



香 港 大 學
THE UNIVERSITY OF HONG KONG

**Recurrent Funding for Knowledge Transfer
in the 2009/10 to 2011/12 Triennium**

ANNUAL REPORT 2011/12

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Executive Summary

With explicit recognition given in the HKU Strategic Development Plan 2009-2014 to knowledge exchange (KE) as one of the three pillars underpinning all HKU activities, the University is committed to firmly building KE into the HKU culture. The UGC's recognition of the importance of Knowledge Transfer (KT) and the special KT funding allocation in the 2009-12 triennium have played a significant role in enabling the University to expedite the developments in this direction.

In the 2009-12 triennium, the main objective is to promote and raise awareness across the University of the breadth of KE and to embed KE in the HKU culture. In 2011/12, the University continued to devote efforts to build up a comprehensive enabling environment for KE based on the same integrated strategy, i.e. **Capacity Building, Knowledge Access, Knowledge Engagement, and Broadening KE Opportunities**.

In particular, the University was the lead institution in the ***Knowledge Exchange Conference: Knowledge Transforming Society***, which was jointly organized with all the other UGC-funded institutions and was sponsored by UGC. The Conference was successfully held on December 5-6, 2011 at the Hong Kong Convention and Exhibition Centre. It has significantly raised awareness on KE developments in the UGC sector and provided a platform to showcase the KE achievements made by the UGC-funded institutions.

The University has also made significant progress in the following directions during the reporting year:

- **Recognition of KE in Staffing Process:** A Faculty consultation exercise on how to encompass KE in the staffing process was conducted in 2011/12. Based on the majority support from Faculties, it is recommended that in order to give recognition to staff contributions in KE, a separate weighting of up to 5% for KE be introduced to the main portfolios of professoriate staff, alongside Teaching, Research, and Service/Administration.
- **Recognition of KE in Faculty Budget Resource Allocation Process:** KE has been factored into the key profile indicators in the annual recurrent budget allocation process for Faculties. KE has been firmly established as a core element in each Faculty's profile, alongside teaching and research.
- **Enhancement of Knowledge Access:** All Faculties have developed their KE websites to make their knowledge more readily accessible to the public. Currently, over 120 KE websites developed by various units of the University can be accessed at "Knowledge Links" of the HKU KE website. Besides, the KE Newsletter was launched to promote the KE concept and to showcase the University's success stories in KE.
- **Broadening KE Opportunities:** Under the Competitive Impact Project Funding Scheme, there have been an increasing number of projects that make use of new technology to disseminate HKU knowledge to the public. In addition, a pilot scheme on student KE projects was conducted to encourage students to undertake community engagement projects.

The KE initiatives and projects undertaken in the reporting year all contribute to the systematic development of a comprehensive enabling KE environment within the University. Looking ahead to the 2012-15 triennium, the University will focus on engagement of academic staff, students and community partners, and seek to further develop the impact evaluation mechanism and capabilities to articulate and reward the broad impacts of our excellent research to society.

1. Preamble

A century of outstanding teaching and learning, international recognition of world-class research, and a long tradition of community service have provided an exceptionally strong foundation for HKU to embark on systematic development of knowledge exchange (KE). With explicit recognition given to KE as one of the three pillars underpinning all HKU activities alongside Teaching and Research, the HKU Strategic Development Plan 2009-2014 has set out the strategic initiatives and operational priorities for taking KE forward.

The UGC's special earmarked funding for Knowledge Transfer (KT) for the 2009-2012 triennium enables the University to embrace KE with a fresh impetus at the strategic level, and provides a timely matching boost to the University's diverse and broad KE activities by tapping into the huge potential for the full scope of KE in HKU beyond traditional technology transfer. The University is again grateful to the UGC for the KT funding allocation of HK\$12.3M for 2011/12. The use of the funding was guided by the HKU Strategic Development Plan 2009-14, and the internal allocation process was managed by the KE Executive Group with review by the KE Working Group of competitive bids to ensure fairness and transparency.

This report provides an update of the University's KE initiatives in 2011/12. In this report, the term "Knowledge Transfer" (KT) is used when referring to the UGC's recurrent funding allocation for the 2009-12 triennium, whereas "Knowledge Exchange" (KE) is used when referring to HKU.

2. Strategic KE Developments

The University has achieved significant progress in systematic KE development, using the following strategic approach as in the past two years:

- **Capacity Building:** Development of infrastructure, capabilities, and partnerships at both the institutional and faculty levels that will support, enable and drive forward KE effectively
- **Enhancement of Knowledge Access:** To improve the mechanisms of making the University's knowledge base accessible to potential users and the public
- **Enhancement of Knowledge Engagement:** To strengthen community and cultural engagement which represents one key area where the University can achieve societal impact in the long term
- **Broadening KE Opportunities:** To enable faculty members to see that numerous KE opportunities are possible given the inclusive definition of KE adopted by HKU and that KE can maximize the impact of their research

2.1. CAPACITY BUILDING

2.1.1. Strengthening of KE Infrastructure

HKU's management of KE has remained stable and strong at the institutional level, with strong leadership provided by the KE Executive Group comprising Pro-Vice-Chancellor (Research) Professor Paul Tam, Pro-Vice-Chancellor (Infrastructure) Professor John Malpas, Director of the Social Sciences Research Centre Professor John Bacon-Shone, and Director of the Technology Transfer Office Professor Paul Cheung. The KE Executive Group is supported by the KE Working Group, which has faculty representation

at Associate Dean level or above, to oversee strategic developments in KE across the University (memberships at <http://www.ke.hku.hk/eng/strategy/organizational-structure>).

Professor Tam continues to serve as the Director of the Knowledge Exchange Office (KEO), which co-ordinates the development of supportive policies for KE and strategic KE initiatives at the institutional level. Professor Bacon-Shone and Professor Cheung continue to serve as Associate Directors of KEO.

As KE is a core element not only at the institutional level but also at the faculty level, all ten Faculties have set up their KE units as a formal structure within the Faculty since 2010/11. In the reporting year, all Faculties continued to strengthen their Faculty KE units, using a combination of the UGC KT funding and their own resources. Working in concert with KEO, the Faculty KE units play an instrumental role in promoting a culture conducive to KE at the faculty level and execute the Faculty KE plans to extend the power of the knowledge of the Faculties to society at large.

2.1.2. Strengthening of the Technology Transfer Office

The Technology Transfer Office (TTO), which is the University's central unit to handle all technology transfer operations, continues to strengthen its capacity to support R&D developments and to facilitate collaboration between our researchers and industry, government departments and other research organizations not only in Hong Kong but also in the Mainland and the region.

For instance, the University has signed a Strategic Cooperation Framework Agreement with China National Pharmaceutical Group Corporation in September 2011. This is the first time an agreement has been signed between HKU and a national pharmaceutical group. This is an important step to mark the cooperation of the two institutions in translational pharmaceutical research and development. Under the agreement, the Group is granted distribution rights in the Mainland of an HKU developed leukaemia drug, and the two institutions will join hands to develop an arrhythmia drug. The agreement would foster collaborations in basic scientific research as well as pharmaceutical development.

TTO co-ordinated the University's participation in the 2011 InnoCarnival, which was held in November in the Hong Kong Science and Technology Parks. The following applied research projects were showcased in the HKU pavilion under three zones, namely, the "Green Innovation and Technology" (GIT) zone, the "Biotechnology & Medicine" (BM) zone and the "Intelligent Living Applications" (ILV) zone:

- Novel Membranes for Water Reclamation Technology (GIT zone)
- Phosphorescent materials for OLED applications (GIT zone)
- Ultrasound Imaging HD (BM zone)
- Novel human Catechol-O-methyltransferase (COMT) ELISA assay to detect COMT inhibitors and inducers (BM zone)
- Development of antibody therapeutics for prevention and treatment of cancer and infectious diseases (BM zone)
- Using face recognition result as cue for human tracking system with multiple uncalibrated cameras (ILV zone)
- Lineament Monitoring System II (ILV zone)

TTO made use of this platform to share with the large number of visitors the innovative results and the practical applications of science and technology from those research projects.

2.1.3. Staff Recognition and Reward

Following the successful launch of the Faculty KE Award Scheme in 2011, the exercise was conducted again in 2012. It aims to recognize each Faculty's outstanding KE accomplishment that has made demonstrable economic, social or cultural impacts to benefit the community, business/industry, or partner organizations.

In addition, the new KE Award (Non-Faculty Unit) was introduced in 2012 with the same objective for the non-Faculty based centres, institutes and units in the University.

Responses were again encouraging and altogether there were 32 nominations of outstanding quality. External members were involved in the selection committees. The KE Award Scheme is successful not only in raising awareness of KE among staff members, but also in enhancing understanding of the HKU KE concept and in aligning expectations on how to evaluate KE accomplishments in terms of the quality of knowledge, the effectiveness of the communication process, and the impacts achieved, taking into account disciplinary differences. A summary of the 2012 results is at [Annex I](#).

