Even though this medicine seems to be rapidly absorbed, the necessity of frequent dosing can heighten systemic side effects and possibly lead to the mucosal of respiratory tissue damage.

This invention relates to a new formulation of dehydrated lipid vesicles, which employs a vesicle preserver and permits the control of release and delivery of active pharmaceutical ingredients into the respiratory system for treatment in particular of asthma. Also, this typical formulation provides controlled release of the active pharmaceutical ingredient that can last for 72 hours. Besides, this formulation changes the systemic administration to topical administration and thus allow prolonged therapeutic period for one administration with increased stability. In addition, due to reduced dose, it can reduce systemic side effects and toxicity.

Patent title:

Diarylaminofluorene-Based Organometallic Phosphors and Organic Light-Emitting Devices Made with such Compounds

HKBU Inventor / Department:

Prof Raymond WONG Wai-yeung, Department of Chemistry, Faculty of Science

Technology area:

Lighting and Display Technologies

Executive Summary

Organic light emitting diode (OLED) technology has entered into the flat panel displays and lighting markets to compete with the current-dominant liquid-crystal displays (LCDs) and light emitting diodes (LEDs) due to light-weight and thin, fast-response, low-power consumption attributes. However, thermally stable and solution-processable phosphors that suit for these applications are still under development. For example, fluorine-based compounds are attractive candidates because of their good thermal and chemical stability, high emission quantum yields and the ease of function. However, there is an issue of poor morphology during device fabrication.

Prof Raymond Wong's research focused on the design and synthesis of new organometallic phosphors with very promising photo-functional properties and energy functions. His invention provided methods for obtaining highly amorphous and phosphorescent compounds comprising diarylaminofluorene groups, which offer low ionisation potential, induce morphologically stable amorphous thin-film formation and good thermal stability. It also encompassed methods of tuning colors. These phosphors can be used in manufacturing OLED for the applications of solid-state lighting, black-light displays, full color displays, transparent and flexible displays. Apart from OLED, these materials have wide applications such as sensor or eye protectors against harmful intense laser beams, converters for light/electricity signals in organic solar cells and patternable precursors for fabrication of nanoscale magnetic data storage devices.

To recognise his outstanding research projects in the field of natural science, Prof Wong, Associate Head and Chair Professor of the Department of Chemistry, and his research team, was awarded the 2013 State Natural Science Award (Second Class) for the project entitled "Multifunctional Metallopolymers/Metallophosphors and Their Emerging Applications".

Prof Wong was also awarded the 2014 HKBU Innovationem Award. The HKBU Innovationem Award was established in 2014. It was sponsored by the University Grants Committee (UGC) Knowledge Transfer (KT) funding and the Innovation and Technology Commission (ITC) Promotion of Innovation and Technology funding, and administered by the Knowledge Transfer Committee (KTC) via the Knowledge Transfer Office (KTO). This most promising innovation award of the year is given to an innovation resulted from the research outcome of faculty at HKBU for a given year, wherein said innovation is judged to be possessing the utmost innovative value along the criteria of:

- Providing leadership contributions in key economic, social, well-being or environmental areas in serving the community;
- Providing significant, sustainable positive impact and/or fundamental change for the betterment of the community;
- Providing exemplar contributions towards building the innovative strengths at HKBU;
- Possessing the greatest potential to further raise HKBU's good reputation globally.

Prof Wong endeavours to develop new, highly stable and efficient phosphors in order to create new impacts in the next-generation full-colour and large area display technology. Particularly, these new materials are useful in energy-saving applications such as low-cost and environmentally friendly indoor illumination sources. This success would definitely be beneficial to mankind, society and nature by resolving both the environmental and energy problems.

Prof Wong's highly influential work on metallopolymers and metallophosphors has gained international recognitions. Besides, this invention was listed in the latest version of "Highly Cited Researcher" (2014) published by Thomson Reuters in the field of materials science. Besides, he has published over 370 research papers in various academic journals and also listed among the world's top one percent most-cited chemists in the Institute for Scientific Information (ISI).

In summary, based on four criteria including contribution, impact, innovation and reputation, Prof Wong got the highest scores on his invention entitled "Diarylaminofluorene-Based Organometallic Phosphors and Organic Light-Emitting Devices Made with such Compounds" and was awarded the honourable of HKBU Innovationem Award in 2014.

Impact

1. State Natural Science Award by National Office for Science & Technology Awards and State Council of P.R. China in Beijing (2013)

2. Asian Rising Stars Award by Federation of Asian Chemical Societies in Asian Chemical Congress in Singapore (2013)

3. Three Asian Core Programme Lectureship Awards (2013 in Osaka by Taiwan Coordinator; 2011 by Japan Coordinator; 2009 in Thailand by South Korea and Singapore Coordinators)

Grants:

1. As one of the six principal investigators in the UGC Areas of Excellence Scheme Project on "Institute of Molecular Functional Materials" (Total Funding: HK$80 millions for the period of 2010- 2017)
2. As a co-investigator in the UGC Theme-based Research Scheme on "Challenges in Organic Photo-Voltaics and Light Emitting Diodes – A Concerted Multi-Disciplinary and Multi-Institutional Effort" (Total Funding: HK$57,407,000 for the period of 2011- 2016)
3. As a co-investigator in National Basic Research 973 Programme for the Fundamental Understanding of Aggregation-induced Emission (Project no. 2013CB834700) (Total Funding: RMB38 millions)
4. As a co-investigator of the project titled "Development of Efficient Luminogenic Materials in the Aggregate State: Fundamental Understanding and Practical Applications" funded by Hong Kong Research Grants Council CRF (Total Funding: HK$5.36 millions)

Publication (Selected):

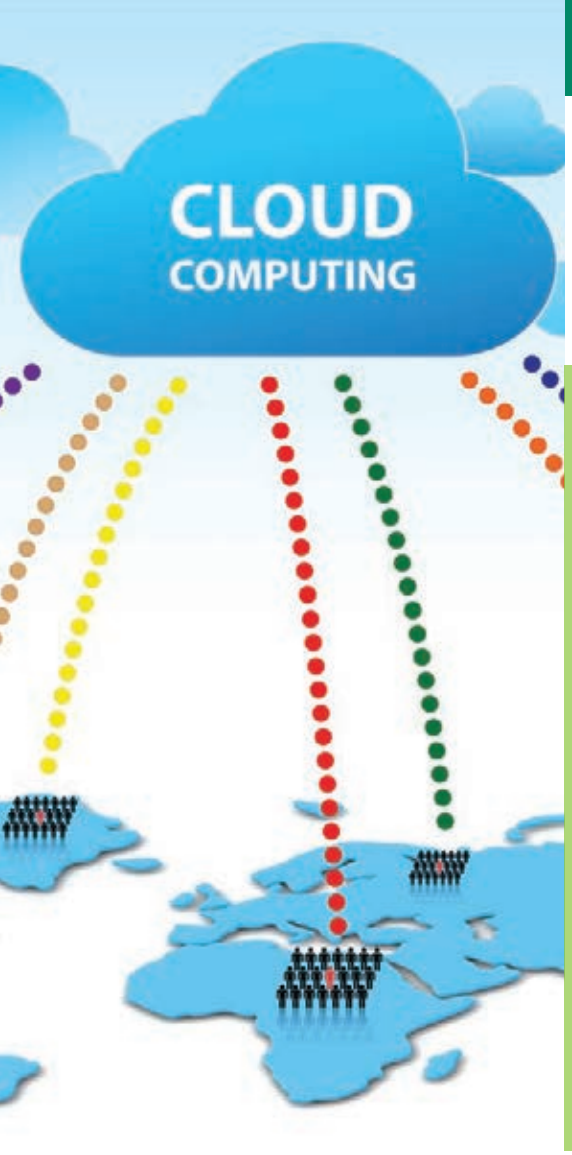
1. Wong W. Y., Zhou G. J., Yu X. M., Kwok H. S. & Lin Z. (2007). Efficient organic light-emitting diodes based on sublimable charged iridium phosphorescent emitters. Advanced Functional Materials, 17(2), 315-323. (Impact Factor: 9.765)
2. Yang X., Zhao Y., Zhang X., Li R., Dang J., Li Y., Zhou G., Wu Z., Ma D., Wong W. Y., Zhao X., Ren A., Wang L. & Hou X. (2012). Thiazole-based metallophosphors of iridium with balanced carrier injection/transporting features and their two-colour WOLEDs fabricated by both vacuum deposition and solution processing-vacuum deposition hybrid strategy. Journal of Materials Chemistry, 22, 7136-7148. (Impact factor: 6.101)
3. Zhou G., Wang Q., Wang X., Ho C. L., Wong W. Y., Ma D., Wang L. & Lin Z. (2010). Metallophosphors of platinum with distinct main-group elements: a versatile approach towards color tuning and white-light emission with superior efficiency/color quality/brightness trade-offs. Journal of Materials Chemistry, 20(35), 7472-7484. (Impact factor: 6.101)
4. Zhou G., Wong W. Y. & Yang X. (2011). New Design Tactics in OLEDs Using Functionalised 2-Phenylpyridine-Type Cyclometalates of Iridium(III) and Platinum(II). Chemistry-An Asian Journal, 6, 1706–1727. (Impact Factor: 4.572)

Media Reporting:

1. Wen Wei Po (28 February 2014), OLED 原色「3變2」「照亮」節能前景.
2. HKBU eNews (13 January 2014), HKBU scholars win State Natural Science Awards (Second Class).
3. Ta Kung Pao (11 January 2014), 2013年國家科技　　摘八銀　歷年最佳
4. Wen Wei Po (5 September 2013), 2浸大學　膺「亞洲新星」(i.e. HKBU Chemistry scholars win Asian Rising Stars awards)

References:

1. Invited Associate Editor for the prestigious international journal "Journal of Materials Chemistry C" from June 2013 (Impact factor for the parent journal: Journal of Materials Chemistry is 6.101)
2. Listed as the "Highly Cited Researcher" in the latest version (2014) published by Thomson Reuters in the field of Materials Science



MPCF Project Title:

A Cloud-Computing Middleware for Providing Proximity Information to Mobile Geo-Social Networks

Project Leader / Department:

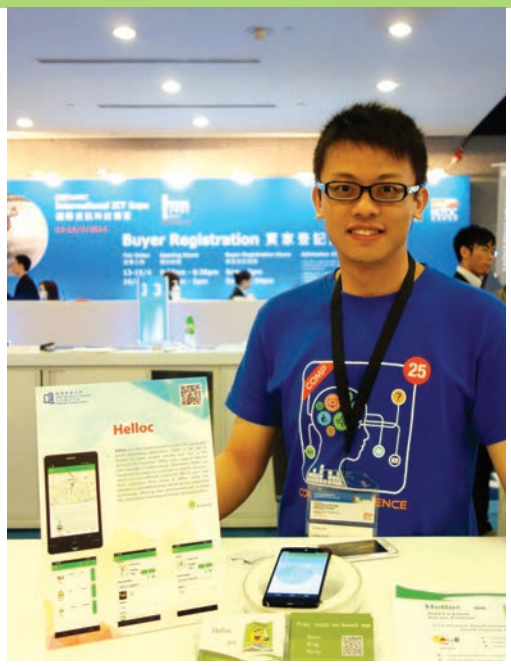
Dr HU Hai-bo, Department of Computer

Project Awarded Fund:	HK$200,000
Technology Area:	Information and Communication Technology
Target Completion Date:	31 August 2014

Executive Summary

Mobile geo-social networking and location-based services are believed to be the killing application for the next generation mobile computing industry. However, privacy and security concern raised by both end-users and government authorities have been hindering the deployment and acceptance of these services. As recognised by the Presidents of China and the U.S. in their recent meeting in June 2013, cyber-security becomes a key priority in the administration. In addition, the recent incidents related to privacy or security breaches in IT domain, such as Snowden, PRISM programme and Heartbleed have given us strong signals that IT not only brought convenience to us as regular users, but also to parties on the opposite side. No one should take privacy for granted and blindly trust in any service providers.

People might think location data are less important than their financial or medical data, especially if such data are given to big brands. However, the Snowden and the PRISM programme have illustrated that large corporations are put under great pressure (either politically or technically) in giving away people's privacy. To make things worse, as average users may have left off so many inter-correlated data in various products offered by these corporations, which makes our location data even more sensitive. For example, the company with the internet searching engine plus the location base system may know exactly what disease you have by seeing your search on pill name and locating you in a pharmacy 30 minutes later. Regarding this, everyone shall take it seriously when trusted companies such as Microsoft and Google access the location data.