2.1.4. Recognition of KE in Staffing Process

One of the operational priorities for KE as identified in the HKU Strategic Development Plan 2009-2014 is to encompass KE activities in the staff performance review process so as to acknowledge staff members' contributions in this area. A Faculty consultation exercise on how to encompass KE in the staffing process was conducted in 2011/12. Based on the majority support from Faculties, it is recommended that in order to give recognition to staff contributions in KE, a separate weighting of up to 5% for KE be introduced to the main portfolios of professoriate staff, alongside Teaching, Research, and Service/Administration. This recommendation is being considered by the University in the context of the review of the Performance Review and Development process for academic staff.

2.1.5. Recognition of KE in Faculty Budget Resource Allocation Process

In the reporting year, the University's Budget and Resources Committee started to factor KE into the key profile indicators in the annual recurrent budget allocation process for Faculties. KE has been firmly established as a core element in each Faculty's profile, alongside teaching and research. The 2012/13 budget allocation exercise has been completed, and a review on what are the most appropriate KE indicators to reflect Faculties' profile in KE in this process will be done before the next exercise.

2.1.6. Knowledge Exchange Conference: Knowledge Transforming Society

HKU took the lead to organize the *Knowledge Exchange Conference: Knowledge Transforming Society*, which was successfully held on December 5-6, 2011 at the Hong Kong Convention and Exhibition Centre. The Conference was jointly organized with all the other UGC-funded institutions and was sponsored by UGC. Professor John Bacon-Shone and Professor Paul Cheung, Associate Directors of KEO, served as co-chairmen of the organizing committee. The Conference also incorporated the '3+3+4' Symposium on KT as an integral part of the programme.



The officiating guest, Professor Lap-Chee Tsui (HKU Vice-Chancellor) and Professor E K Yeoh (UGC member), with representatives of the UGC-funded institutions, keynote speakers and co-chairmen of the organizing committee at the opening ceremony of the KE Conference on December 5, 2011



Overseas speakers and local discussants at the roundtable session on "Impact Assessment of Technology Transfer" on December 6, 2011

The 2-day Conference featured a total of 15 overseas speakers and 63 local speakers, of which 55 were from the eight institutions. Apart from conference presentations, a poster exhibition showcasing a total of 43 success stories in KT/KE from the eight UGC-funded institutions was concurrently held at the same venue. HKU presented 27 success stories through conference presentations and posters. The full programme and the list of posters are attached at [Annex II](#). The abstracts, videos and posters are available on the Conference website at <http://www.keconference.hku.hk/>.

The Conference had received enthusiastic responses and was well attended. There were over 800 registrations and 572 participants attended the event. Apart from academics, administrators and students of the eight UGC-funded institutions, there were participants from various stakeholder groups, such as government bureaus and departments, consulates, non-governmental organizations, charitable organizations, professional associations, primary and secondary schools, R&D companies, and legal firms etc. While the majority were local participants, among the participants were those from Mainland China, Macau, Japan, Indonesia and UK. Inclusive of speakers, the Conference provided a platform gathering 650 participants interested in KT/KE, which is higher than that of about 450 participants in the KT Conference 2010.

The overall feedback on the Conference was very positive, and indicated that the broad based Conference programme has enhanced participants' understanding of the concept of KT/KE. The Conference has successfully achieved the following objectives:

- Demonstrated the UGC-funded institutions' commitment of knowledge sharing for the benefit of society
- Cultivating the spirit of engaging the community and of innovation among the academic community and students
- Brought in expertise from overseas to enable the UGC-funded institutions to gain new insights on best KT/KE practices world-wide and to keep abreast of the international debates on key KT/KE issues
- Provided a forum for the UGC-funded institutions to share their experience and issues of common concern in KT/KE, including Impact Assessment of Non-technology-related KE, Impact Assessment of Technology Transfer, and Open Access
- Reaffirmed the importance of KT/KE as one of the three missions of the higher education sector to not only our academics but also the society

2.1.7. Human Capital Development and Training

To strengthen capabilities in KE, the University continues to use a two-pronged approach to human capital development and training, *i.e.* best practice sharing and targeted skills training.

(a) Internal Platform for Sharing

- The KE Executive Group started to plan for KE developments in the next triennium early in the reporting year. The Associate Directors of KEO visited each Faculty in early 2012 to solicit the views of academic staff on KE and take the opportunity to reiterate the strong commitment of the University and the continued support of UGC to further KE developments.
- The monthly KE lunch seminars continue to provide a very useful platform for sharing good practice and raising awareness among staff and students in KE. The success stories and experience shared by the speakers are not only inspiring but could also spur interest from other colleagues and students in exploring collaborative opportunities to build on those KE projects. Details of the seminars organized in 2011/12 are at [Annex III](#) and are available on the KE website at <http://www.ke.hku.hk/eng/events/seminars>.

(b) Three Minute Thesis (3MT™) Competition

Following the successful inaugural HKU Three Minute Thesis (3MT™) Competition held in June 2011, the HKU 3MT 2012 was held on May 29, 2012. Developed by The University of Queensland (UQ) in 2008, 3MT is an academic competition that challenges research postgraduate (RPg) students to explain their research within 3 minutes to a general audience.



This year 28 research postgraduate (RPg) students participated in the Competition, and 12 finalists were shortlisted to compete for 3 prizes decided by the adjudicating panel and the People's Choice Award decided by audience ballot. A new award, namely the Online People's Choice Award, was introduced this year to promote the 3MT concept to young researchers and the public. The finalist with the most 'LIKE' votes on YouTube received this award.

Another new element is that the HKU 3MT 2012 Champion, namely Mr Ng Pun Tung, PhD candidate in the Faculty of Science, will represent HKU in the 2012 Trans-Tasman 3MT Competition to be held at UQ on October 11, 2012.

All the student contestants had clearly made considerable efforts preparing for their presentations to ensure that they could be understood by laymen. The 3MT Competition is a very meaningful initiative that enables our RPg students to understand the importance and challenge of explaining their research to the public. More details are available on the HKU 3MT website at <http://www.ke.hku.hk/hku3mt/>.

(c) Entrepreneurship Academy

To foster an entrepreneurial culture and strengthen such pertinent skills in the University, TTO organized the Entrepreneurship Academy again in the reporting year, under which an eight-week workshop series in Entrepreneurship were held for research staff, RPg students and alumni of related postgraduate programmes of the University. The invited speakers were either seasoned practitioners or academics specialising in entrepreneurship. The workshop series covered a range of topics at the core of entrepreneurship, focusing on integrating information and ideas from multiple perspectives in order to help participants recognize and gauge the critical factors in the commercialization process of innovations. The Entrepreneurship Academy received an enthusiastic response from staff and RPg students, with over 170 participants.

2.2. ENHANCEMENT OF KNOWLEDGE ACCESS

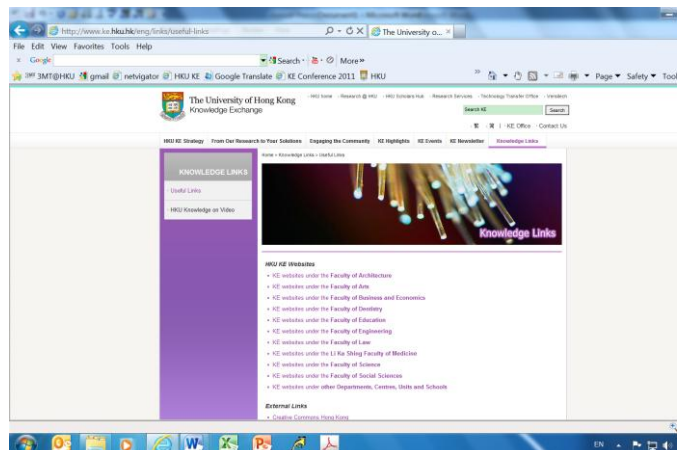
2.2.1 *The HKU Scholars Hub*

The HKU Scholars Hub (<http://hub.hku.hk/>) is the institutional repository of the University and the key vehicle of the University to make visible HKU research and in turn to facilitate collaboration with external parties in research and KE activities. It serves as a visible expertise directory of HKU and a unique one-stop online platform for searching our experts. Individualized ResearcherPages (RP) were created by the HKU Libraries for each professoriate staff member of the University, showing contact details, research interests, and areas of expertise on which the researcher is prepared to speak to the media. In the reporting year, efforts have been made to enhance the data structures and functionalities of the Hub.

The Hub has made HKU researchers and their research highly visible, with significant increase in view and download counts. For example, the view count of the HKU ResearcherPages has increased from 349,741 by end of June 2011 to 1,038,618 by end of May 2012. Another measure is that of the January 2012 Webometrics ranking of top institutional repositories, which showed the Hub moving to position 50, from position 164 in the previous year.