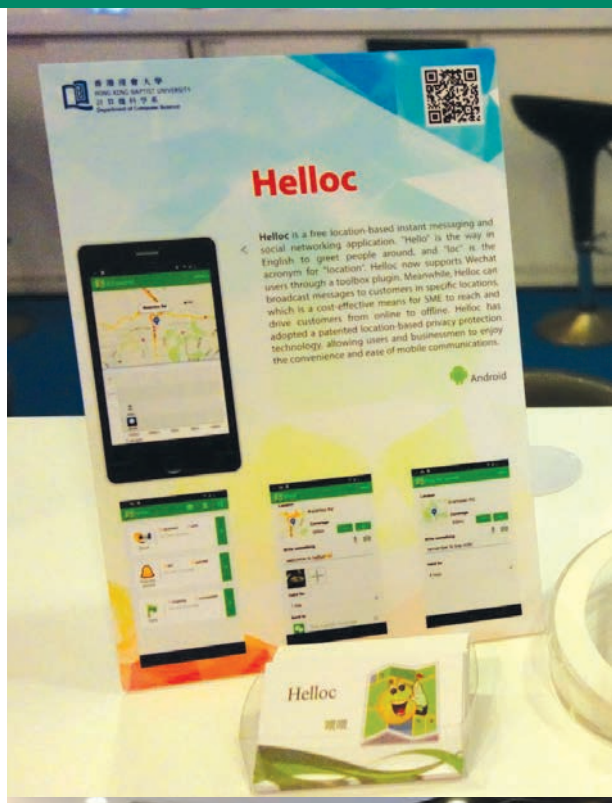


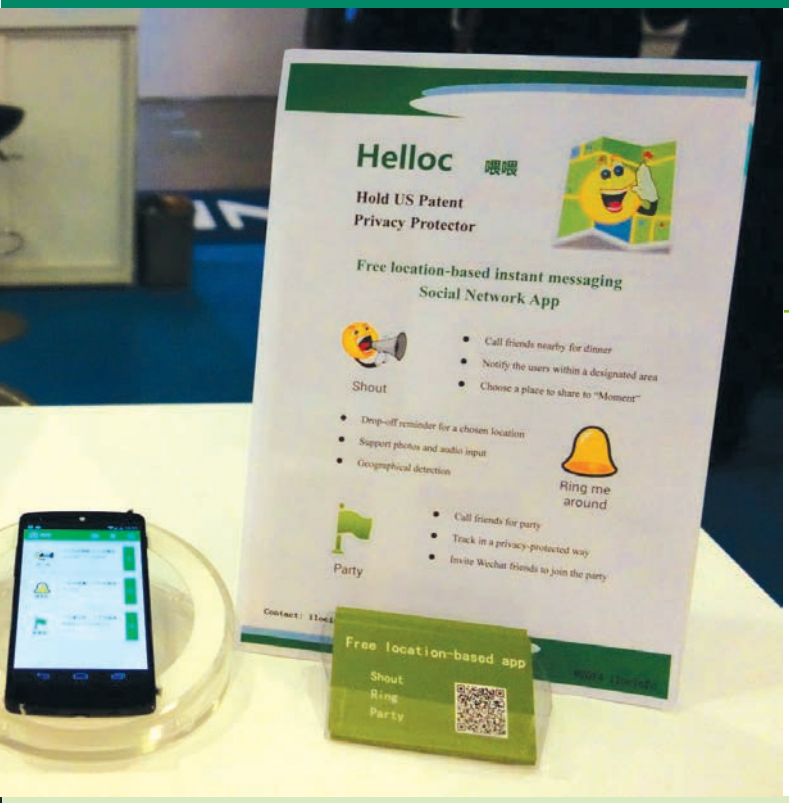
Having concerned the privacy and security in IT, Dr Hu and his research team have addressed this issue for a large collection of mobile computing services that rely on the peer proximity information of users. In particular, his team presented an innovative quantitative solution on continuous proximity detection among peers without disclosing their location information to the server and adopted the grid-and-hashing paradigm and design optimal grid overlay and multi-level dynamic grid schemes to increase the detection accuracy while saving the wireless bandwidth and CPU costs. With these enabling technologies, his team received a MPCF grant which is funded and governed by the Research Committee for the establishment of a proximity detection middleware with highly elastic performance and flexible APIs, to support a wide range of mobile geo-social networking and location-based services.

Over the years, the mobile industry has been desperate for privacy pledges to the end-users when they introduce new value-added services pertaining to location and social proximity. This project is expected to deliver a sound and practical solution to this problem and represent high theoretic and market values. With the emergence and prosperity of new mobile services, this platform will bring new experience to end-users without agonising privacy concerns.

Project Implementation

The implementation of this project included a cloud-based proximity-detection web service (middleware), and a software development kit (SDK) including library, sample code and documentation for Android and iOS developers to get access to this service. The web service was built on state-of-the-art cloud computing infrastructure, such as Amazon Elastic Compute Cloud (EC2), or Microsoft Windows Azure. After the implementation, this SDK will be promoted through various channels, including Hong Kong Computer Society (HKCS), local mobile operators (e.g., PCCW/HKT), and Android/iOS developer community. We will also seek business partners who are willing to license from us to establish their own proximity-detection middleware.





Patents:

US patent titled "A System and Method for Providing Proximity Information." (Application no.: US 13/905,456)

Publications:

1. 譚滔 (27 March 2014). 企業善用手機Apps – 輕鬆銷增加銷售額. 可樂生活, 554, 9.
2. Li H. P., Hu H. & Xu J. (2013). Nearby friend alert: location anonymity in mobile geosocial networks. Pervasive Computing IEEE, 12(4), 62-70.

Dissemination and Promotional Activities:

25 October 2013: Official website online: www.iloc.info

26 October 2013: Helloc app debuted on Google Play: https://play.google.com/store/apps/details?id=com.helloc

26 February 2014: Helloc v 1.6 online

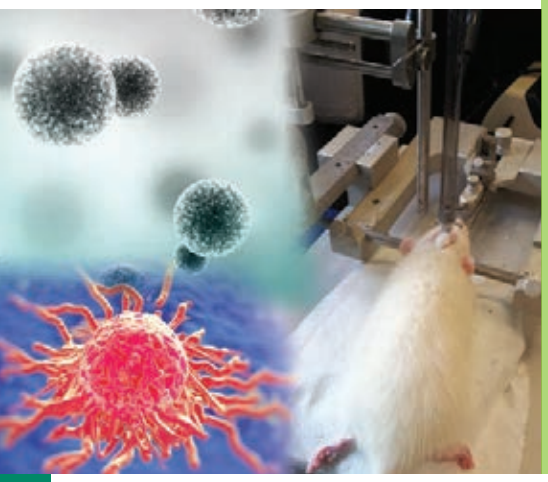
22 March 2014: Computer Science Open Day, HKBU

27 March 2014: Interviewed by《可樂生活》周刊

13–16 April 2014: HKTDC ICT Expo @ Hong Kong Convention & Exhibition Centre

MPCF Project Title:

In Vivo Extraction of Neural Stem Cells in the Brain using Novel Nanomaterials



Project Leader / Department:

Professor Ken YUNG Kin-lam, Department of Biology

Project Awarded Fund:	HK$200,000
Technology Area:	Biotechnology
Target Completion Date:	31 August, 2014

The finalist of HKBU Innovationem Award 2014

Executive Summary

Nowadays, the treatments of neurodegenerative diseases such as Parkinson's and Alzheimer's diseases are mainly for symptom relief, which is not a cure for patients. Regarding this problem, the restoration of degenerating neurons becomes imperative for the treatments. In the recent decade, medical researchers believe that the self-renewal ability of stem cells cannot only potentially cure the neurodegenerative diseases but also remedy impaired areas in the body.

Stem cells are undifferentiated biological cells that can differentiate into specialised cells in human body. Many scientists are devoted to develop extracting stem cells from skin or blood, and therefore extraction of stem cells brings a controversial issue.

Recently, Prof Yung has developed a new method for extracting biological cells focusing on an innovative therapy for the subject diseases by means of personalised neural stem cells from patients themselves. With this novel technique, magnetic nanoparticles covered with antibodies can safely extract neural stem cells from rats. Neurospheres are successfully generated in vitro from the extracted neural stem cells and subsequently transplanted back to the same rat. Through this demonstration, it has proved that the magnetic microsurgery process is simple and safe to implement on animals.

To recognise these promising research results in the treatment of neurodegenerative diseases, Prof Yung, Department of Biology, and his team published a paper in the prestigious Journal, Angewandte Chemie International Edition and received a MPCF grant funded by the Research Committee to target for the accomplishment of three deliverables including: (1) In situ extraction of ependymal cells from the sub-ventricular zone (SVZ) of the subjects; (2) Differentiation of extracted ependymal cells to neuron-like cells; and (3) Assessment of the functional effects of the differentiated cells (as an engraftment to the donor).

In summary, it is anticipated that this technique may cause significant implications in isolating individual patients' own neural stem cells for tailor-made treatments of their specific neurological problems in future stem cells therapy without the consideration of ethical issue. This technology though in an early stage of development, may give exciting potentials in biological and clinical applications from bench to bed.

Photo of the research team (Dr. Cathy LUI, Prof. Ken YUNG, Dr. LI H.W. - from left to right)

Project Implementation

Methodology:

1. In situ extraction of ependymal cells from SVZ of the subjects

   Expected outcomes: An in vivo extraction of NSCs will be performed in the adult SD rats. An extensive binding of the Ab-MNPs to the ependymal cells can be observed. Multipotent neural stem cells/ progenitor from adult brain can therefore be easily obtained without slaughtering the animal or inflicting significant damage.

2. Differentiation of extracted ependymal cells to neuron-like cells

   Expected outcomes: The detached ependymal cells will be collected for the differentiation of the neuron-like cells. The cells will be expanded and cultured to form neurospheres.

3. Assessment of the functional effects of the differentiated cells

   Expected outcomes: The differentiated cells will be transplanted to the same subjects for regenerative treatments. A secure and viral-free cell replacement treatment in neurodengenerative diseases can be eventually achieved.

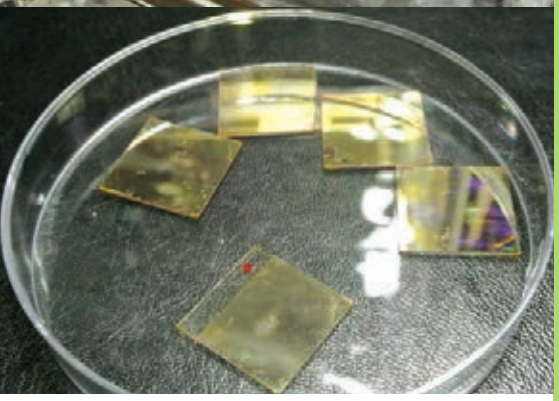
Publication:

Lui, C. N. P., Tsui, Y. P., Ho, A. S. L., Shum, D. K. Y., Chan, Y. S., Wu, C. T., Li, H. W., Tsang, S. C. E. & Yung, K. K. L. (2013). Neural stem cells harvested from live brains by antibody-conjugated magnetic nanoparticles. Angewandte Chemie International Edition, 52(47), 12298–12302. (Impact factor: 13.734)

Patents:

1. Yung, K. L., Li, H. W., Lui, N. P., Ho, S. L., Tsui, Y. P., Chan., Y. S., Shum, K. Y., & Tsang E. S. C., "Method of Extracting Neural Stem Cells Using Nanoparticles," U. S. Patent 13/834,750, March 15, 2013.
2. Yung, K. L., Li, H. W., Lui, N. P., Ho, S. L., Tsui, Y. P., Chan., Y. S., Shum, K. Y., & Tsang E. S. C., "Method of Extracting Neural Stem Cells Using Nanoparticles," PCT Patent WO 2014/075629 A1, November 15, 2013. (SPF supported by ITF)

Please scan the QR Code below to watch our **Introductory Video!**



MPCF Project Title:

Fabrication of Large Area Flexible Plasmonic Nanostructure using Interference Lithography and its Potential Application for Organic Electronics

Project Leader / Department:

Prof CHEAH Kok-wai, Department of Physics

Project Awarded Fund:	HK$200,000
Technology Area:	Nanotechnology
Target Completion Date:	31 August 2014

Executive Summary

Over the past decade, the development of metamaterial has been arousing many interests due to its large variety of applications. For example, metamaterial has been proposed for optical cloak, illusion absorber, and negative index materials in which the electromagnetic response could be engineered by scaling the size parameter of the artificial structures. Furthermore, the shape of the metamaterial device is also an important parameter for manipulating the light scattering. The optical cloak and hyperlens fabricated with curved structure is an example that has been applied to modulate the anisotropic refractive index. In addition, metamaterial and plasmonic devices on flexible tape, silk, paper and stretchable polydimethylsiloxane (PDMS) substrate have been demonstrated to show unusual optical response. However, most of the reported flexible metamaterial or plasmonic devices can only work in Gigahertz, Terahertz, or Far-infrared frequency. For near-Infrared (NIR) and visible wavelength applications, the feature size of each unit cell has to be scaled down to tens of nanometer. Most of the current optical metamaterial nanostructures were fabricated on rigid substrate such as glass, silicon and they are usually made by the techniques such as focus ion beam (FIB), e-beam Lithography (EBL), nano-imprint lithography (NIL) and soft interference lithography (SIL). These methods allow excellent control on wide range of patterns; however, the processes are very slow for limited sample size.

Single layer flexible metamaterial working at the range of visible to NIR wavelength has been reported recently and this can be directly fabricated on polyethylene terephthalate (PET) substrate using EBL. However, the chemical solution used for metal lift-off process has a strict requirement to avoid damages on the flexible substrate. Besides, the curved PET substrate brings additional difficulty in focusing electrons in EBL process that results in poor uniformity. Regarding nanometer printing technique, the major issue of producing three dimensional flexible metamaterial with a large area is low feasibility.

Prof Cheah and his research team have devoted to the research and development of metamaterial or plasmonic devices and their fabrication methods for resolving these problems. His team has successfully demonstrated that a laser interference lithography technique can be used to fabricate flexible metamaterial or plasmonic nanostructure in a large area, which has potential applications such as imaging and environmental sensors. Because of its high flexibility, the metamaterial or plasmonic sensor can be conformed into different shapes and can be adopted as gas sensor. For example, toxic gas leakage can be detected by a sensor in a small pipe in the enclosed and tight area.

As this technology would provide leadership contributions in key economics and contribute to the communities by resolving the environmental and safety issues, Prof Cheah has published many papers and also received a MPCF grant funded by the Research Committee to further improve this new technique and scale up the production.

Project Implementation

Methodology:

1. An area of 1 cm^2 of nanostructured substrate with photoresist will be fabricated. A He-Cd laser was adopted for metal lift off and flip chip transfer processes. After the process, the nanostructure could be reused and transfered to other rigid or flexible substrates.
2. A 2-dimensional nanostructure with line width of 150 nm and total area of 1 cm^2 can be used for sensor, organic solar cells and OLED applications.

Publications:

1. Li G., Kang M., Chen S., Pun E. Y., Cheah K. W. & Li J. (2013). Beam transformation using metasurfaces with strong spin-orbit interaction. Nano Letters, 13, 4148-4151. (Impact factor: 13.025)
2. Huang L., Chen X., Muhlenbern H., Zheng H., Chen S., Bai B., Tan Q., Jing G., Cheah K. W., Qiu C., Li J., Zentgraf T. & Zhang S. (2013). Three-dimensional optical holography using plasmonic metasurface. Nature Communications, 4, 1-7. (Impact factor: 10.015)
3. Yang W., Chan P. S., Chan M. S., Li K. F., Lo P. K., Mak N. K., Cheah K. W. & Wong M. S. (2013). Two-photon fluorescence probes for imaging of mitochondria and lysosomes. Chemical Communications 49, 3428-3430. (Impact factor: 6.378)
4. Guo L., Li K. F., Wong M. S. & Cheah K. W. (2013). Star-shaped ladder-type ter(p-phenylene)s for efficient multiphoton absorption. Chemical Communications,49, 3597-3599. (Impact factor: 6.378)
5. Chen S., Li G., Lei D. & Cheah K. W. (2013). Efficient energy exchange between plasmon and cavity modes via Rabi-analogue splitting in a hybrid plasmonic nanocavity. Nanoscale, 5(19), 9129-9133. (Impact factor: 6.233)
6. Chen S., Li G., Wong W., Pun Y. & Cheah K. W. (2013). Surface plasmon enhanced third harmonic generation from metal-organic hybrid plasmonic. Advanced Optical Materials 1, 522-526.
7. Tam H. L., Cheah K. W., Goh D. T. P. & Goh J. K. L. (2013). Iridescence and nano-structure differences in Papilio butterflies. Optical Material Express, 3, 1087-1092. (Impact Factor: 2.616)

Patents:

1. Cheah K. W., Li G. X., "Fabrication of Highly-Flexible Near-Infrared Metamaterials," U.S. Patent 13/726,127, 23 December 2012.
2. Cheah K. W., Li G. X., "Fabrication of Highly-Flexible Near-Infrared Metamaterials," PCT Patent PCT/CN2012/087327, 14 December 2012.
3. Cheah K. W., Li G. X., "Highly-Flexible Near-Infrared Metamaterials" U.S. Patent 13/726,183, 23 December 2012.

MPCF Project Title:

Preclinical Efficacy and Safety Evaluation of Corynoxine B for the Treatment of Parkinson's Disease

Project Leader / Department:

Dr LI Min, School of Chinese Medicine

Project Awarded Fund:	HK$200,000
Technology Area:	Biotechnology
Target Completion Date:	31 August 2015

The finalist of HKBU Innovationem Award 2014

Executive Summary

Parkinson's Disease (PD) is the second most common neurodegenerative disease, which is characterised by formation of alpha-synuclein positive aggregates in the dopaminergic neurons. PD affects 1.5% of the global population over 65 years of age. In China, there are 2 million PD patients, accounting for 40% of PD cases worldwide. The global PD therapeutics market is expected to grow at a modest Compound Annual Growth Rate (CAGR) of 2.2% and is forecasted to reach $3,650 million by 2020.

Macroautophagy (autophagy) plays an important role in maintaining proper neuronal function by removing damaged or abnormally modified proteins (including toxic protein aggregates) in neurons. Targeting the autophagic pathway for the degradation of pathogenic protein aggregates has emerged as a novel and promising strategy for the treatment of PD.

The present invention introduces a natural neuronal autophagy inducer namely Corynoxine B (Cory B), which can be extracted from neurotrophic Chinese herbal medicine Uncaria rhynchophylla (Miq.) Jacks (Gouteng in Chinese). Cory B can promote the degradation of alpha-synuclein (α-syn) protein (a key constituent of LB) by inducing autophagy in neuronal cells, by a mechanism independent of classic mTOR pathway.

To recognise this outstanding research work in the treatment of neurodegenerative diseases, Dr Li Min, Associate Professor of the School of Chinese Medicine, and her team received a donation of US$38,000 to support her research collaborative project with the Department of Neurology and Neuroscience, Icahn School of Medicine at Mount Sinai, USA. Besides, her team received HK$1 million from the Innovation and Technology Funding grants for the project titled "Chemical modification of oxindole alkaloids from the Chinese herbal medicine Gouteng for the optimisation of anti-Parkinson's Disease activity" in 2013.

Apart from receiving donations and grants, Dr Li's team won "Best Poster Award" in the European Molecular Biological Organisation (EMBO) International Conference on 9 May 2013 in Norway. In addition, her team published two papers in the prestigious journal, Autophagy.

Having considered the neuroprotective potential of Cory B for the treatment of PD, Dr Li received the MPCF grant funded by the Research Committee to support her further works on evaluation of the efficacy and the toxicity of Cory B.

Project Implementation

Methodology:

Evaluation of the neuroprotective effects of Corynoxine B in AAV-α-syn models of PD

To evaluate the preclinical efficacy of Cory B, suitable animal models which reproduce the neuropathology of human PD should be selected. Targeted overexpression of human α-syn in midbrain dopamine neurons, using recombinant adeno-associated virus (AAV) vectors, reproduces the progressive features of the human PD. In this project, it is proposed to use this animal model to evaluate the anti-PD efficacy of Cory B.

Preclinical toxicology studies of Corynoxine B

The preclinical toxicology studies will be conducted according to the US FDA Guidance ICH M3(R2) "Nonclinical Safety Studies for the Conduct of Human Clinical Trials and Marketing Authorisation for Pharmaceuticals" under the Good Laboratory Practice (GLP) Regulations.

Awards:

Dr Li's team won the award of "Best Poster Award" of the "Autophagy: Molecular mechanism, physiology and pathology" in the European Molecular Biological Organisation (EMBO) International Conference that was held on 9 May 2013 in Norway.

Besides, Dr Li's team won the award of "Future Scientist Award" in the Keystone Symposia Conference, namely as "Autophagy: Fundamentals to Disease", in May 2014 in Austin, USA.

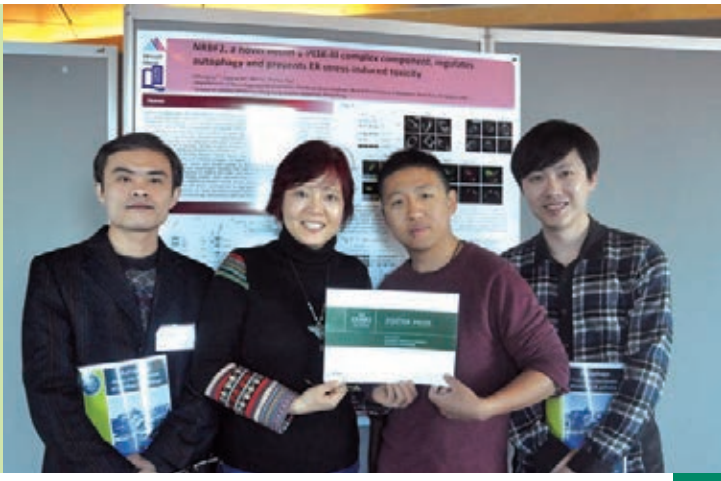
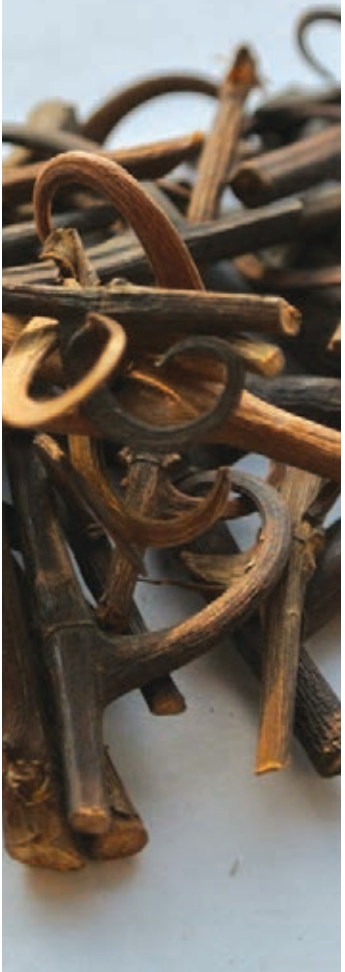


Photo for Dr. LI's team winning the award of "Best Poster Award" of the "Autophagy: Molecular mechanism, physiology and pathology" in the European Molecular Biological Organisation (EMBO) International Conference

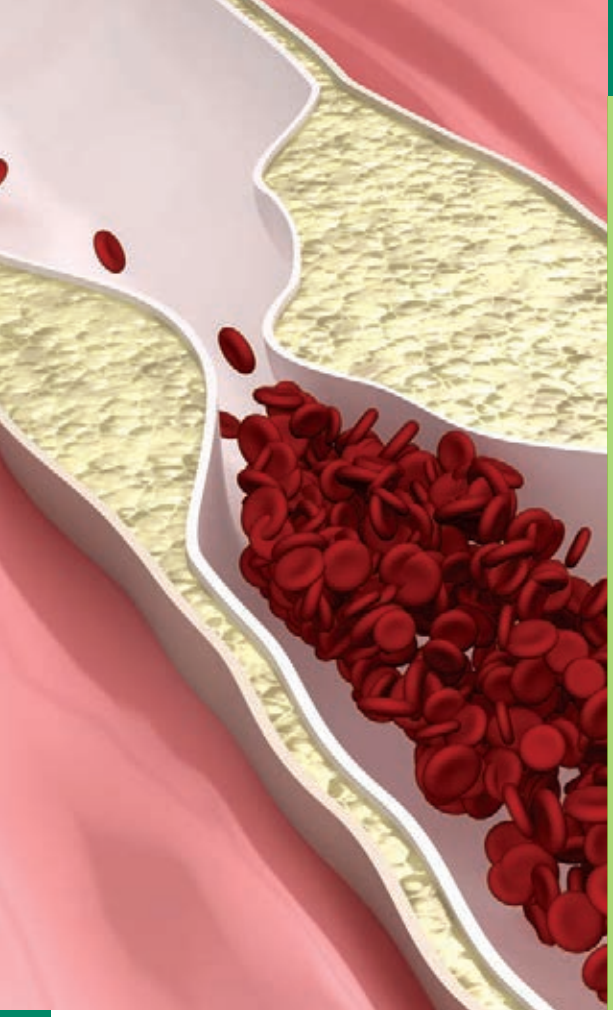


Publications:

1. Song J. X., Lu J. H., Liu L. F., Chen L. L., Durairajan S. S. K., Yue Z., Zhang H. Q. & Li M. (2014). HMGB1 is involved in autophagy inhibition caused by SNCA/α-synuclein overexpression: a process modulated by the natural autophagy inducer corynoxine B. Autophagy, 10(1), 144–154. (Impact factor: 12.042)
2. Lu J. H., Tan J. Q., Durairajan S. S. K., Liu L. F., Zhang Z. H., Ma L., Shen H. M., Chan H. Y. & Li M. (2012). Isorhynchophylline, a natural alkaloid, promotes the degradation of a-synuclein in neuronal cells via inducing autophagy. Autophagy, 8(1), 98–108. (Impact factor: 12.042)

Patents:

1. Li M., Lu J. H., Durairajan S. S. K. , & Liu L. F., "Autophagy Inducing Compound and the Uses thereof," U. S. Patent 13/420,628, 15 March 2012.
2. Li M., Lu J. H., Durairajan S. S. K., Liu L. F. , & Song J. X. "Autophagy Inducing Compound and the Uses thereof," PCT Patent PCT/CN2012/072841, 22 March 2012.
3. Li M., Lu J. H., Durairajan S. S. K., Liu L. F., & Song J. X., "誘　自噬的化合物及其用途" CN Patent 201280014006.3, 18 September 2013.
4. Li M., Lu J. H., Durairajan S. S. K., Liu L. F., & Song J. X. "Autophagy Inducing Compound and the Uses thereof," European Patent 12761462.6, 16 October 2013.



MPCF Project Title:

Preclinical evaluation and mechanistic study of two novel HMG-CoAR inhibitors isolated from herbal tea

Project Leader / Department:

Dr William TAI Chi-shing, School of Chinese Medicine

Project Awarded Fund:	HK$200,000
Technology Area:	Biotechnology
Target Completion Date:	30 June 2015

Executive Summary

Cholesterol is essential to build and maintain normal functioning of our body. 3-hydroxy-3-methylglutaryl coenzyme A reductase (HMG-CoAR) acts as a rate-limiting enzyme in the cholesterol synthesis pathway.

Statins are commonly used to lower blood cholesterol levels by inhibiting the HMG-CoAR enzyme. Statins have dominated the global dyslipidemia therapeutics market for the last few decades. "The National Cholesterol Education Program (NECP) and European Society of Cardiology / European Atherosclerosis Society (ESC/EAS) guidelines have recommended the use of statins as the first choice of pharmacotherapy for the treatment of dyslipidemia. According to GBI Research in 2013, the global statins market valued at US$20.5 billion in 2011. (GBI Research: http://www.marketresearchreports.com/gbi-research/statins-market-2018-weak-product-pipeline-and-shift-focus-towards-combination-therapies; retrieved on 17 June 2014).

Currently, the big pharmaceutical companies are mainly focused on developing the tricyclic-based, bicyclic-based, pyrimidine-based and pyridine-based HMGR inhibitors orpyrrole ring based, 5-membered heterocycles including imidazoles, pyrazoles and regioisomericpyrroles HMGR inhibitors. Although statin has prescribed widely in the world, its side effects such as myalgia, life-threatening condition rhabdomyolysis and renal failure still remain a serious problem for some of the patients. Therefore, isolation and development of new and safe HMG-CoR inhibitors are still important.

In the preliminary studies, Dr Tai has successfully developed two novel compounds containing HMG-CoAR inhibitory effect, which showed lower side effects when comparing to the current statins. Regarding the promising results, he received the MPCF grants which were funded by the Research Committee to support his project aiming at providing the preclinical evaluation and mechanistic study of these two novel HMG-CoAR inhibitors in different hyperlipidemic animal models. It is anticipated that the preclinical evaluation information and mechanistic insights of these two novel HMG-CoAR inhibitors can be useful for the future drug development and clinical trial.

Project Implementation

Methodology:

First of all, the safety (acute and chronic toxicity) of the two HMG-CoAR inhibitors was evaluated, followed by the pharmacokinetic and pharmacodynamics of these two HMG-CoAR inhibitors. Finally, the mechanistic investigation of anti-hypercholesterolemic effect of these two inhibitors in different hyperlipidemic animal models was studied.

Publication:

Tai W. C. S., Wong I. M. H., & Hsiao W. L. W. (2008). Development of yeast-based high-throughput screening platform to screen for potential anti-HMG-CoA reductase compounds in Traditional Chinese Herbal Medicine. Planta Medicine, (74), 108.

Patents:

1. Hsiao W. L. W., Tai C. S., & Jiang Z. H., "Using a Novel High-throughput Yeast Cell-Based Screening Platform to Identify HMG-CoA Reductase Inhibitors from Natural Products," U.S. Patent 13/762,400, 8 February 2013.
2. Hsiao W. L. W., Tai C. S., & Jiang Z. H., "用于鑒別HMG-CoA還原　制劑的以酵母細胞為基礎的新的高通量篩選平台和該抑制劑的用途" CN Patent 201310052418.2, 18 February 2013.