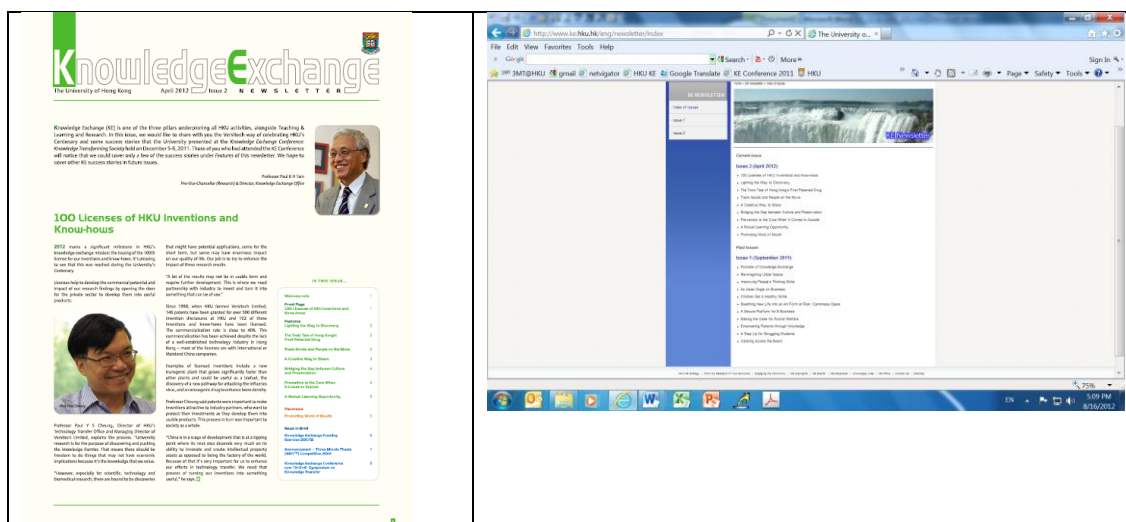
2.2.2 *Development of KE Websites*

In the reporting year, all Faculties were expected to develop their KE websites to make their knowledge more readily accessible to the public. Currently, over 120 KE websites developed by various units of the University can be accessed at “Knowledge Links” of the HKU KE website (<http://www.ke.hku.hk/eng/links/useful-links>).



2.2.3. *Launch of KE Newsletter*

The KE Newsletter was launched in September 2011 to promote the KE concept and to showcase the University's success stories in KE. The newsletter has both print and online versions. The online version (<http://www.ke.hku.hk/eng/newsletter/index>) is in English, traditional Chinese and simplified Chinese. More details are at [Annex IV](#).



2.3. ENHANCEMENT OF KNOWLEDGE ENGAGEMENT

2.3.1. *Community Engagement and Cultural Engagement*

Community and cultural engagement has become a strong and on-going commitment of the University. Our Faculties continue to make strong efforts to establish or enhance their knowledge partnerships with different non-academic stakeholders in the community.

For instance, the Faculty of Social Sciences has launched the new “Excellence and Capacity building for Entrepreneurship and Leadership for the Third Sector” (ExCEL3) programme in 2011/12, which is supported by the Hong Kong Jockey Club Charities Trust. This inter-disciplinary ExCEL3 project aims to build the capacity of non-governmental organisations and empower civil society in Hong Kong, as well as build research and teaching capacity in the study of civil society within the University. Through training, sharing, and research, the project seeks to nurture innovation and entrepreneurship; to strengthen the leadership, management, governance and organisational capacity of the third sector; and to build a platform that brings together philanthropist, foundations, and institutional investors with non-governmental organisations, as well as the academic community. The project has established collaborative networks in Hong Kong and overseas with a large number of organisations including environmental groups, women’s organisations, artists groups, faith-based organisations, human services organisations, advocacy groups, patients’ groups, self-help organisations, philanthropic trusts, and social entrepreneurs. More details can be found at the ExCEL3 website: <http://www.socsc.hku.hk/ExCEL3/>.

Another example is the special KE event “A Night at Science Museum”, which was jointly organized by HKU, Hong Kong Science Museum and IBM. It was held twice in November 2011, with programme design by our Faculties of Science and Engineering. The programme was a 2-day-1-night event at the Hong Kong Science Museum, in which

600 students from 60 schools participated to experience an extraordinary science journey in the Science Museum with HKU knowledge through workshops and talks. This event has become a new channel for KE. Videos on the event can be found at <http://jmssc.hku.hk/sites/science-museum/>.

2.3.2. *Media Impact Study*

In order to assess the effectiveness of the University's efforts in publicizing knowledge through the media and the impact made on the community, the media impact study was again conducted in 2011/12. A breakdown of the KE related news items by Faculty would continue to be made available, which could facilitate individual Faculties to gauge the outcomes of their KE efforts through media channels.

2.4. BROADENING KE OPPORTUNITIES

2.4.1. *Competitive Impact Project Funding Scheme*

To bring about a genuine cultural and behavioural change among faculty to become more active in taking up KE, the University considers it strategically important to enable academic staff to see that numerous KE opportunities are possible. The University continues to make use of the UGC KT funding to run the Competitive Impact Project Funding Scheme in 2011/12. The Scheme provides support to academic staff to undertake innovative projects that have the potential to create social, economic, environmental or cultural impacts for industry, business or the community. The number of proposals doubled that of last year: 87 proposals were received, of which 46 were supported. A list of the funded projects is at [Annex V](#).

The scheme has proven to be successful in generating much interest and enthusiasm among academic staff members who are keen to translate their knowledge and expertise into benefits for society. There have been an increasing number of projects that make use of new technology to disseminate HKU knowledge to the public. For example, the Division of Speech & Hearing Sciences has developed a smartphone/tablet application to promote vocal hygiene to prevent voice problems.

Another example is the iClass platform developed by the Faculty of Engineering. It is a software platform that can be used to facilitate interactive e-learning and development of teaching materials for primary and secondary schools. Since its development in 2011, a total of 48 primary and secondary schools have signed up for a free trial. The software platform won an HK ICT 2012 Silver Award.

Through this competitive scheme, the University continues the effort to promulgate the concept of impact as a critical element in evaluating KE. In addition, the reporting requirement for all KE funded projects has been put in place since 2009/10 and the outcomes are reviewed by the KE Executive Group.

2.4.2. *Pilot Scheme on Student KE Projects*

A pilot scheme to encourage students to undertake KE projects was introduced in the reporting year. Funding support was provided to 18 student teams from eight Faculties to undertake community engagement projects in collaboration with partner organizations. A list of the funded projects is at [Annex VI](#). Based on the experience gained in this pilot exercise, the KE Executive Group has decided to formally launch the Student KE Project

Scheme in the next triennium and will enhance efforts to promote the KE concept among students.

3. Quantitative Indicators

As explained in our Initial Statement, given the broad definition of KE of the University, our performance indicators are not limited to the UGC required metrics, but also other indicators that are highly relevant to the University's KE efforts. Two tables on the UGC and HKU performance indicators respectively are at [Annex VII](#).

It should be noted that in respect of the technology transfer-related performance indicators, the HKU strategy is such that licensing rather than spin-off companies should be the preferred route for commercialization because licensing would allow the University to leverage on industry expertise and remain focused in its core capabilities. Spin-off companies will only be set up if and when deemed necessary or to the best interest of the University.

All the KE indicators are tracked by the KE Executive Group to ensure that HKU stays on track to meet targets. The progress tracked does not relate only to the UGC KT funded activities, but also KE activities supported by other fund sources. The enumeration process and data collection mechanisms are also kept under continuous review by the KE Executive Group to ensure that they are accurate, valid and comprehensive.

4. Looking Ahead

As the University continues on the journey to embed KE in its core missions, enthusiasm and awareness in all quarters of the University keep on growing. The UGC KT funding has enabled us to execute or kickstart the strategic initiatives and operational priorities set out in the HKU Strategic Development Plan 2009-2014, for which we are most grateful.

For the 2012-15 triennium, the University aims to further expand the University's capabilities in KE with the following integrated engagement focus:

- ***Engaging the Community:*** Developing partnerships with different stakeholder groups in the community, making HKU knowledge accessible, and making research impacts visible
- ***Engaging Academic Staff:*** Building recognition and reward mechanisms into the operational systems of the University for staff contributions to KE
- ***Engaging Students:*** Developing a student culture of engagement with the community

The University's KE strategy in the new triennium will be underpinned by an emphasis on impact. The University will seek to further develop the impact evaluation mechanism and capabilities to articulate and reward the broad impacts of our excellent research to society.