List of MPCF projects in 2014-15

Title	Principal Investigator	Technology Area
Blade Coating for Large Area OLED Fabrication for Signage Application	Prof. CHEAH Kok-wai	Display and Lighting Technologies
Developing "Residue Iteration Decomposition (RIDE)" Method into a Pipeline for Research on Cognitive Brain Functions and Testing its Clinical Applicability	Dr. ZHOU Chang-song	Information Technology (Medical)
Development of a mTOR-independent Activator of TFEB for the Treatment of Neurogenerative Diseases	Dr. LI Min	Biotechnology
Light Flicker Detection Mobile Application	Dr. Carmen LAM Ka-man	Information and Communication Technologies
Optimisation of Modified Huang-Lian-Jie-Du-Tang Formula by its Combination with Danshen and Yanhusuo in Treating Alzheimer's Disease	Dr. DURAIRAJAN Siva Sundara Kumar	Biotechnology
A Dendrobium QC Marker and its use in Quick Efficient and Low-cost Herb Authentication	Dr. Simon HAN Quan-bin	Information and Communication Technologies

Promotion Events

Technology Transfer Seminars

InnoMonth

Three technology transfer seminars targeting academics and industry audiences were successfully hosted during InnoMonth in January 2014 at the Hong Kong Baptist University (HKBU). The objective of the seminars was to motivate knowledge and experience exchanges and to foster knowledge transfer culture. The titles of the seminars are:-

- "Future Display and Lighting Technologies" on 9 January 2014;
- "A Versatile Search Engine for Multimedia Information" on 17 January 2014, and
- "Leading-edge Characterisation Equipment and Testing Method" on 24 January 2014.

At the seminars, participants were impressed by the impacts of the new technologies presented and the academic achievements of HKBU researchers. A post-seminar survey showed that all participants were satisfied with the seminars, particularly on the seminar arrangements (Figure 1). They gave positive feedbacks on the impacts of the seminars. Half of the participants expressed that they had acquired new skills or knowledge in relation to the corresponding topics while the other half got networking opportunities (Figure 2).

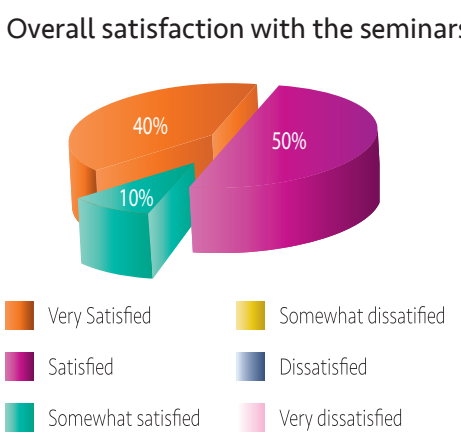


Figure 1. Overall satisfactions to the seminars

Figure 2. Values to participants attending the seminars

IP Seminar

A seminar entitled "Facing New Patent Guideline's Challenge" for HKBU staff and researchers was held on 11 June 2014. KTO invited IP Attorney from Ella Cheong (Hong Kong & Beijing) to give the presentation. There were 24 participants from the School of Chinese Medicine and the Faculty of Science. The seminar covered two main topics: (i) introduction of the new U.S. guidance on determining the patentability of natural products and (ii) case studies on composition and method claims. The presentation stimulated a lot of discussions and inspired the academics to understand more about the patent application strategy.

Publicity

To attract commercial interest and extend the reach of HKBU's outstanding research outputs, KTO produced a set of teasers featuring HKBU new inventions in March 2014. These teasers, which covered a variety of technology areas including Chinese Medicine, Biotechnology, Green Technology, Information Technology, Nanotechnology, Display and Lighting Technology, were disseminated to the public and industrialists at various events. Furthermore, some described technologies will be showcased in the forthcoming exhibitions.

Apart from printed materials, a series of videos highlighting HKBU's remarkable research achievements, in order to attract more collaborations and/or licensing, are in progress. The first video of the series was about the project titled: "In vivo extraction of neural stem cells in the brain using novel nanomaterials". It was broadcasted at the BIO International Convention 2014 (24-26 June 2014), in San Diego, USA and at various events.

Exhibitions

To showcase and market high-impact HKBU inventions and new technologies, KTO proactively participated in a number of local, national and international exhibitions. Our participation not only opened up knowledge transfer opportunities by connecting our technologies and innovations to targeted companies but also enhanced publicity on HKBU's research achievements. Serious enquiries for licensing and university-industry collaborations were received as a result of our presence in the exhibitions. A list of exhibitions participated is shown below:

- Business of IP Asia Forum (5-6 December 2013 in Hong Kong), organised by the Hong Kong Trade Development Council (HKTDC)
- Inno Design Tech Expo (5-7 December 2013 in Hong Kong), organised by HKTDC
- BIO International Convention 2014 (23- 26 June 2014 in San Diego, California, USA)

With the support of ITF grants, HKBU representatives, comprising three KTO staff and two academic staff from the Department of Biology and the School of Chinese Medicine, had successfully exhibited many biotechnology inventions of HKBU in the Hong Kong Pavilion at BIO International Convention 2014 (BIO 2014) on 23-26 June 2014 at San Diego, California, USA.

After the official opening of the Hong Kong Pavilion at BIO 2014, the honourable guest, Mrs Fanny LAW FAN Chiu-fun, GBS, JP, visited the HKBU exhibition booth where she was introduced to many biotechnology inventions from the University.

Through this worldclass biotechnology convention, KTO were able to get connected and showcased HKBU research projects and new inventions to high-level executives and influential decision makers who were looking for new opportunities to form partnership and to evaluate emerging technologies in the industry.

Mrs Fanny LAW FAN and Mr. Allen MA, CEO of HKSTP taking photo with the HKBU team

Prof Ken YUNG and Dr Alfred TAN introducing biotechnology inventions of HKBU to Mrs Fanny LAW FAN

KTO representatives attending the reception.

More than 10 partnering meetings were held between KTO and participating companies or exhibitors during the convention. Our representatives were able to meet with senior executives of six listed top 50 companies in pharmaceutical and biotech industries such as Pfizer, Johnson & Johnson, Merck & Co., Bayer, Takada Pharmaceutical Co., GE healthcare and more than 25 CROs, CMOs and academic institutions including the major research labs and government agencies and the leading consultants and service companies.

Through this networking opportunity, business forum and exhibition, it is anticipated that more collaborations and commercialisation of our intellectual properties will be resulted and the international image of HKBU will be promoted as well.

BIO International Convention is the world's biggest convention on biotechnology showcasing products and services in the areas of biopharmaceuticals, industrial biotechnology and biofuels, life sciences trade, medical devices and diagnostics, and research. BIO 2014 was attended by more than 1,700 exhibitors covering approximately 180,000 square feet exhibition space. The exhibition featured over 60 state, regional and country pavilions.

UGC values students' entrepreneurship as a form of effective knowledge transfer from university to the broader community. From 2012-13, the University supported the BEST project with a three-year SDF grant. The BEST project aims to nurture the creativity of students and graduates, as well as develop them into socially responsible business leaders and entrepreneurs to support Hong Kong's knowledge-based economy. BEST provides experiential learning environments and opportunities for students to equip themselves with a can-do attitude, business acumen, and entrepreneurial spirit. Key components of the BEST project are: Entrepreneurship Sharing and Training, Entrepreneurship Challenge, Entrepreneurship Networking and Entrepreneurship Space. During the year, BEST has successfully held an Entrepreneurship Seminar Series, an Innovation Lab Series, a one-day Bootcamp, three competitions and the Multilateral-Transborder Entrepreneurship Exchange trip. The first incubatee was officially moved in our Entrepreneurship Space in November 2013. Besides these regular BEST programmes, three special events were successfully arranged in this academic year. They were the Multilateral-transborder Exchange programme 2013, the public lecture by the honourable guest speaker from Taiwan, Madam Tchen Yu-chiou and the Junior World Entrepreneurship Forum Hong Kong 2014. This year-round BEST Programme had attracted more than 1,200 student participations in different forms, around 4 times more than the 300 students from the previous academic year.

Entrepreneurship –

HKBU's Business Entrepreneurship Support and Training (BEST)

Entrepreneurship Sharing and Networking(ESAN)

Entrepreneurship Sharing and Networking (ESAN) is the year-round training programmes to equip students with entrepreneurial skills, as well as to provide local and cross-border networking opportunities.

The training programmes includes Entrepreneurship Seminar Series, an Entrepreneurship Innovation Lab and an Entrepreneurship Bootcamp. This year, prominent and successful entrepreneurs and experts were invited as guest speakers to give inspiring talks and conduct training workshops for our students.

ESAN Series	Date/Speakers/Topics	No. of Attendees
Entrepreneurship Seminar Series	**22 October 2013** Ms WONG Siu-ling (王小玲), *Director of Wing Lai Yuen* "Regretless Guarding over Family Inheritance" (無悔守護 詠藜園女當家)	108
	29 October 2013 Miss Christine MA Lau-ming (馬露明), *Founder & Principal of JEMS Learning House* "Wings of Dreams - A Virtue Education Entrepreneur" (夢想的翅膀 道德教育創業家)	103
	6 November 2013 Mr Erwin Steve HUANG (黃岳永), *Founding CEO of Weborganic and Deputy Chairman of Tse Sui Luen Jewellery (International) Limited* "From Business to Social Enterprise - A Life Inspiration" (人生領悟 從商企到社企)	166
Entrepreneurship Innovation Lab	**23 January 2014** Mr Ali FUNG (馮偉昌), *Marketing Head of AMWAY Hong Kong* "How does AMWAY Formulate Brand Strategies for Beauty and Health Industry? Helping You to Sell!" (市場攻守法門：安利的美健品牌戰略)	78
	21 February 2014 Mr Fabian SHIN (冼 易), *Deputy Chief Executive Officer of CMB International Capital Limited* "How to Get Financing from Investors?" (融資有道：如何從投資　身上籌集資金？)	58
	13 March 2014 Mr Arthur CHOW (周邦亮), *Co-founder and Chief Executive Officer of 6waves* "Entrepreneur's Experience Sharing" (創業家經驗分享)	65
Entrepreneurship Bootcamp	**15 March 2014** Ms Ming PANG (彭婉明), *Founder of KADOSH and NutriGreen* "From Zero to Hero: What does It Take?"	24

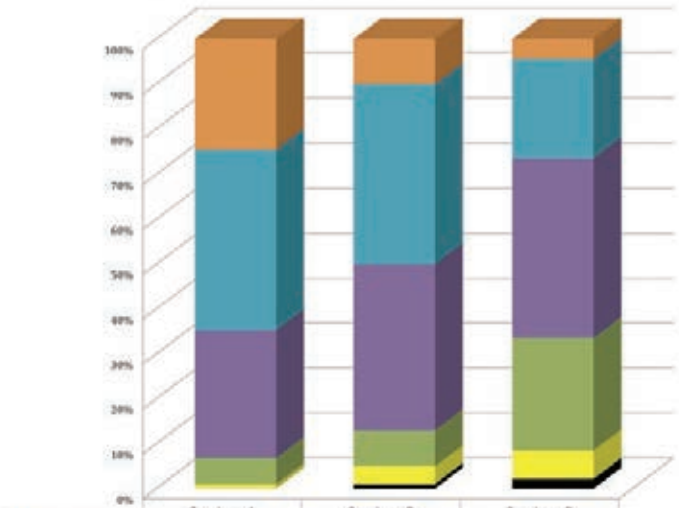
Students' feedbacks on Entrepreneurship Sharing and Networking (ESAN)

Over 600 students attended the BEST Entrepreneurship Sharing and Networking ESAN activities in academic year of 2013-14. Questionnaires were distributed to the participants at the end of each session. Around 350, 70 and 15 responses were received for the Seminar series, the Lab series and the Bootcamp, respectively.

For ESAN seminar series, over 50% of the respondents rated positively in following important indicators:

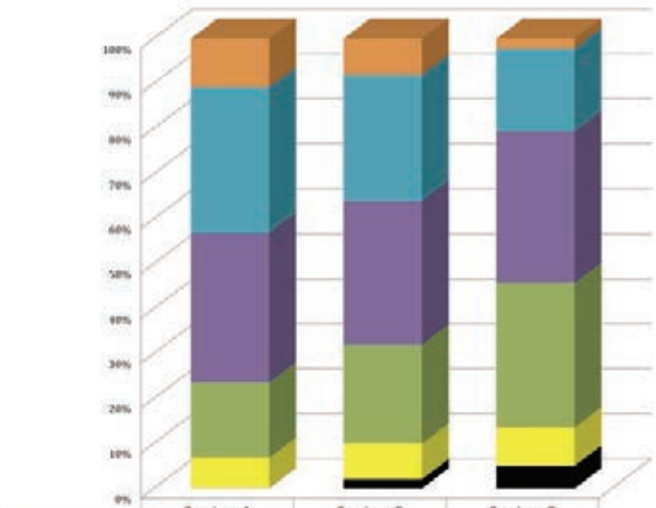
- The content and knowledge of the seminar are new to me
- The seminar changes the way I see entrepreneurship
- The seminar increases my interest on entrepreneurship
- The seminar improves my creative thinking
- The seminar allows me to think more in-depth about the related knowledge
- I am willing to join similar activities in future

The content and knowledge of the seminar are new to me



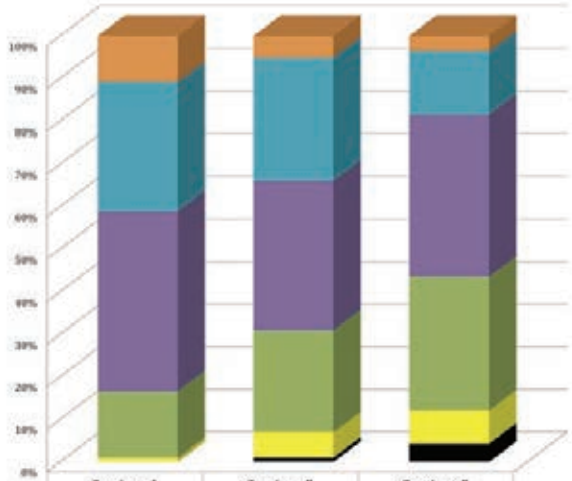
	Seminar 1	Seminar 2	Seminar 3
Strongly Agree	24.5%	10.0%	4.3%
Agree	40.2%	40.0%	22.1%
Mildly Agree	28.4%	37.0%	40.0%
Mildly Disagree	5.9%	8.0%	25.0%
Disagree	1.0%	4.0%	6.4%
Strongly Disagree	0.0%	1.0%	2.1%

The seminar changes the way I see entrepreneurship



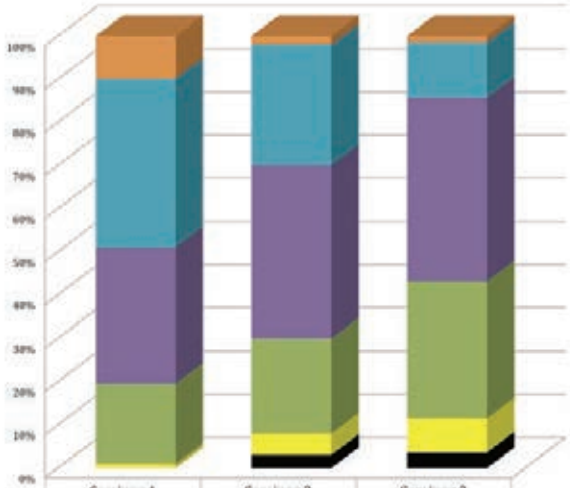
	Seminar 1	Seminar 2	Seminar 3
Strongly Agree	10.8%	8.0%	2.1%
Agree	32.4%	28.0%	18.6%
Mildly Agree	33.3%	32.0%	33.6%
Mildly Disagree	16.7%	22.0%	32.1%
Disagree	6.9%	8.0%	8.6%
Strongly Disagree	0.0%	2.0%	5.0%

The seminar increases my interest on entrepreneurship



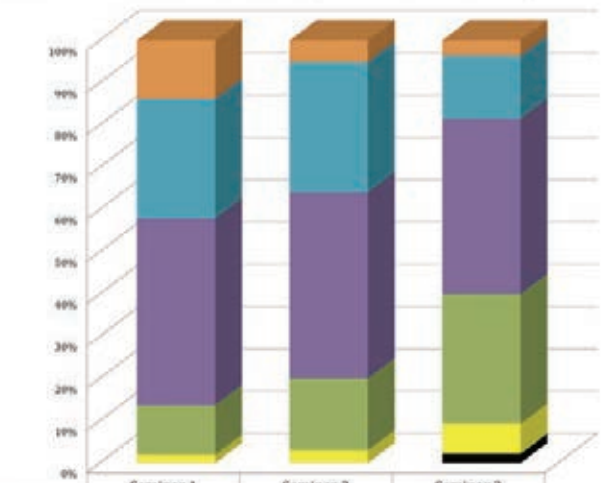
	Seminar 1	Seminar 2	Seminar 3
Strongly Agree	10.8%	5.0%	3.6%
Agree	30.4%	29.0%	15.0%
Mildly Agree	42.2%	35.0%	37.9%
Mildly Disagree	15.7%	24.0%	31.4%
Disagree	1.0%	6.0%	7.9%
Strongly Disagree	0.0%	1.0%	4.3%

The seminar improves my creative thinking



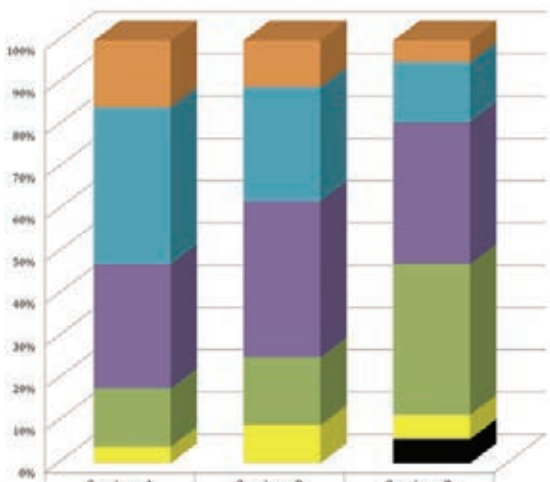
	Seminar 1	Seminar 2	Seminar 3
Strongly Agree	9.8%	2.0%	1.4%
Agree	39.2%	28.0%	12.9%
Mildly Agree	31.4%	40.0%	42.4%
Mildly Disagree	18.6%	22.0%	31.7%
Disagree	1.0%	5.0%	7.9%
Strongly Disagree	0.0%	3.0%	3.6%

The seminar allows me to think more in-depth about the related knowledge



	Seminar 1	Seminar 2	Seminar 3
Strongly Agree	13.7%	5.0%	3.6%
Agree	28.4%	31.0%	15.0%
Mildly Agree	44.1%	44.0%	41.4%
Mildly Disagree	11.8%	17.0%	30.7%
Disagree	2.0%	3.0%	7.1%
Strongly Disagree	0.0%	0.0%	2.1%

I am willing to join similar activities in future



	Seminar 1	Seminar 2	Seminar 3
Strongly Agree	15.7%	11.0%	5.0%
Agree	37.3%	27.0%	14.3%
Mildly Agree	29.4%	37.0%	33.6%
Mildly Disagree	13.7%	16.0%	35.7%
Disagree	3.9%	9.0%	5.7%
Strongly Disagree	0.0%	0.0%	5.7%

Remarks:

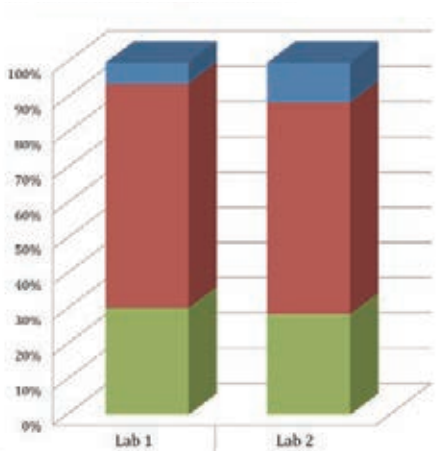
Seminar 1 was presented by Ms WONG Siu-ling (王小玲), **Seminar 2** was presented by Miss Christine MA Lau-ming (馬露明)
Seminar 3 was presented by Mr Erwin Steve HUANG (黃岳永)




For ESAN Lab series, over 50% of the respondents gave positive feedbacks on following important indicators:

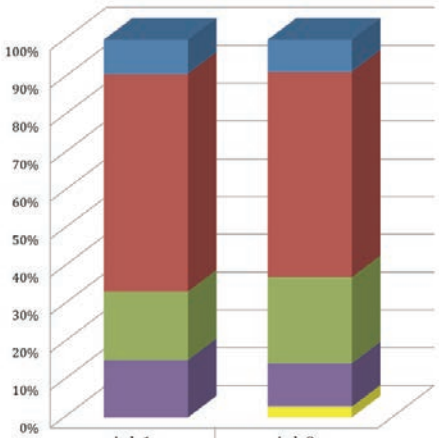
- The lab met my expectations
- The lab improved my awareness and understanding of the subject
- The information presented was useful
- Length of the lab was appropriate
- Level of the contents presented was appropriate
- As the result of attending this lab, I see the value to me in the ways of knowledge, skills or networking opportunities
- I am willing to attend similar activities in the future

Overall ranting of the lab



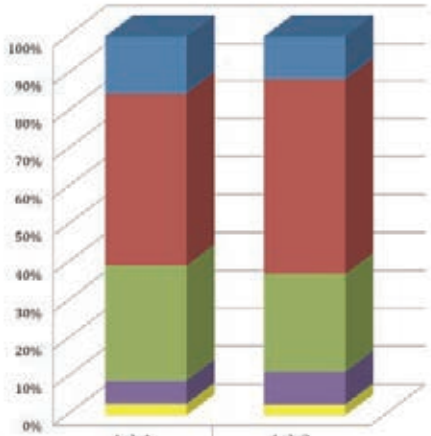
	Lab 1	Lab 2
Very satisfied	6.1%	11.4%
Satisfied	63.6%	60.0%
Somewhat satisfied	30.3%	28.6%
whatwhat dissatisfied	0.0%	0.0%
Dissatisfied	0.0%	0.0%
Very dissatisfied	0.0%	0.0%

The lab met my expectations



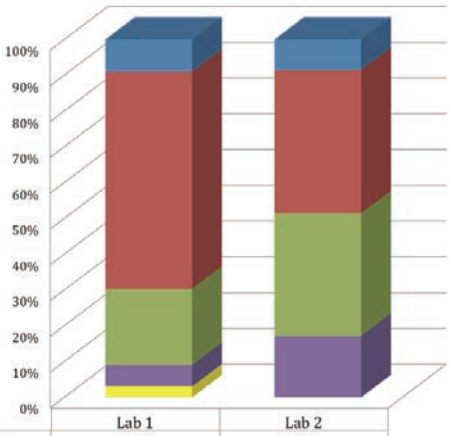
	Lab 1	Lab 2
Strongly Agree	9.1%	8.6%
Agree	57.6%	54.3%
Mildly Agree	18.2%	22.9%
Mildly Disagree	15.2%	11.4%
Disagree	0.0%	2.9%
Strongly Disagree	0.0%	0.0%

The lab improved my awareness and understanding of the subject



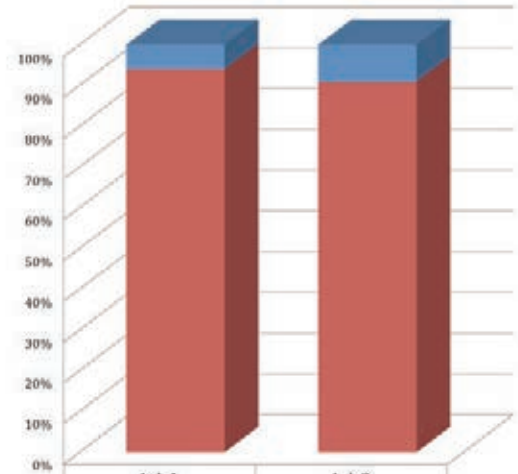
	Lab 1	Lab 2
Strongly Agree	15.2%	11.4%
Agree	45.5%	51.4%
Mildly Agree	30.3%	25.7%
Mildly Disagree	6.1%	8.6%
Disagree	3.0%	2.9%
Strongly Disagree	0.0%	0.0%

The information presented was useful



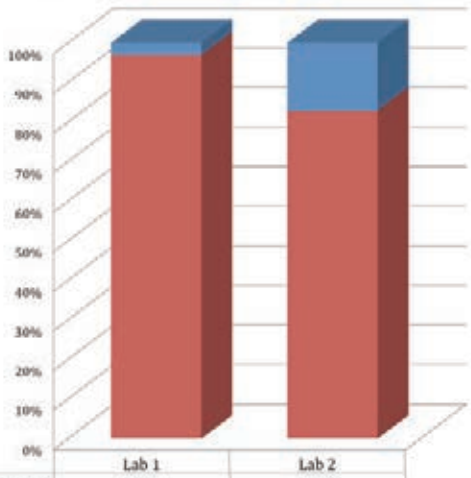
	Lab 1	Lab 2
Strongly Agree	9.1%	8.6%
Agree	60.6%	40.0%
Mildly Agree	21.2%	34.3%
Mildly Disagree	6.1%	17.1%
Disagree	3.0%	0.0%
Strongly Disagree	0.0%	0.0%

Length of the lab was appropriate



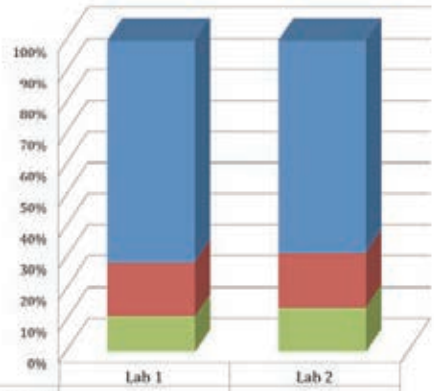
	Lab 1	Lab 2
Too Long	6.1%	9.1%
Just right	93.9%	90.9%
Too short	0.0%	0.0%

Level of the contents presented was appropriate



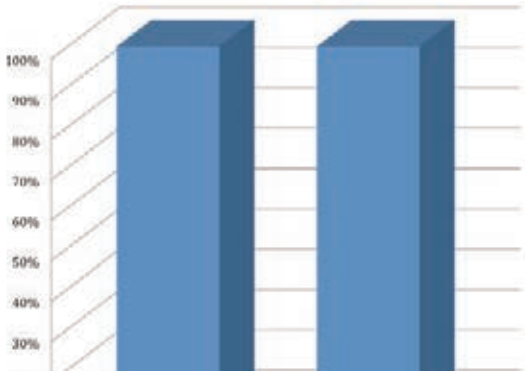
	Lab 1	Lab 2
Too difficult/technical	3.1%	17.1%
Just right	96.9%	82.9%
Too easy	0.0%	0.0%

As the result of attending this lab, I see the value to me in the following ways



	Lab 1	Lab 2
I have acquired a new skill or knowledge in relation to the topic	71.4%	68.6%
I have found networking opportunities	17.1%	17.1%
I do not see the impact of this lab on my work	11.4%	14.3%
Others (please specify)	0.0%	0.0%

I am willing to attend similar activities in the future



	Lab 1	Lab 2
Yes	90.9%	87.5%
No	9.1%	12.5%

Remarks: **Lab 1** was conducted by Mr Ali FUNG (馮偉昌),
Lab 2 was conducted by Mr Fabian SHIN (冼 易)

Entrepreneurship Challenge (E-Challenge)

E-Challenge is a series of business plan competitions, including categories of a "$500 For one Page – Business Idea Competition"; a "$5000 For 3 Pages – Business Proposal Competition" and a "$300,000 for New Venture – Business Plan Competition". The competitions are designed to offer a platform for students to share from the simplest business ideas to more sophisticated business plans.

BEGINNER

The $500 for 1-Page Business Idea Competition is for students who are beginners to the idea of entrepreneurship. This competition aims at encouraging them to engage in ideation and to develop it into a business idea. This competition was held on September - November 2013. Over 100 entries were received and 20 awards were awarded on 30 November 2013.

INTERMEDIATE

In the academic year of 2013-14, a campus-wide "Win $5,000 for a 3-page Business Proposal!" Competition was held on February - April 2014. Nearly 100 entries, doubled the number from last academic year, were received. Results were announced on 16 April 2014. Eight teams (a total of 26 students) were awarded by the three-member judging panel comprised of two external professionals and one BEST Advisory Committee member, in a doubly blinded review process.