August 2012

Annex I**KE Awards 2012**

Awardee	Extract of the Relevant Selection Committee's Comments on Impacts Achieved
<p>Faculty of Architecture:</p> <p>Mr John LIN (Assistant Professor, Department of Architecture)</p> <p>for: Taiping Bridge Renovation Project</p>	<p>The KE impact was evident as the project involved local village residents and professionals. The project also allowed students to participate in experiential learning in architecture. This project possessed high social impact and engagement. The knowledge exchanged was both at the professional level and local level. The quality of knowledge exchange was high as it covered local and overseas (China) impacts. The project was successful in exchanging knowledge, information and ideas on architecture and construction method. It was able to exchange knowledge beyond Hong Kong's geographical context.</p>
<p>Faculty of Arts:</p> <p>Dr Chung Mou SI (Associate Professor, School of Chinese)</p> <p>for: Incorporating Culture Elements into Chinese Language for Schools in the Chinese Communities</p> <p>&</p> <p>Dr Peter CUNICH (Associate Professor, Department of History, School of Humanities)</p> <p>for: Witness to War Project</p>	<p>In the eight years that Dr Si's project has been running, the materials that have resulted from his research have been distributed to over 1.1 million Hong Kong primary and secondary school children. The project has also reached out to teachers through a series of public talks and workshops and has received the financial support of the Hong Kong Education Bureau. In 2008, the project was the recipient of the Quality Education Fund Project Award. An English version of several of the textbooks produced by the project was funded by the PRC's Ministry of Education. The first English-language textbook was published in 2011 and the project has a learning website managed by the School of Chinese; both of these have ensured that the project is accessible to students and teachers internationally.</p> <p>Dr Cunich's project involved two local schools: Canadian International School and Chinese International School. The Selection Committee felt that the challenges faced by Dr Cunich in terms of gathering support for its implementation were great. They were impressed by the originality of the project and its involvement of the HKU Archives and of one of Dr Cunich's RPG students. Its emphasis on the importance of oral history and the personal impact of the project on the students and their interviewees was highlighted. 255 transcripts have been deposited in the HKU archives, making it the largest collection of publicly available interview transcripts on the Second World War in East Asia, and second only to the Singapore Oral History Project in the wider region of Asia. The project also has an international dimension with at least two schools, one in Tokyo and one in Kuala Lumpur, initiating similar projects.</p>

<p>Faculty of Business and Economics:</p> <p>Dr James P VERE (Lecturer, School of Economics and Finance)</p> <p>for:</p> <p>Social Mobility and Economic Policy in Hong Kong</p>	<p>The project has been selected because of its significance and impact. The research project was timely and the topic was widely discussed especially among the post 80's and 90's communities in the past few years. Its engagement is high as the study was presented in the public conferences and newspapers, with impact to the global community. Furthermore, its impact is substantial in the sense that it informed public debate of a key piece of legislation that has benefited many underprivileged people.</p>
<p>Faculty of Dentistry:</p> <p>Professor Edward C M LO (Clinical Professor in Dental Public Health) and his team (Dr C J SENEVIRATNE, Dr GAO Xiaoli, Professor L J JIN, Professor L P SAMARANAYAKE, Dr Susan BRIDGES)</p> <p>for:</p> <p>Enhancing Student Learning of Biological Sciences through Capacity Building of Secondary School Science Teachers</p>	<p>There was a significant impact on the community level for improving the oral health awareness, as well as raising the visibility of dentistry in secondary school children. The scale of the project has involved 22 secondary schools with positive feedback, and there will be more schools involved as a continuum of the project. The effect is likely to extend further as teachers in these schools would carry on with the use of the materials and dental examples in their biological sciences classes.</p>
<p>Faculty of Education:</p> <p>Professor Mark BRAY (Chair Professor, Division of Policy, Administration and Social Sciences Education, and Centre Director, Comparative Education Research Centre)</p> <p>for:</p> <p>Confronting the Shadow Education System: What Government Policies for What Private Tutoring?</p>	<p>It is a very promising research project which fully meets the criteria of possessing a high level of knowledge exchange and an extremely effective dissemination process. The impact of the project is not just confined to the local context, but is also international. It demonstrates remarkable contribution, with potentially great benefits to the community, business/industry, and partner organizations.</p>
<p>Faculty of Engineering:</p> <p>Professor Yuguo LI (Professor, Head of Department of Mechanical Engineering)</p> <p>for:</p> <p>Ventilation for Better Infection Control in Hospitals</p>	<p>The project is outstanding in all three aspects of the criteria of the Faculty KE Award, namely, the quality of knowledge, the process of communication and the achieved impact. The project demonstrates how excellence in research at the University can be applied to real problems of importance to the community, in this case how infectious disease such as SARS and influenza might be transmitted through ventilation, and eventually developed into principles and guidelines for ventilation systems in hospital environment settings. Through communication processes that involve extensive interactions with the healthcare sector and medical and engineering</p>

	professionals, the project has achieved significant and global impact. This is evidenced by the work being awarded the 2010 National Science and Technology Award Second Prize, and adaptation of the project findings in two sets of World Health Organization (WHO) guidelines, including the 2009 WHO Publications/Guidelines on Natural Ventilation for Infection Control in Health-Care Settings.
Faculty of Law: Mr Thomas CHENG (Assistant Professor, Department of Law) for: The Introduction of Competition Law in Hong Kong	The project generated considerable public discussions and new legislation. Thus, it has profound policy implications and clear impact on community. It also involved very active knowledge exchange with the LegCo, professions and the community.
Faculty of Science: The Junior Science Institute (JSI) Teaching Team* for: HKU Junior Science Institute	JSI had a great impact which reached out to 1000 secondary school students every year. Some of the teaching materials were the research findings and outcomes of the teachers. The incorporation of research element into teaching, and showcase of the University's research work to the community were important. The time spent by the teachers on a non-income-generating basis in educating young people and the public should be recognized. The long-term commitment and collective efforts of the teachers in the Faculty on promoting science literacy in the community should be acknowledged. The objectives of the JSI were clear. It had engaged with the training of future scientists.
Faculty of Social Sciences: Professor P S F YIP (Director, The Hong Kong Jockey Club Centre for Suicide Research and Prevention and Professor, Department of Social Work & Social Administration) for: Population-based Suicide Prevention Programme in the Community	This is a pioneer project for suicide prevention in Hong Kong and HKU for which the impact has been widely recognized. The Committee complimented that it has not only contributed significantly to the reduction of Hong Kong suicide rate, but also demonstrated a good example in transforming the University's knowledge, through advocacy, into a concrete policy change, such as speeding up the installation of platform doors by MTR Corp and success in persuading supermarkets to putting warning label on charcoals. Through the Project's outstanding accomplishment in community engagement, the Centre has also been identified as local and regional knowledge hub in suicide research and prevention and an important part in the ecosystem in changing the global climate.

<p>Non-Faculty Unit:</p> <p>The Hub Team – Mr David PALMER and his team (Mr LO Chun-yue, Mr Francis POON, Ms Eliot LIU, Ms Linda CHAN, Ms Joan SIA and Ms Judy TSOU) (University Libraries)</p> <p>for: The HKU Scholars Hub</p>	<p>The project has significant impacts in enhancing the visibility of the University's research to the community.</p>
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*The teaching team members of the Junior Science Institute included:

- (i) Dr B C H Hau (Assistant Professor, School of Biological Sciences)
- (ii) Dr Z Liu (Assistant Professor, Department of Earth Sciences)
- (iii) Prof L S Chan (Professor, Department of Earth Sciences)
- (iv) Dr H C Chiu (Post Doctoral Fellow, Department of Earth Sciences)
- (v) Dr T W Ng (Associate Professor, Department of Mathematics)
- (vi) Dr S P Yung (Associate Professor, Department of Mathematics)
- (vii) Prof K M Tsang (Professor, Department of Mathematics)
- (viii) Dr C W Wong (Teaching Consultant, Department of Mathematics)
- (ix) Dr K H Chan (Assistant Professor, Department of Mathematics)
- (x) Dr N K Tsing (Associate Professor, Department of Mathematics)
- (xi) Dr Y M Chan (Teaching Consultant, Department of Mathematics)
- (xii) Dr Y K Lau (Associate Professor, Department of Mathematics)
- (xiii) Prof W S Cheung (Professor, Department of Mathematics)
- (xiv) Dr G Han (Assistant Professor, Department of Mathematics)
- (xv) Prof W Zang (Professor, Department of Mathematics)
- (xvi) Dr W K Ching (Associate Professor, Department of Mathematics)
- (xvii) Dr A P L Tong (Teaching Consultant, Department of Chemistry)
- (xviii) Dr E L M Wong (Teaching Consultant, Department of Chemistry)
- (xix) Prof W K Chan (Professor, Department of Chemistry)
- (xx) Dr C S C Lo (Associate Professor, School of Biological Sciences)
- (xxi) Dr K F Lam (Associate Professor, Department of Statistics and Actuarial Science)
- (xxii) Dr A B Djuricic (Associate Professor, Department of Physics)
- (xxiii) Dr S Bevan (Teaching Consultant, Department of Biochemistry)
- (xxiv) Mr S L Cheung (Outreach Officer and Science Instructor, Faculty of Science)