	$500 for **1-Page** Business Idea Competition	**$5000** for **3-Pages** Business Proposal Competition
Objective	To provide an opportunity for entrepreneurship ideation for the students	To provide an opportunity for entrepreneurship business proposal formation for the students
Date	September – November 2013	February – April 2014
Submissions	103 entries	95 entries
Award Winners	School of Business – 12 School of Communications – 1 School of Social Sciences – 5 Faculty of Arts – 1 Faculty of Science - 1	School of Business - 19 School of Social Sciences – 4 School of Communications – 1 Faculty of Science - 1 Faculty of Arts - 1
	Total: 20 students	Total: 8 winning teams (26 students)

ADVANCED

"The $300,000 for New Venture Business Plan Competition" was open for submission from March to May 2014. Students were invited to submit a 15 to 20 pages business plan for this competition. A total of 24 entries were received and six teams had been shortlisted to the final by a judging panel of four external members from the Hong Kong Science and Technology Park, apps development, angel investment and IT industry. The finalists presented their business plans to the same judging panel at the presentation session held on 5 June 2014, where the award winner was selected.

The finalists, **Shouting Box** (business venture category) and **Barrier-free School** (social enterprise category), both initiated by HKBU students won the competition. Each winning team was awarded with HK$300,000 (in cash and in kind), covering entrepreneurial trainings, professional business services, as well as one year's rental and service contract of Incubation Offices in order to put their entrepreneurial idea into practice.

Shouting Box is a start-up by four students from School of Science, School of Business and Academic of Visual Arts at HKBU. It aimed to provide an online platform for users to communicate through voice only. People can enjoy an anonymous communication experience without any pre-judgment by appearance, background, and social status of the users. With the core value of "communicating easily and fairly through", Shouting Box offers a possibility to take off the "social masks" and express freely.

Barrier-free School, a social enterprise start-up by six students from Faculty of Science and School of Chinese Medicine at HKBU, and Faculty of Science and Faculty of Arts at the University of Hong Kong (HKU), aimed at transferring knowledge to serve the community with special needs by developing an e-Learning platform and IT-related online courses to help people with disabilities to improve their knowledge and skills. The project does not only enrich the knowledge of people with disabilities, but also motivates student volunteers to serve the people in need, as well as to promote the accessibility of Information Technology.

Finalist: Shouting box (business venture)

Finalist: Barrier-free School (social enterprise)

Finalist of the Exemplar Knowledge Transfer Project of the Year Award

Incubation Programme (E-Space)

The "$300,000 for New Venture Business Plan Competition 2013" winners, John Lo and Zoe Lau, successfully established their company "Funcon Limited" and moved in KTO Incubation Centre in November 2013. Lo and Lau have been focusing on their business model and prototype development in the past seven months and gained satisfactory progress. In March, they received their first sales order and their team has expanded to four members. Their project has entered in other competitions, e.g. "ICT Award 2014 (Best Startup)" and "NUS x DBS Social Venture Challenge 2014".

Background

The objective of this programme was to provide a multi-cultural platform for young student entrepreneurs from Greater China. It was envisioned that this programme would spark students' entrepreneurial spirit, broaden their business horizon, open up new business channels, and nurture future entrepreneurs with global view and innovative spirit through training, sharing, interaction, and exchange.

In the academic reporting year of 2013-14, the programme was jointly organised by three universities, namely the Nanjing University, the Taiwan National Central University, and the Hong Kong Baptist University. A total of 26 students participated in this 15-day programme, gaining fruitful experiences from various entrepreneurial training sessions, site visits and seminars.

Impact

Students

- to broaden their horizons, and deepen their understanding of the economic and cultural conditions as well as entrepreneurship policy in Greater China
- to learn practical business knowledge and targeted entrepreneurial guidance
- to gain potential entrepreneurial opportunities and broaden their network of entrepreneurship
- to obtain venture capital for startup

Multilateral-Transborder Entrepreneurship Exchange

Programme Schedule

Date	Places of visit
22 - 26 July 2013	**Nanjing** 1. Nanjing University 2. Venture Park of Jiangsu's College Students 3. Nanjing Zijin Entrepreneurial Special Community
18 - 22 August 2013	**Hong Kong** 1. Hong Kong Baptist University 2. Hong Kong Exchanges and Clearing Limited 3. Hong Kong Monetary Authority 4. Hong Kong Science and Technology Parks 5. Cocoon 6. Cyberport's IncuTrain Centre
24 - 28 August 2013	**Taiwan** 1. Taiwan National Central University 2. White Wood House Brand Discovery Gallery 3. Nangang Software Incubation Centre 4. Northern Entrepreneurship and Innovation Service Centre 5. Kaohsiung Software Technology Park

List of HKBU Student Delegation

Name	Major	Remarks
LO Chun-wang	China Studies	Local Ginger (winner of "$300,000 for New Venture")
HUNG Chun-fung	Applied Physics	i-Delivery
PAN Yun-yao	Applied Physics	i-Delivery
CHOW Chun-yan	BBA (ISEM)	屯元舍
CHOW Wing-yan	BBA (ISEM)	屯元舍
WONG Wing-shan	Marketing	Winner of "$5,000 for 3 Pages"
CHEN Ka-li	Visual Arts	Winner of "$5,000 for 3 Pages"
CHAN Chin-hei	Chinese Journalism	Student Journalist (Nanjing)
CHEN Nga-yi	Broadcast Journalism	Student Journalist (Taiwan)

Programme 2013-14

Publication

The Multilateral-Transborder Entrepreneurship Exchange Programme 2013-14 booklet was published in Chinese with detailed records of this successful event. Its online version is available at KTO website (*http://kto.hkbu.edu.hk/files/file/MTBEE_Booklet_compressed.pdf*).

Media Reporting: *(Original Titles in Chinese)*

- China Times (工商時報) (29 August 2013), "兩岸四地創業交流 成果豐".
- Eyes on HKBU (27 September 2013), Issue 36, "Youthful entrepreneurial dream".
- HKBU e-News (27 August 2013), "Students from Hong Kong, Mainland China and Taiwan join entrepreneurship exchange tour at HKBU".
- Hong Kong China News Agency (香　新聞網) (22 August 2013), "兩岸及　澳大學生在　交流創業夢".
- Macao Daily (澳門日報) (25 August 2013), "兩岸青年　交流創業心得".
- South China Morning Post (14 October 2013), "Programme lets budding entrepreneurs build future ties".
- Ta Kung Pao (大公報) (23 August 2013), "四地大學生交流創業心得".
- Xinhua Net (新華網) (22 August 2013), "創業志向更堅定-兩岸四地青年在　交流創業心得".

The public lecture by Madam TCHEN Yu-chiou, the honourable speaker from Taiwan, was held on 9 April 2014 with the support of the Hong Kong Baptist University Institute of Creativity and the Hung Hin Shiu Charitable Foundation Limited for their "Institute of Creativity – Dr. Hung Hin Shiu Development Fund". Co-organised by the Academy of Visual Arts, Faculty of Arts and Knowledge Transfer Office, this public lecture sought to share with the audiences the development of cultural entrepreneurship and the branding of Taiwan.

Madam Tchen is an accomplished Pianist as well as a reputed Professor and Diplomat of Culture and Fine Arts. As the former Cultural Minister of Taiwan and today under her own prowess, Madam Tchen continues to aid, promote and develop in every aspect Taiwan culture, both domestically and internationally. In 1996, Madam Tchen was bestowed the highest honor of "Chevaleresse (Knighthood) in Chevalier dans l'Ordre National du Merite" (Knight in the National Order of Merit) by the French government for her great efforts in developing cultural ties between Taiwan and France. Twelve years later, Madam Tchen was bestowed the second Chevaleresse "Chevalier dans l'Ordre de la Legion d'Honneur" (Knight in the Order of the Legion of Honor) by the French government. Madam Tchen is a Professor of Music at the National Taiwan Normal University and the President of both the Egret Culture and Education Foundation and the Alliance Française de Taiwan. Madam Tchen also serves as an Independent Board member at The Eslite Spectrum Corp, and serves as an adviser to: Xue Xue Institute, Uniplan Taiwan Corp, and the Board of National Culture and Arts Foundation.

Prior to her current positions and titles, Madam Tchen was the Chairperson and Dean of The National Taiwan Normal University (NTNU)'s music department, the Dean at the College of Fine and Applied Arts at NTNU, the President of R.O.C. Music Education Association, the National Policy Advisor to the President of Taiwan (2004-06), the Ambassador-at-large to the Taiwan Ministry of Foreign Affairs (2004-08), the Secretary General of the National Cultural Association (2005-09), the President of Ching Kai-Shek Cultural Center (2007-10), and the Artists Director of the opening and closing ceremonies of "2009 Kaohsiung World Games", among others.

Internationally, Madam Tchen served as the Honorary Consultant for the British Royal Music College (2000, England), and in France Madam Tchen received recognition "d'Offcier dans l'Ordre des Arts et Lettres" (Officer of the Order of Arts and Letters) (2009, France) for her work. Madam Tchen graduated from Conservatoire nationale supérieur de musique de Paris (Higher National Conservatory of Music in Paris), with "Prix de Piano" and "Prix de Musique de Chamber" (i.e. Highest Honours). As a Pianist, Madam Tchen has performed worldwide at notable concert halls in Belgium, France, Italy and the United States. Madam Tchen had performed with renowned orchestras such as the Munich Chamber Orchestra, the Berlin Philharmonic Wind Quintet, the

Public Lecture by Madam TCHEN Yu-chiou, Former Chairwoman of CCA Taiwan: "Branding Taiwan"

Date:	9th April 2014 (Wednesday)
Time:	3:30pm - 5:30pm
Venue:	Mr and Mrs Lau Chor Tak Multi-Purpose Hall (SCC 201) 2/F, Madam Kwok Chung Bo Fun Sports and Cultural Centre (SCC), Shaw Campus, Renfrew Road, the Hong Kong Baptist University, Kowloon Tong
Language:	Mandarin (English interpreting service provided)
Number of Attendees:	140

Sponsored by Hung Hin Shiu Charitable Foundation

Nagoya Philharmonic Orchestra, the Osaka Philharmonic Orchestra, the Shanghai Philharmonic Orchestra, the National Symphony Orchestra (Taiwan), the National Taiwan Symphony Orchestra and the Taipei Symphony Orchestra.

Branding Taiwan

For most of the flamboyant elements in lives we have been accustoming to since the twenty-first century: classic cafes, exquisite desserts, comic operas, fashion, advertising, floor mirrors, diamonds, perfumes, champagnes, nightlife, hair stylists... were all parts of the masterpiece crafted by the French Sun King Louis XIV (1638 – 1715), whose keen aesthetics and worldview had open-marked the beginning of modern fashion industry. From Versailles to the Opera House; from the French royal playwright Moliere to the vibrancy of France, the legend of France not only influenced the historical stretch of many dominant cultures, yet also revolutionised France to become a modern country with her own brand and national image.

The audience were taken to a journey from historical France to modern Taiwan and her creative industries based on "Diamond Taiwan", analysing the DNA of Taiwan and her modern beauty from various angles, such as ecology, history, ethnicity, art, life and fashion technology. In 2002, the speaker proposed the notion of "Policies of Cultural and Creative Industries" as the former Council of Cultural Affairs (CCA) chairwoman. It advocated the use of colours to represent the beauty and creativity of Taiwan and searched for a unique element from land resources particular for Taiwan and her collective memories, hoping to develop from a mere connotation to an evolving drive as the Colour of Taiwan. Does Taiwan have her own signature colour when other national players had worn theirs during the London Olympics in 2002?

Speaker:

Madam TCHEN Yu-chiou

Former Chairwoman of Council of Cultural Affairs (CCA) Taiwan,
President, Egret Culture and Education Foundation,
Professor, Department of Music, the National Taiwan Normal University

Thanks to publicity campaigns for years, "Taiwan Red", "Taiwan Green", and "Taiwan Gold" have naturally and dynamically intersected with the everyday lives of Taiwan people with the cultural originality and creativity to enable the notion of "Branding Taiwan".

JUNIOR
WORLD ENTREPRENEURSHIP FORUM
2014

The Junior World Entrepreneurship Forum Hong Kong 2014 was organised by the Enactus, Hong Kong Baptist University and Alliance of University & College YMCAs with two co-organisers, HKBU and Chinese YMCA of Hong Kong. The organising committee is comprised of students from six universities in Hong Kong. This year, the event was held on 3-5 June 2014. JWEF is a global initiative derived from the World Entrepreneurship Forum (WEF). JWEF aims at contributing to WEF's mission of "promoting and accelerating junior entrepreneurship globally as a way to create wealth and social justice, in preparing for the world of 2050". As the junior branch of WEF, JWEF fosters the youth vision on entrepreneurship that JWEF strongly believes entrepreneurship is the key to creating wealth and social justice.

Nearly 300 young participants from Hong Kong, Macau and Taiwan attended this 3-day forum. They came together to discuss their views on the topic of "Entrepreneurship 3.0: Unlimited Opportunities".

JWEF

Mainland China
Taiwan
Macau
Hong Kong

JWEF Hong Kong 2014 consists of:

A global online platform

A Facebook page for JWEF Hong Kong 2014 (https://www.facebook.com/JWEF2014HK) was set up in January 2014 and ever since then, students and young entrepreneurs from different countries have been using this collaborative online platform, to connect, learn, get ideas and collaborate on entrepreneurship projects. JWEF participants exchange and contribute ideas through this online platform. In the past 6 months, hundreds of posts were raised for different topic discussions and nearly a thousand people have liked and followed our JWEF Hong Kong 2014 Facebook Page.

A 3-day forum

The 3-day JWEF Hong Kong 2014 started on 3 June with intensive mentoring workshops for young entrepreneurs by four esteemed entrepreneur mentors from different industries and academia. Eight local teams (a total of 20 local tertiary students) and four overseas teams from Macau

and Taiwan (a total of 12 university students) were selected to participate in this one-day workshop by the screening panel from initial submissions between March – April 2014. The submissions were based on three topics aligned with the theme of "Entrepreneurship 3.0: Unlimited Opportunities". The three topics of the pitch contest can be found in the following section entitled Pitch Contest Topics.