Knowledge Exchange Conference: Knowledge Transforming Society (cum "3+3+4" Symposium on Knowledge Transfer)

December 5-6, 2011

Meeting Rooms S221 - S227, Hong Kong Convention and Exhibition Centre

DAY 1 (MONDAY, DECEMBER 5, 2011)

<u>Time</u>	<u>Session</u>	<u>Venue</u>
09:00 - 09:15	Opening Ceremony for the Knowledge Exchange Conference	Room S221
09:15 - 10:15	Developing a Mature Innovation Ecosystem in Hong Kong	Room S221
10:15 - 11:05	The Tried and Tested Roads of Knowledge Exchange	Room S221
11:05 - 11:20	Coffee Break	Foyer
11:20 - 12:35	Making Technology Transfer Thrive	Room S221
12:35 - 13:00	Innovation as a Key Target in China's 12 th Five-Year Plan <i>Note: Simultaneous interpretation from Putonghua to English will be provided for this session. Headsets can be collected at the "SI" counter near the entrance of Room S221.</i>	Room S221
14:30 - 16:15	1A: Building Successful Business/Industry Partnerships	Room S227
	1B: Building Successful Community Partnerships	Room S226
	1C: Innovation-driven Partnerships in Hong Kong and Mainland China	Room S225
	1D: Building Successful School Partnerships	Room S224
	1E: Poster Session	Room S222 - 223
16:15 - 16:30	Coffee Break	Foyer
16:30 - 17:30	Arts for Everyone: The Case for Culture in Hong Kong	Room S221
17:30	End of Day One	

DAY 2 (TUESDAY, DECEMBER 6, 2011)

<u>Time</u>	<u>Session</u>	<u>Venue</u>
09:00 - 09:15	Opening Ceremony for the "3+3+4" Symposium on Knowledge Transfer	Room S221
09:15 - 10:05	Opening Lectures for the "3+3+4" Symposium	Room S221
10:05 - 10:25	Coffee Break	Foyer
10:25 - 12:10	2A: Work-Integrated Education	Room S221
	2B: Greying Population	Room S225
	2C: Beyond the Measurable? Impact Assessment of Non-technology-related Knowledge Exchange	Room S227
	2D: Poster Session	Room S222 - 223
13:30 - 15:15	3A: Experiential Learning	Room S221
	3B: Making Hong Kong a Great Place to Live – Our Environment	Room S225
	3C: Impact Assessment of Technology Transfer	Room S226
	3D: The Great Divide? Open Access vs. Turning Knowledge into Income	Room S227
15:15 - 15:30	Coffee Break	Foyer
15:30 - 17:00	4A: Entrepreneurship Programme	Room S221
	4B: Arts and Cultural Development	Room S225
17:00 - 17:25	Creating a Transforming Experience through Knowledge Exchange for Society	Room S225
17:25	End of Day Two	



Knowledge Exchange Conference: Knowledge Transforming Society (cum "3+3+4" Symposium on Knowledge Transfer)

December 5-6, 2011

Meeting Rooms S221 - S227, Hong Kong Convention and Exhibition Centre

PROGRAMME

DAY I (MONDAY, DECEMBER 5, 2011)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
09:00 - 09:15	Opening Ceremony for the Knowledge Exchange Conference [Room S221]	Welcome Remarks by Professor Lap-Chee Tsui , Vice-Chancellor and President, The University of Hong Kong Officiating Address by Professor Eng-kiong Yeoh, JP, GBS , University Grants Committee member and Convenor of the "3+3+4" Group Photo-taking Session
09:15 - 10:15	Developing a Mature Innovation Ecosystem in Hong Kong [Room S221]	Chairperson: Prof. Paul K.H. Tam Pro-Vice-Chancellor and Vice-President (Research), The University of Hong Kong Creation of a Favourable Ecological Environment for Facilitating Realisation of R&D Results Miss Janet Wong, JP Commissioner for Innovation and Technology, Government of the Hong Kong Special Administrative Region Bridging the Gap : What Does it Take for Academic Research to be Translated into Innovative Industries? Hon. Mrs. Regina Ip, GBS, JP Member of the Legislative Council, Hong Kong Is it Possible for Hong Kong to Develop an Asian Apple Tree Ecosystem? Ir. Dr. Hon. Samson Tam, JP Member of Legislative Council (Information Technology), Hong Kong
10:15 - 11:05	The Tried and Tested Roads of Knowledge Exchange [Room S221]	Chairperson: Prof. John Malpas Pro-Vice-Chancellor and Vice-President (Infrastructure), The University of Hong Kong Knowledge Exchange : A Few Bumps on the Tried and Tested Roads Prof. Eugene Wong Professor Emeritus, College of Engineering, University of California, Berkeley, United States Seven Principles for Embedding the Knowledge Exchange Agenda Prof. Warren Bebbington Deputy Vice-Chancellor (University Affairs), The University of Melbourne, Australia
11:05 - 11:20		Coffee Break
11:20 - 12:35	Making Technology Transfer Thrive [Room S221]	Chairperson: Prof. Paul Y.S. Cheung Director of Technology Transfer Office, The University of Hong Kong Academic Technology Transfer Essentials Dr. Alan Paau Vice Provost for Technology Transfer and Economic Development, Cornell University, United States A Multi-pronged Approach to Successful Technology Transfer Prof. Teck Seng Low Managing Director, Agency for Science, Technology and Research (A*STAR), Singapore Making Technology Transfer Thrive and Serve the Public Interest Dr. Stephen A. Merrill Executive Director, Board on Science, Technology, and Economic Policy (STEP), The National Academies, United States

DAY I (MONDAY, DECEMBER 5, 2010)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
12:35 – 13:00	Innovation as a Key Target in China's 12th Five-Year Plan [Room S221]	Chairperson: Mr. Andrew Young Vice President, Marketing and Sales, Hong Kong Science and Technology Parks Corporation 十二五时期深圳科技产业发展及深港合作展望 Ms. Qiu Xuan Vice Director, Science, Industry, Trade and Information Technology Commission of Shenzhen Municipality, People's Republic of China
14:30 – 16:15	Knowledge Partnerships Parallel Session 1A: Building Successful Business/Industry Partnerships [Room S221]	Chairperson: Prof. Allan S.C. Cheung Professor, Department of Chemistry, The University of Hong Kong From ebXML Gateway to the Challenge of Applied Research in Hong Kong Prof. David W.L. Cheung Head and Professor, Department of Computer Science, and Director of Center for E-Commerce Infrastructure Development, The University of Hong Kong The Development of Oral Arsenic Trioxide for Cancer Treatment: Academic Success, Economic Implications and Global Perspectives Prof. Yok Lam Kwong Chui Fook-Chuen Professor in Molecular Medicine, Chair of Haematology and Oncology, and Chief of the Division of Haematology, Medical Oncology and Bone Marrow Transplantation, Department of Medicine, The University of Hong Kong Work Creatively: Facilitating Knowledge Transfer in Arts and Cultural Sector Dr. Victor Ming Hoi Lai Associate Professor, Academy of Visual Arts, Hong Kong Baptist University Boosting Industry-University Partnership by Academic Collaboration Prof. Chiharu Nakamura Vice President, Kobe University; Director of Center for Collaborative and Technology Development (CREATE), Japan Establishment of the PolyU Shenzhen Base as a Strategy to foster Industry-University Partnership in the Pearl River Delta Prof. Angelina Yuen Vice President (Institutional Advancement and Partnership), The Hong Kong Polytechnic University Linguistics, Language Industry and Language in Industry Dr. Alex Chengyu Fang Assistant Professor, Department of Chinese, Translation and Linguistics, City University of Hong Kong
	Parallel Session 1B: Building Successful Community Partnerships [Room S226]	Chairperson: Ir. Dr. Alfred Tan Head, Knowledge Transfer Office, Hong Kong Baptist University Interactive Engagement with the Community: From Public Education to Academic Research Prof. Louis Wing Hoi Cheung Research Associate Professor, Department of Orthopaedics and Traumatology, The Chinese University of Hong Kong Knowledge Transfer: Commitment to Public and Partnering for Excellence Prof. Vivian Wing Yan Lee Assistant Dean (student affairs), Faculty of Medicine & Associate Professor, School of Pharmacy, The Chinese University of Hong Kong Community Arts Development -- Multiple Knowledge Transferring of Inter-School Dr. Mee-ping Leung Assistant Professor, Academy of Visual Arts, Hong Kong Baptist University

DAY 1 (MONDAY, DECEMBER 5, 2011)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
		<p>The Review of Hong Kong's Animal Welfare Laws Prof. Amanda Whitfort Associate Professor, Department of Professional Legal Education, The University of Hong Kong</p> <p>Knowledge transfer in Humanities and Social Sciences: What are they? Prof. Daniel Fu Keung Wong Professor, Department of Applied Social Studies, City University of Hong Kong</p> <p>A Public Health Approach for Suicide Prevention: from Research to Practice Prof. Paul S.F. Yip Professor, Department of Social Work and Social Administration, and Director, Hong Kong Jockey Club Centre for Suicide Research and Prevention, The University of Hong Kong</p>
	<p>Parallel Session 1C: Innovation-driven Partnerships in Hong Kong and Mainland China</p> <p>[Room S225]</p>	<p>Chairperson: Mr. Andrew Young Vice President, Marketing and Sales, Hong Kong Science and Technology Parks Corporation</p> <p>A Peptide Targeting Tumor Blood Vessels: From Experimental to Clinical Application Prof. Chi Hin Cho Associate Director, Professor of Pharmacology (Research), School of Biomedical Sciences, The Chinese University of Hong Kong</p> <p>GPU Computing in Mainland China's Industry Dr. Xiaowen Chu Associate Professor, Department of Computer Science, Hong Kong Baptist University</p> <p>Prof. Jiming Liu Head, Department of Computer Science, Hong Kong Baptist University</p> <p>Capturing Research Value with Application Ir. Prof. Alex Wai Vice President (Research Development), The Hong Kong Polytechnic University</p> <p>The Roles of Hong Kong in the National Twelve Five Year Strategic Plan Prof. William Kam Fai Wong Associate Dean (External Affairs), Faculty of Engineering; Professor, Department of Systems Engineering and Engineering Management; Associate Director, Centre for Entrepreneurship; Director, Centre for Innovation and Technology, The Chinese University of Hong Kong</p> <p>Building Mainland China Partnerships at HKUST Dr. Claudia Xu Director of the Technology Transfer Center, Vice President of the HKUST R and D Corporation & General Manager of HKUST R and D Corporation (Guangzhou) Limited, The Hong Kong University of Science and Technology</p> <p>Organic Light-emitting Diodes Prof. Chi-Ming Che Dr. Hui Wai Haan Chair of Chemistry, Department of Chemistry, The University of Hong Kong</p>
	<p>Parallel Session 1D: Building Successful School Partnerships</p> <p>[Room S224]</p>	<p>Chairperson: Prof. Shuk Han Cheng Professor, Department of Biology and Chemistry, and Director, Office of Education Development and General Education, City University of Hong Kong</p> <p>Project C.A.R.E.: Primary and Secondary Hong Kong Students' Aggression and Peer Victimization of Bullying Dr. Annis Lai-chu Fung Assistant Professor, Department of Applied Social Studies, City University of Hong Kong</p> <p>Extending the Boundary of School-University Partnerships Prof. Tammy Y.L. Kwan Assistant Dean (School-University Partnerships) and Associate Professor, Faculty of Education, The University of Hong Kong</p> <p>Building a Young Writer Community: A Knowledge Transfer Writing Project in Hong Kong Prof. Barley Shuk Yin Mak Chan Assistant Professor, Department of Curriculum and Instruction; Director, Centre for Enhancing English Learning and Teaching, The Chinese University of Hong Kong</p>

Knowledge Transforming Society



DAY 1 (MONDAY, DECEMBER 5, 2011)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
		<p>Enhancing Teacher Professional Development through Professional Dialogue: An Investigation into a University-School Partnership Project on Enquiry Learning Prof. Winnie Wing Mui So Head/ Associate Professor, Department of Science and Environmental Studies, The Hong Kong Institute of Education</p> <p>The Jockey Club Sign Bilingualism and Co-enrolment in Deaf Education Programme: From Sign Linguistics to Inclusive Deaf Education Prof. Gladys Wai Lan Tang Chairman, Department of Linguistics and Modern Languages; Centre Director, Centre for Sign Linguistics and Deaf Studies, Department of Linguistics and Modern Languages, The Chinese University of Hong Kong</p> <p>Seeding Sustainable Leader Learning Communities Prof. Allan Walker Head/ Chair Professor, Department of Education Policy and Leadership, The Hong Kong Institute of Education</p>
	<p>Poster Session</p> <p>Parallel Session 1E: Poster Presentations</p> <p>[Room S222-223]</p>	<p><i>Posters will be displayed at the Exhibition Room throughout the Conference. Project Co-ordinators or their representatives have been invited to meet with participants during this time-slot.</i></p>
16:15 – 16:30		Coffee Break
16:30 – 17:30	<p>Panel Discussion</p> <p>Arts for Everyone: The Case for Culture in Hong Kong</p> <p>[Room S221]</p>	<p>Chairperson: Prof. John Bacon-Shone Associate Director, Knowledge Exchange Office, and Associate Dean (Knowledge Exchange), Faculty of Social Sciences, The University of Hong Kong</p> <p>Panelists:</p> <p>Prof. Daniel K.L. Chua Head, School of Humanities, The University of Hong Kong</p> <p>Mr. Michael Lynch, CBE, AM Chief Executive Officer, West Kowloon Cultural District Authority, Hong Kong</p>
17:30		End of Day One

DAY 2 (TUESDAY, DECEMBER 6, 2011)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
09:00 – 09:15	Opening Ceremony for the “3+3+4” Symposium on Knowledge Transfer [Room S221]	Welcome Remarks for the “3+3+4” Symposium on Knowledge Transfer by Professor Walter W. Yuen , Vice President (Academic Development), The Hong Kong Polytechnic University Photo-taking Session
09:15 – 10:05	Opening Lectures for the “3+3+4” Symposium [Room S221]	Chairperson: Dr. Alwin Wong Associate Director, Institute for Enterprise, The Hong Kong Polytechnic University Knowledge-learning-work: Making Higher Education Fit for Future Needs Prof. dr. Maurits van Rooijen CEO & Rector Magnificus, Nyenrode Business Universiteit, The Netherlands Innovation and Knowledge Transfer - Expectations and Delivery in Hong Kong Sir Brian Fender President, The Institute of Knowledge Transfer, United Kingdom
10:05 – 10:25		Coffee Break
10:25 – 12:10	“3+3+4” Symposium Parallel Session 2A: Work-Integrated Education [Room S221]	Chairperson: Prof. Richard Tsang Dean of Students and Professor, Department of Cultural and Creative Arts, The Hong Kong Institute of Education Connecting Students to the Real World: the PolyU Experience Mrs. Dorinda Fung Director of Student Affairs, The Hong Kong Polytechnic University Towards Enhancement of Professional Practicum Teaching and Learning: A Conceptual Model Dr. Tak-yan Lee Associate Professor, Department of Applied Social Studies, City University of Hong Kong Designing and Assessing Learning in Transnational Internships Dr. Glenn Shive Executive Director, Hong Kong America Center Preparing Academic Supervisors and Clinical Mentors for Work-Integrated Learning in Nursing Education Prof. Agnes F.Y. Tiwari Head and Professor, School of Nursing and Assistant Dean (Education), Li Ka Shing Faculty of Medicine, The University of Hong Kong Enhancing the Self Care Ability through Intergenerational Knowledge Transfer Program in Elder Academy in Tuen Mun Mr. Ka Fai Wong Assistant Professor, School of Science and Technology, The Open University of Hong Kong
	Translating Knowledge into Solutions for Hong Kong Parallel Session 2B: Greying Population [Room S225]	Chairperson: Prof. Alfred Cheung Ming Chan Director, Asia-Pacific Institute of Ageing Studies, Lingnan University Capacity Building in Care for Demented Persons Dr. David Lok Kwan Dai Consultant Geriatrician, Prince of Wales Hospital, and Honorary Secretary, Hong Kong Alzheimer's Disease Association Innovations in Models of Care for Older People with Dementia Prof. Timothy Chi Yui Kwok Professor, Department of Medicine & Therapeutics; Co-Director, CUHK Jockey Club Centre for Osteoporosis Care and Control; Deputy Director/Professor, S H Ho Centre for Gerontology and Geriatrics, The Chinese University of Hong Kong Evidence Based Elder Care - How Research Contributes to Improve the Quality of Care and Quality of Life of Older People in Long Term Care System Prof. Terry Y.S. Lum Associate Professor, Department of Social Work and Social Administration, and Director, Sau Po Center on Ageing, The University of Hong Kong

Knowledge Transforming Society



DAY 2 (TUESDAY, DECEMBER 6, 2011)