On the second day, 4 June, JWEF Hong Kong 2014 was officiated by Ms Annie TAM, JP, Permanent Secretary for Labour and Welfare, Ms Joey LAM Kam-ping, JP, Deputy Government Chief Information Officer (Policy and Community), Professor Rick WONG Wai-kwok, Vice President (Research & Development) of HKBU, Professor Frank FU Hoo-kin, Associate Vice-President of HKBU, and other esteemed honourable guests. After the grand opening, two keynote speakers and four VIP entrepreneur guests were invited to share their knowledge and experiences with the young entrepreneurs in the morning session and the afternoon panel discussion, respectively. This whole day programme was open to all local youth and had attracted more than 200 participants.

With the intensive mentoring on Day One and the successful entrepreneurs' sharing on Day Two, the pitch contest participants were given better insights into their contest submissions. They further improved their submissions and presented their best ideas and solutions in the pitch contest on the Day Three.

The 3-day international forum cumulated with an Awards Gala Dinner on 5 June 2014, where the winners of JWEF Hong Kong 2014 Pitch Contest were awarded. At the celebration reception, the winners for the HKBU Knowledge Transfer Award and the HKBU Innovationem Award; the winners for the HKBU Business Entrepreneurship Support & Training (BEST) $300,000 for New Venture Business Plan Competition and the winners of the Young Creative Entrepreneur Award were also awarded. More than 140 guests and students attended this invitee-only Awards Gala Dinner to celebrate the winners and to stimulate further discussions on entrepreneurship. The student participants and young entrepreneurs can informally interact with industry professionals, policy makers, and business head honchos from Hong Kong at this event.

It was encouraging to see that, from the high spirited discussions and energetic deliberations at JWEF Hong Kong 2014, young entrepreneurs were able to formulate and propose actionable plans to address the challenges of entrepreneurship in Hong Kong, Macau and Taiwan. These plans will also be shared with the entrepreneurship policy makers at WEF 2014, which will be held on 19-22 October 2014 in Lyon, France.

Junior World Entrepreneurship Forum

Pitch Contest Topics

The aim of JWEF is to develop ideas and recommendations related to the annual topic defined by WEF, and to generate solid and feasible action plans to tackle the issues concerned. The main theme of this year's forum is "Entrepreneurship 3.0: Unlimited Opportunities".

Three sub-topics under the main theme at JWEF HK 2014 were:

1. Sustaining Traditional Family Business
2. Social Innovation
3. Breaking Boundaries and Empowering Young Entrepreneurs

Topic 1: Sustaining Traditional Family Businesses

"Cha chaan teng" is integral to Hong Kong's food culture. However, many cha chaan tengs are forced to close due to pressures from ever-increasing rental cost and difficulty in hiring related personnel. Your father is running a cha chaan teng in Central, and the revenues from it had been the sole source of income of your family for years. Before the emergence of the more stylish restaurants and branches of coffee house chains in the same region in recent years, your father's cha chaan teng was very popular. With the increasing competition, the sales of the cha chaan teng dropped drastically. However, it is still supported by many old customers. Furthermore, the staff had been working for your father for years and their families are dependent on the income.

A few years ago, your father finally paid off the commercial mortgage of the retail unit in which the cha chaan teng is situated and he now owns the property. It is expected that a monthly rental income of HKD300,000 can be received if the place is let out. After years of hard work, your father now plans to retire and expects you, the only child in the family, to take over this family business. You had been studying abroad and just graduated, with a job offer of HKD30,000 per month. Your discipline of study is not directly related to the catering industry. Will you inherit this family business?

Basic information of the cha chaan teng:

- Brand value estimated: HKD500,000
- Average monthly sales: HKD1,200,000
  (Open 12 hrs/day, 7 days/week)
- Average monthly net profit: HKD120,000 (The cost of the sales includes salary of 7 persons working in the cha chaan teng, 5 employees and both of your parents. Each of your parents receives HKD40,000 as their monthly salary. Net profit will be reserved as cash flow for the business). You may analyse local youths' outlook on the issue of creating employment for oneself through entrepreneurship, as well as explore the ways to sustain (maintain and further develop) traditional family businesses.

Topic 2: Social Innovation

You are now opening a new travel agency. Create a proposal that incorporates the principle of social innovation, in the light of the following criteria:

- Collaboration between people from various fields of expertise, backgrounds and age groups,
- Empowerment of employees, and
- Initiation of social changes and impacts.

Topic 3: Breaking Boundaries and Empowering Young Entrepreneurs

Describe the local entrepreneurship ecosystem. As a youth, what are your views towards it? What role can you play in this ecosystem? In order to encourage youths to start their own businesses, what sorts of changes in this ecosystem are required?

First Place:
Wonder Workshop
TSAI I-ting, CHEN Chun-wei, LIN Wei-an
(Taiwan National Central University)

Second Place:
LUCAS Funland
HUNG Chun-fung, CHIN Hoi-ching, YING Hua-yi
(Hong Kong Baptist University and the University of Hong Kong)

Third Place
KUNG Mu-hsien, JIANG Pin-ru, LIN Hsuan-ju
(Taiwan National Central University)




Honourable Guests and VIP Speakers at JWEF HK 2014:

Day 1 Mentoring Workshops (9:30 – 13:30)

Mentor

Mr Kent TSUI Kwok-yue
Founder and Director of Gourmet Orient Limited

Mr Timothy MA Kam-wah,JP
Vice-Chairman of General Chamber of Social Enterprises

Mr Thomas HUNG Ka-hang
Chairman and Chief Operating Officer of Easy Group (Hong Kong) Limited

Mr Simon SO
Senior Lecturer of Department of Management, HKBU

Day 2 Opening, Talks and Panel Discussion (9:30 – 17:00)

Honorable Officiating Guests

Prof CHAN Lai-kow
Dean of Faculty of Management and Administration, Macau University of Science and Technology

Dr Arnold CHENG Cheuk-sang
Chairman of University and College YMCA Committee of the Chinese YMCA of Hong Kong

Mr Ralph CHOW
Director (Product Promotion) of Hong Kong Trade Development Council

Prof Frank FU Hoo-kin, MH, JP
Associate Vice-President of HKBU

Mr Frederick FUNG Kin-kee, SBS, JP
Former chairman of the Hong Kong Association for Democracy and People's Livelihood (ADPL)

Ms Joey LAM, JP
Deputy Government Chief Information Officer (Policy and Community)

Mr Karl LAU Chun-chuen
General Secretary of the Chinese YMCA of Hong Kong

Miss Annie TAM, JP
Permanent Secretary for Labour and Welfare

Ms Marianna TSANG Wai-chun
President of HKBU Century Club

Prof Rick WONG Wai-kwok
Vice President (Research and Development) of HKBU







Mrs YEUNG WONG Siu-ling
Managing Director of Wing Lai Yuen

Mr YU Kwok-chun, GBS, SBS, JP
Chairman and Managing Director, Yue Hwa Chinese Products Emporium Limited

Mr ZHENG Kai-ping
Chairman of Hong Kong Small and Medium Enterprises Association

Keynote Speakers

Mr Frederick FUNG Kin-kee, SBS, JP
Former chairman of the Hong Kong Association for Democracy and People's Livelihood (ADPL)

Mrs YEUNG WONG Siu-ling
Managing Director of Wing Lai Yuen

Panel Discussion Speakers

Dr Alan LAM (Panellist)
Founder and Chief Executive Officer of Sengital Limited

Mr Bernard WU Tak-lung (Panellist)
Ex-Managing Director of Private Equity, Agricultural Bank of China Investment

Dr Christine CHOW (Panellist)
Founder and Chief Executive Officer of Homage Consulting Ltd

Mr Willy NG Hing-wai (Panellist)
General Manager of KT Football

Ir Dr Alfred TAN (Moderator)
Head of Knowledge Transfer Office, HKBU

Day 3 Pitch Contest (9:30 – 14.30)

Judging Panel

Ir Dr Alfred TAN
Head of Knowledge Transfer Office, HKBU

Dr Arnold CHENG Cheuk-sang
Chairman of University & College YMCA Committee, Chinese YMCA of Hong Kong

Mr Peter KUO
Vice President of Hong Kong Federation of Journalists

Prof LIU Cheng-kun
Associate Professor at School of Business, Macao University of Science and Technology



Media Reporting:

- 大公報 (5 June 2014) "青年創業論壇香　站開幕"
- 香　商報 (6 June 2014) "2014世青創業論壇頒獎歡聚"
- 北京青年報 (11 June 2014) "以創業3.0,創業無限可能為主題 世界青年創業論壇首次在香　舉辦"
- 民眾新聞網 (17 June 2014) "青年創業論壇　中大香　站奪冠
- 大紀元 (17 June 2014) "2014世界青年創業論壇　中大團隊香　站奪冠"
- 中央大學新聞網 (17 June 2014) "2014世界青年創業論壇 中大團隊香　站奪冠"
- 民眾日報 (18 June 2014) "青年創業論壇　央大香　站奪冠
- 信報 (20 June 2014) "支持申辦世界創業論壇(WEF)於2016年落戶香　"
- HKBU eNEWs (24 June 2014) "HKBU students' creative business ventures win entrepreneurship awards"
- "申辦2016世界青年創業論壇有助提升香　地位". Yahoo! HK. 30 May 2014 <https://hk.finance.yahoo.com/video/申辦2016世界青年創業論壇有助提升香　地位-102103123.html>
- "申辦2016世界青年創業論壇有助提升香　地位". Yahoo! Taiwan. 30 May 2014.
- https://tw.money.yahoo.com/video/申辦2016世界青年創業論壇有助提升香　地位-102103123.html
- 文　報 (31 May 2014) "　創業難需要伯樂"
- 大公報 (31 May 2014) "　辦世界青年創業論壇"
- 大公網絡　-　大公財經ay 31 2014) "　辦世界青年創業論壇"
- 深度數據網 (31 May 2014) "　創業難需要伯樂"

Publication

The JWEF booklet was published in English with details of this successful event. Its online version is available at KTO website (*https://www.dropbox.com/s/e65mhsna16o3tno/JWEF%20booklet_full_clean.pdf*).

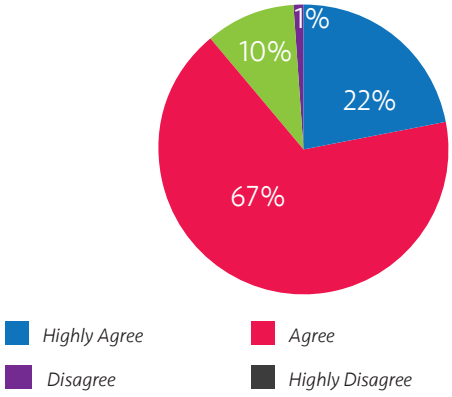
Students' feedbacks on JWEF Hong Kong 2014, second day programme

More than 200 students and guests attended JWEF Hong Kong 2014 second day programme, where the valuable keynote speeches and panel discussions from successful and experienced entrepreneurs were open to all. Questionnaires were distributed to the participants at the end of each session for training and assessment purposes. Among them, 79 responses were received.

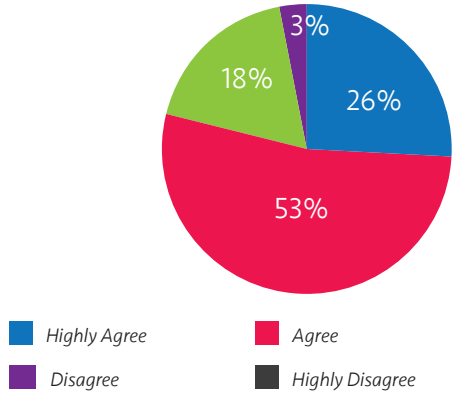
From these responses, it is observed that the participants mainly comprised of tertiary students (52%), entrepreneurs (24%), secondary students (12%), investors (7%) and other disciplines (5%). Furthermore, a majority of them (over 50%) gave positive feedbacks to following important indicators:

- Programme is well organised
- Topics are relevant to me
- Most of the information presented is new to me
- Speakers are well prepared
- Contents are useful and informative
- The sessions fulfilled my expectation
- I would like to receive further information on this topic (and leave the personal contact information)

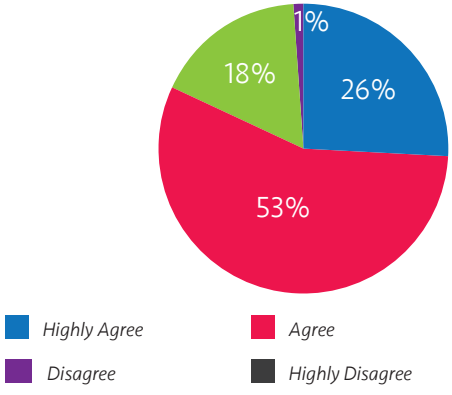
Programme is well organised



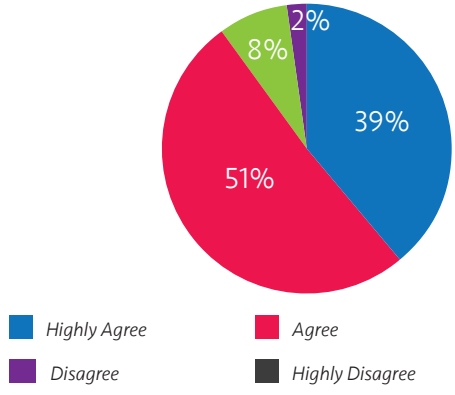
Topics are relevant to me



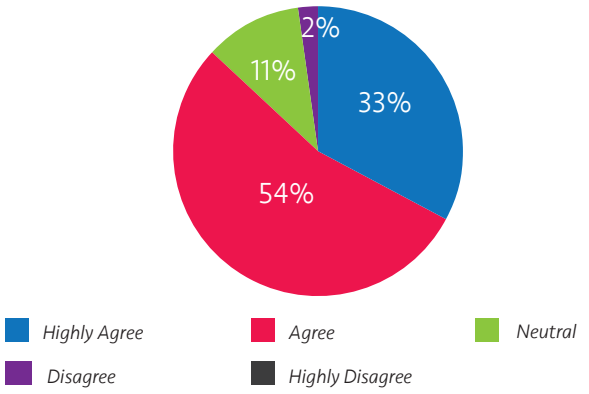
Most of the information presented is new to me



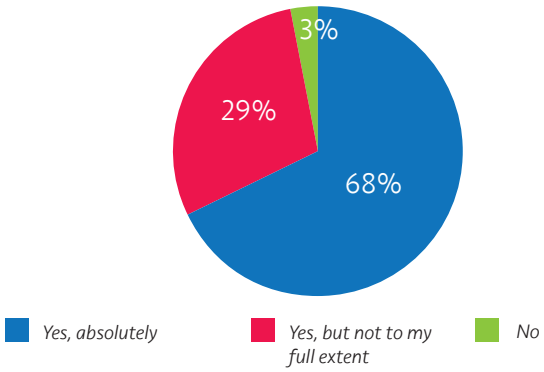
Speakers are well prepared



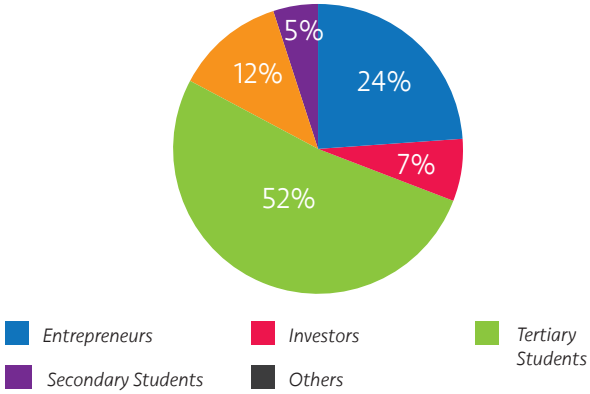
Contents are useful and informative



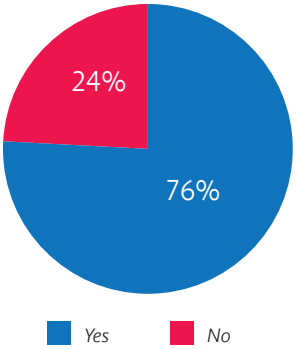
Did the sessions fulfill your expectation



Which group are you representing?



Would you like to receive further information on this topic?



Looking Forward

In the current academic reporting year of 2013-14, the Knowledge Transfer Office (KTO) at Hong Kong Baptist University (HKBU) has successfully accomplished many successes in knowledge transfer (KT) at the University. KTO has successfully built on the many areas of strength at HKBU to further strengthen the foundation for knowledge transfer at the University.

With the inclusion of KT in the staff performance review at HKBU from 2013-14, coupled with the newly launched HKBU Knowledge Transfer Award and the HKBU Innovationem Award, it is envisioned that KT will be further engrained in the core activities of the University and more members of the University will participate in KT.

In the area of technology transfer, with the support of UGC, ITF and funding from the University via the HKBU R&D Licensing Limited, it is envisioned that HKBU will attain even more successes in commercialising its many intellectual property rights and in successfully spinning-off technology based start-ups. Some forthcoming technology transfer promotion events are as follows:

APAC Innovation Summit 2014 - Tech Forum Speakers (Green Tech)

A technology forum focusing on six technology areas, jointly organised by HKBU, local universities and five other local research centres, is tentatively scheduled on 2 December 2014. For further information, please refer to *Table 1*.

Table 1

	Areas	**Descriptions**
1.	Green Technologies	Includes energy generation and distribution
2.	Biotechnology & Biomedical Engineering	Includes food safety, either for animal or human
3.	Information and Communication Technologies (ICT)	Includes 3D printing application
4.	Advanced Materials	Nil
5.	Robotics	Includes avionics and aerospace applications
6.	Internet of Things (IOT)/ Smart city	Nil

This forum will provide a platform for meaningful and constructive discussions between research scientists in various contexts of their profession so as to create inspirations and opportunities for technology and knowledge transfer, and collaborations. It is strongly believed that this forum can also promote the image and reputation of Hong Kong.

Exhibitions

In order to promote HKBU's inventions, KTO will proactively participate in different international exhibitions and forums. It is anticipated that more knowledge transfer opportunities and HKBU's research achievements can be created if they are promoted and advertised effectively. A list of forthcoming exhibitions is shown below:

- Hong Kong Electronics Fair (Autumn Edition) (13-16 October 2014 in Hong Kong), organised by the Hong Kong Trade Development Council (HKTDC)
- Business of IP Asia Forum (4-5 December 2014 in Hong Kong), organised by HKTDC
- Inno Design Tech Expo (4-6 December 2014 in Hong Kong), organised by HKTDC
- Hong Kong Tech Showcase @ IDT Expo, (4-6 December 2014) (NEW)

KTO will display 10 projects with demonstration units as well as 20 projects in electronic poster format. It is planned to invite VIPs to officiate the opening of the showcase on 4 December. For VIP tour and publicity purposes, one project will be highlighted at our designated zone as the main feature.

Finally, with continued support and nurturing of entrepreneurship at HKBU, it is envisioned that the University will attain even greater heights in both regional and international entrepreneurship events in the year to come. At HKBU, we shall continue to serve the community via knowledge transfer as part of our Vision 2020 and towards achieving our ethos of whole person education.

Appendix I- UGC Required Performance Indicators

Performance Indicators	2011/12	2012/13	2013/14	2014/15 (Projection)
Number of patents filed in the year (with breakdown by country and type)	Country	Country	Country	Country
	17 (US)	30 (US)	34 (US)	38 (US)
	2 (CN)	4 (CN)	7 (CN)	11 (CN)
	1 (EU)	3 (PCT)	1 (EU)	2 (PCT)
	1 (PCT)		2 (PCT)	
			2 (HK)	
			1 (TW)	
	Type	Type	Type	Type
	14 (A61)	27 (A61)	1 (A47)	1 (A47)
	1 (B82)	4 (B82)	37 (A61)	41 (A61)
	1 (G01)	1 (G02)	1 (B82)	1 (B82)
	5 (G06)	5 (G06)	1 (C02)	2 (C02)
			1 (C07)	1 (C07)
			1 (C12)	1 (C12)
			3 (G01)	2 (G01)
			2 (G06)	2 (G06)
Number of patents granted in the year (with breakdown by country and type)	Country	Country	Country	Country
	2 (CN)	3 (CN)	2 (CN)	2 (CN)
		1 (US)	4 (US)	3 (US)
	Type	Type	Type	Type
	1 (C07)	1 (B09)	2 (A61)	2 (A61)
	1 (G01)	1 (C07)	2 (G01)	1 (B82)
		1 (C12)	2 (G06)	2 (G06)
		1 (G06)		
Number of licenses granted (with breakdown by type)	1 (Royalty)	1 (Royalty)	1 (Royalty)	2
Income (on cash basis) generated from intellectual property rights	HK$2,960,000	HK$3,821,610	HK$6,504,793	HK$7,155,000
Expenditure involved in generating income from intellectual property rights	HK$2,750,000	HK$2,700,000	HK$3,000,000	HK$3,300,000
Number of economically active spin-off companies (with breakdown by type)	3 [N1] 0 [N2]	2 [N1] 0 [N2]	3 [N1 & 3] 0 [N2]	3 [N1] 0 [N2]
Net income generated (or net loss arising) from spin-off companies	HK$399,000	HK$754,000	HK$1,217,004	HK$1,339,000
Number of collaborative researches, and income thereby generated	11 HK$5,268,062	13 HK$8,365,426	16 HK$8,974,416	17 HK$9,870,000
Number of contract researches (other than those included in "collaborative researches" above), and income thereby generated	43 HK$15,617,013	51 HK$17,109,589	40 HK$10,995,171	44 HK$12,090,000
Number of consultancies, and income thereby generated	275 HK$31,625,557	309 HK$22,404,720	246 HK$21,494,406	271 HK$23,600,000
Number of student contact hours in short courses or e-learning programmes specially tailored to meet business or Continuing Professional Development (CPD) needs	43,864	62,245 [N4]	36,812	40,493
Number of equipment and facilities service agreements, and income thereby generated	127 HK$3,152,087	209 [N5] HK$6,154,398	245 [N5] HK$7,095,461	270 HK$7,805,000

Income received from CPD courses	HK$5,571,466	HK$5,724,859	HK$5,022,723	HK$5,525,000
Number of public lectures/ symposiums/ exhibitions and speeches to a community audience	488	540	497	547
Number of performances and exhibitions of creative works by staff or students	52	71	108	120
Number of staff engaged as members of external advisory bodies including professional, industry, government, statutory or non-statutory bodies	109	125	138	150

N1 Company with some institutional ownership and using intellectual property from the institution.
N2 Company with no institutional ownership and using assigned or licensed IP.
N3 Breakdown of the spin-off companies

* Institute for the Advancement of Chinese Medicine Ltd.
- *Year of establishment: 1999*
- *Size of employment: 3 (the General Manager, the Assistant Marketing Manager and the Product Development Officer), with other supporting staff contracted from HKBU.*
- *Nature of business: R&D of Chinese medicine products, testing and certification services, clinical trials, and publication of books*

* HKBU Science Consultancy Company Ltd.
- *Year of establishment: 2011*
- *Size of employment: All contracted out to HKBU for the experts and professionals required*
- *Nature of business: Provision of consultancy projects on science disciplines.*

* HKBU R&D Licensing Ltd
- *Year of establishment: 2014*
- *Size of employment: 9 (administrated by KTO)*
- *Nature of business: Intellectual properties commercialisation and trading*

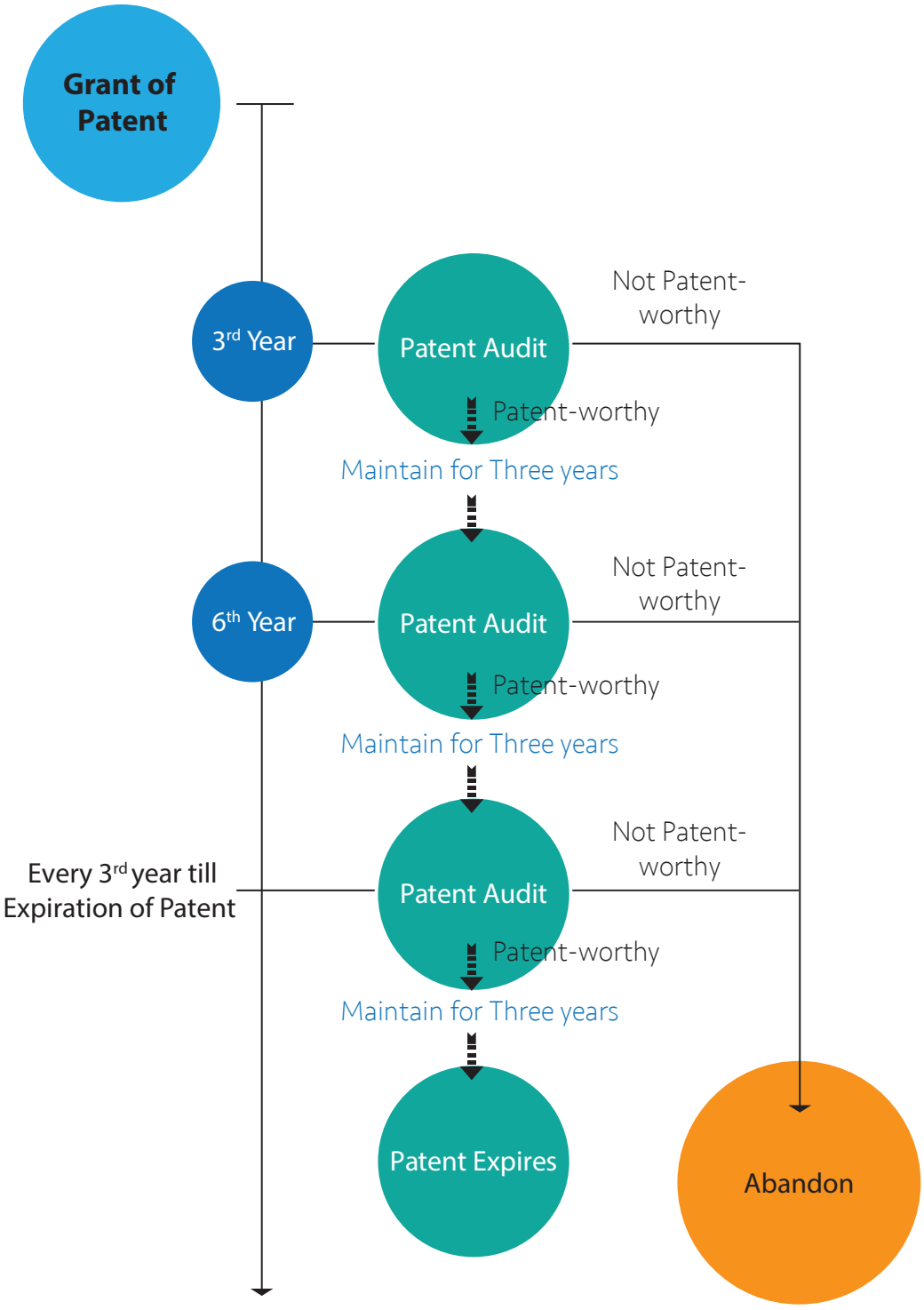
N4 There is significant number of free CPD courses offered in this reporting year.
N5 This number includes data from Jockey Club Creative Arts Centre, the Academic Community Hall and School of Chinese Medicine Lab of HKBU.

Appendix II- HKBU Specific Performance Indicators

Performance Indicators	2011/12	2012/13	2013/14
Number of placements/ internships, and average length	1345 places / 2.54 months	1196 places / 2.49 months	1539 places / 2.87 months
Books and other media for non-academic audiences	386	543	449
Number of mentors by University and non-University staff	303	373	257
Number of videos produced by BU available for open access	955	1256	1455
Download count of postgraduate theses to addresses outside HKBU	48,794	50,962 N1	25,259 N1
View count of BUTube outside HKBU	206,359	162,782 N2	141,263 N2
Number of positive media impact related to knowledge transfer coverage, including print, on-line and electronic media	250 N5	1170 N3	1228 N3
Number of staff available for media contact	64	300 N4	331 N4
Number of appointments of external members to HKBU advisory boards, committees or panels	241	238	235
Number of other activities related to Knowledge Application outside HKBU	56	39	28

N1 This number includes the pageview of abstracts and actual downloads
N2 The number includes the BU staff and students download with IPs outside BU Library
N3 The number includes JCCAC data
N4 The number is provided by CPRO
N5 Data reported for School of Business and Hong Kong Organic Resources Centre in 2011/12 are significantly lower than 2012/13 and 2013/14.

Appendix III- Patent Audit Flowchart



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