Time	Session	Speaker / Panelist
		<p>Transfer of Ageing Knowledge and Myths Prof. Sik Hung Ng Chair Professor of Social Psychology, Department of Applied Social Studies, City University of Hong Kong</p> <p>Translating a High-level Policy Directive into Layman-understood Items for Ageing Policy Evaluation Miss Phoebe Pui Yee Tang Senior Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University</p> <p>Population Aging and Economic Growth Prof. Jow Ching Tu Associate Professor, Division of Social Science, The Hong Kong University of Science and Technology</p>
	<p>Common Platform for KE Impact Assessments</p> <p>Parallel Session 2C: Beyond the Measurable? Impact Assessment of Non-technology-related Knowledge Exchange</p> <p>[Room S227]</p>	<p>Chairperson: Prof. John Bacon-Shone Associate Director, Knowledge Exchange Office, and Associate Dean (Knowledge Exchange), Faculty of Social Sciences, The University of Hong Kong</p> <p>Evidencing the Difference We Make: Evaluating and Narrating the Impact of UK Arts and Humanities Research Prof. Kim Knott Director of the Arts Innovation and Impact Centre and Professor of Religious Studies, University of Leeds; Director of the Arts and Humanities Research Council's 'Diasporas, Migration and Identities' Programme, United Kingdom</p> <p>Panel Discussion</p> <p>Panelists:</p> <p>Prof. Kim Knott</p> <p>Mr. Jerry T. de la Harpe Executive Director (Engagement and Partnerships), The University of Melbourne, Australia</p> <p>Prof. Christopher Megone Director of Enterprise and Knowledge Transfer, Faculty of Arts, University of Leeds, United Kingdom</p>
	<p>Poster Session</p> <p>Parallel Session 2D: Poster Presentations</p> <p>[Room S222-223]</p>	<p><i>Posters will be displayed at the Exhibition Room throughout the Conference. Project Co-ordinators or their representatives have been invited to meet with participants during this time-slot.</i></p>
13:30 – 15:15	<p>"3+3+4" Symposium</p> <p>Parallel Session 3A: Experiential Learning</p> <p>[Room S221]</p>	<p>Chairperson: Mrs. Dorinda Fung Director of Student Affairs, The Hong Kong Polytechnic University</p> <p>Industry and University Partnership Prof. Kaye Chon Dean of School and Chair Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University</p> <p>Enhancing First Year Transition Through a Student-centred, Non-credit Bearing Co-curricular Program Dr. Alice Ming Lin Chong Associate Professor, Department of Applied Social Studies, City University of Hong Kong</p> <p>Teaching Support for the 3+3+4 Biology in Hong Kong Secondary Schools Prof. Siu Kai Kong Professor, School of Life Science, The Chinese University of Hong Kong</p> <p>An Experiential Learning Experience in Engineering – The Mingde Projects Prof. Peter K. K. Lee Associate Dean (Special & Mainland Affairs), Faculty of Engineering, and Honorary Professor, Department of Civil Engineering, The University of Hong Kong</p>

DAY 2 (TUESDAY, DECEMBER 6, 2011)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
		<p>A Different Role: Teaching in the Real World Prof. John C.H. Lin Assistant Professor, Department of Architecture, The University of Hong Kong</p> <p>Digital Classroom Project: Service-Learning and Information and Communication Technology's Impacts on Student Learning in Hong Kong Dr. Carol Hok Ka Ma Assistant Director, Office of Service-Learning, Lingnan University</p>
	<p><u>Translating Knowledge into Solutions for Hong Kong</u></p> <p>Parallel Session 3B: Making Hong Kong a Great Place to Live – Our Environment</p> <p>[Room S225]</p>	<p>Chairperson: Prof. Chak K. Chan Head and Professor, Division of Environment, Professor, Department of Chemical and Biomolecular Engineering & Director of Institute for the Environment, The Hong Kong University of Science and Technology</p> <p>Drastic Reduction of Electronic Waste through Novel Sustainable Technologies Prof. Ron S.Y. Hui Chair Professor, Department of Electrical and Electronic Engineering, The University of Hong Kong</p> <p>Green Building as a Solution for Better Life in Hong Kong Dr. Taedong Lee Assistant Professor, Department of Asian and International Studies, City University of Hong Kong</p> <p>Waste to Energy Prof. Gordon McKay Acting Head/ Professor of Department of Chemical & Biomolecular Engineering, The Hong Kong University of Science and Technology</p> <p>Aspects of Waste Water Treatment by Electrochemical Method and Nano-technology: Their Possible Application in Hong Kong Dr. Eric Po-keung Tsang Associate Professor, Department of Science and Environmental Studies, The Hong Kong Institute of Education</p> <p>Composting a Solution for Organic Waste Management Prof. Jonathan Wong Director, Sino Forest Applied Research Centre for Pearl River Delta Environment, and Professor, Department of Biology, Hong Kong Baptist University</p> <p>Smart Antimicrobials for Healthy Living Environment Prof. King Lun Yeung Joint-Professor of the Department of Chemical and Biomolecular Engineering and Division of Environment, The Hong Kong University of Science and Technology</p>
	<p><u>Common Platform for KE Impact Assessments</u></p> <p>Parallel Session 3C: Impact Assessment of Technology Transfer</p> <p>[Room S226]</p>	<p>Roundtable Discussion</p> <p>Moderator: Prof. Paul Y.S. Cheung Director of Technology Transfer Office, The University of Hong Kong</p> <p>Discussants:</p> <p>Mr Tom Hockaday Managing Director, Isis Innovation Ltd, United Kingdom</p> <p>Dr. Stephen A. Merrill Executive Director, Board on Science, Technology, and Economic Policy (STEP), The National Academies, United States</p> <p>Dr. Alan Patau Vice Provost for Technology Transfer and Economic Development, Cornell University, United States</p> <p>Prof. Eugene Wong Professor Emeritus, College of Engineering, University of California, Berkeley, United States</p>

Knowledge Transforming Society



DAY 2 (TUESDAY, DECEMBER 6, 2011)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
	Open Access	
	Parallel Session 3D: The Great Divide? Open Access vs. Turning Knowledge into Income	Chairperson: Prof. John Bacon-Shone Associate Director, Knowledge Exchange Office, and Associate Dean (Knowledge Exchange), Faculty of Social Sciences, The University of Hong Kong
	[Room S227]	Exploring the Economic Impacts of Open Access to Publicly Funded Research Prof. John Houghton Director of Information Technologies and the Information Economy Program, and Professorial Fellow, Centre for Strategic Economic Studies, Victoria University, Australia
		Creative Commons: An Innovative Copyright Model to Promote Creativity and Knowledge Sharing Prof. Yuen Ying Chan Professor of Journalism and Director, Journalism and Media Studies Centre, The University of Hong Kong
		Making HKU Research Discoverable & Findable: The HKU Scholars Hub Mr. David T. Palmer Scholarly Communications Team Leader, University Libraries, The University of Hong Kong
	Panel Discussion	
		Panelists: Prof. John Houghton Prof. Yuen Ying Chan Mr. David T. Palmer
15:15 – 15:30		Coffee Break
15:30 – 17:00	<u>"3+3+4" Symposium</u>	
	Parallel Session 4A: Entrepreneurship Programme	Chairperson: Prof. Simon S.K. Lam Professor of Management, School of Business, and Associate Dean (Research), Faculty of Business and Economics, The University of Hong Kong
	[Room 221]	Awakening Entrepreneurship in Knowledge Transforming Societies Prof. Ali Beba Director of Entrepreneurship Center and Consultant, HKUST Business School, The Hong Kong University of Science and Technology
		How can Student Business Plan Competitions Effectively Stimulate Knowledge Transfer and Entrepreneurship? Prof. Hugh Thomas Director, Center for Entrepreneurship; Associate Professor, Department of Finance, The Chinese University of Hong Kong
		Cultivating Entrepreneurial Learning: An Out-of-Classroom Approach Dr. Alwin Wong Associate Director, Institute for Enterprise, The Hong Kong Polytechnic University
		Experience Sharing on Technology Entrepreneurship Ir. Allen Yeung Vice President, Business Development and Technology Support, Hong Kong Science and Technology Parks Corporation
		Turning New Business Ideas into Reality, Cases and Lessons from Hong Kong Prof. Yanfeng Zheng Assistant Professor, School of Business, The University of Hong Kong
	<u>Translating Knowledge into Solutions for Hong Kong</u>	
	Parallel Session 4B : Arts and Cultural Development	Chairperson: Prof. Anthony Y.H. Fung Director, School of Journalism and Communication, The Chinese University of Hong Kong
	[Room 225]	

DAY 2 (TUESDAY, DECEMBER 6, 2011)

<u>Time</u>	<u>Session</u>	<u>Speaker / Panelist</u>
		<p>Green Art and Community Culture – A Reinvention of Urban River Prof. Wallace Ping Hung Chang Associate Professor, School of Architecture; Director, Urban Place Research Unit, School of Architecture, The Chinese University of Hong Kong</p> <p>Heart Meets Heat – Exchange and Mutual Enrichment in Creativity and Cultural Sensitivity in the International Writers Workshop Dr. William Ng Associate Professor, Department of Religion & Philosophy, Hong Kong Baptist University</p> <p>Working with Community, Government, Professional and Business Stake-holders: Knowledge Exchange in the Living Preservation of the Blue House Heritage Cluster Prof. Mirana May Szeto Assistant Professor, Department of Comparative Literature, School of Humanities, The University of Hong Kong</p> <p>Creative Arts & Humanities Education in Hong Kong: Issues and Solutions Prof. Matthew Tommasini Associate Artistic Director, The Intimacy of Creativity - The Bright Sheng Partnership: Composers Meet Performers in Hong Kong; Composer-in-Residence/Adjunct Associate Professor, Division of Humanities, The Hong Kong University of Science and Technology</p> <p>Future Cinema – Creating New Realities Prof. Jeffrey Shaw Chair Professor and Dean of School of Creative Media, City University of Hong Kong</p>
17:00 – 17:25	<p>Creating a Transforming Experience through Knowledge Exchange for Society [Room S225]</p>	<p>Chairperson: Prof. Yoshiko Nakano Associate Dean, Faculty of Arts, The University of Hong Kong</p> <p>21st Century Spaces – New Collaborative Approaches in Art and Architecture Ms. Yuko Hasegawa Chief Curator, Museum of Contemporary Art Tokyo, Japan</p>
17:25		End of Day Two

• The programme is correct at the time of printing and is subject to change without prior notice.

Knowledge Transforming Society



POSTER EXHIBITION

City University of Hong Kong

CityU-1.

Wireless Charging Platform

Prof. Ron Shu Yuen Hui

ex CityU staff; previously Chair Professor of the Department of Electronic Engineering, City University of Hong Kong

CityU-2.

UHF RFID Automated Library System - The EasyService Project

Prof. Edward Kai Ning Yung

Chair Professor, Department of Electronic Engineering, City University of Hong Kong

Prof. Steve Hsianghoo Ching

University Librarian, Run Run Shaw Library, City University of Hong Kong

CityU-3.

Radio-Frequency (RF) Technologies in Mobile Satellite Terminal for Chinese Area Positioning System (CAPS)

Prof. Kwai Man Luk

Chair Professor, Department of Electronic Engineering, City University of Hong Kong

Prof. Quan Xue

Professor, Department of Electronic Engineering, City University of Hong Kong

Prof. Chi Hou Chan

Chair Professor, Department of Electronic Engineering, City University of Hong Kong

CityU-4.

3D Sound System

Dr. Peter Wai Ming Tsang

Associate Professor, Department of Electronic Engineering, City University of Hong Kong

CityU-5.

Transgenic Fish Technology to Detect Estrogenic Pollutants

Prof. Shuk Han Cheng

Professor, Department of Biology and Chemistry and Director, Office of Education Development and General Education, City University of Hong Kong

CityU-6.

Mobile Communication Technology to Enhance Video Surveillance

Prof. Weijia Jia

Professor, Department of Computer Science, City University of Hong Kong

Hong Kong Baptist University

HKBU-1.

First Bilingual Improv Comedy Group in Hong Kong

Dr. Lian Hee Wee

Associate Professor, Department of English Language & Literature, Hong Kong Baptist University

Miss Candace Mok

Hong Kong Baptist University

HKBU-2.

HKBU Pulitzer Prize Winners Workshop

Prof. Yu Huang

Associate Dean of School of Communication, Hong Kong Baptist University

Ms. Suk Ling Wong

Executive Officer, Department of Journalism, Hong Kong Baptist University

HKBU-3.

International Writers Workshop

Prof. Ling Chung

Associate Vice-President/Dean of Arts, Office of the Dean of Arts, Hong Kong Baptist University

Miss Diana Au

Project Officer, Office of the Dean of Arts, Hong Kong Baptist University

Lingnan University

LU-1.

Revitalizing Rural Village in Ha Fa Shan Hong Kong through Knowledge Transfer Program

Prof. Alfred Cheung Ming Chan

Director, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Phoebe Pui Yee Tang

Senior Project Officer, Asia Pacific Institute of Ageing Studies, Lingnan University

Miss Sandy Chi Yan Tang

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Fanny Hiu Yan Chan

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Amber Nga Man Chung

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

POSTER EXHIBITION

LU-2.

Promoting Healthy Diet to Young People against Non Communicable Diseases through Intergenerational Knowledge Transfer Program

Prof. Alfred Cheung Ming Chan

Director, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Phoebe Pui Yee Tang

Senior Project Officer, Asia Pacific Institute of Ageing Studies, Lingnan University

Miss Sandy Chi Yan Tang

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Fanny Hiu Yan Chan

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Amber Nga Man Chung

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

LU-3.

Enhancing Intergenerational Understanding through the Development of Social Gerontology Programs for Secondary Schools

Prof. Alfred Cheung Ming Chan

Director, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Phoebe Pui Yee Tang

Senior Project Officer, Asia Pacific Institute of Ageing Studies, Lingnan University

Miss Sandy Chi Yan Tang

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Fanny Hiu Yan Chan

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Amber Nga Man Chung

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

LU-4.

Enhancing Knowledge Transfer through Portfolio-learning

Prof. Alfred Cheung Ming Chan

Director, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Phoebe Pui Yee Tang

Senior Project Officer, Asia Pacific Institute of Ageing Studies, Lingnan University

Miss Sandy Chi Yan Tang

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Fanny Hiu Yan Chan

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Amber Nga Man Chung

Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Dr. Emily Jr Shiuan Liang

Research Development Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

Miss Pelletier Pui Man Ho

Senior Project Officer, Asia-Pacific Institute of Ageing Studies, Lingnan University

The Chinese University of Hong Kong

CUHK-1.

Recognition and Active Prevention Technology for Ankle Sprain

Prof. Daniel Tik Pui Fong

Research Assistant Professor, Department of Orthopaedics and Traumatology, The Chinese University of Hong Kong

CUHK-2.

Three-year Development of Translational Research for Stem Cell Therapy in Neurosurgery, CUHK

Prof. Wai Sang Poon

Chair Professor and Chief of the Division of Neurosurgery, Department of Surgery, The Chinese University of Hong Kong

Prof. Gang Lu

Assistant Professor, Division of Neurosurgery, Department of Surgery, The Chinese University of Hong Kong

CUHK-3.

Centrifugal Microfluidic Platform for Bioassay Automation

Prof. Aaron Ho Pui Ho

Professor, Department of Electronic Engineering, The Chinese University of Hong Kong

Dr. Qiulan Chen

Research Assistant, Department of Electronic Engineering, The Chinese University of Hong Kong

CUHK-4.

Development of Hardware Modules for DNA Amplification for New Senior Secondary School (NSS) Biology Teaching and Learning --- Learn by Constructivist Approach

Dr. Kwan Chi Leung

Laboratory Technologist, School of Life Science, The Chinese University of Hong Kong

Dr. Fai Hang Lo

Instructor, School of Life Science, The Chinese University of Hong Kong

Ms. Christy Cheng

Research Assistant, School of Life Science, The Chinese University of Hong Kong

Dr. Patrick Hung Kui Ngai

Instructor, School of Life Science, The Chinese University of Hong Kong

Knowledge Transforming Society



POSTER EXHIBITION

CUHK-5.

Brain-controlled Chinese Text Input

Prof. William Shi Yuan Wang

Wei Lun Research Professor of Electronic Engineering, Department of Electronic Engineering, The Chinese University of Hong Kong

Dr. James W. Minett

Visiting Scholar, Department of Electronic Engineering, The Chinese University of Hong Kong

The Hong Kong Institute of Education

HKIEd-1.

Small Class Teaching and the Inclusive Philosophy behind it as a Catalyst

Dr. Kam-wing Chan

Co-Director, Centre for Development and Research in Small Class Teaching, The Hong Kong Institute of Education

Dr. Kwok-chan Lai

Mr. Yiu-nam Tang

The Hong Kong Institute of Education

HKIEd-2.

Empowering Early Childhood Institutions in Implementing Effective School-based Curriculum

Dr. Doris Pui-wah Cheng

Director, Centre for Childhood Research and Innovation, The Hong Kong Institute of Education

Prof. Margaret Ngai-chun Wong

Ms. Anissa Yin-man Yung

The Hong Kong Institute of Education

HKIEd-3.

Visual Art Education and Community Development Project (VAECD)

Dr. Anissa Siu-han Fung

Associate Professor, Department of Cultural and Creative Arts, The Hong Kong Institute of Education

Mr. Kai-yu Wong

Mr. Hok-kan Chui

Miss Yan-zhi Ding

Miss Mei-sze Tong

The Hong Kong Institute of Education

HKIEd-4.

Learning Circle: The Knowledge Transfer in Enhancing the Pedagogical Practices in Hong Kong Special Schools

Dr. Kenneth Kuen-fung Sin

Director, Centre for Special Needs and Studies in Inclusive Education, The Hong Kong Institute of Education

Dr. Mei-lan Au

Dr. Fuk-chuen Ho

Dr. Zi Yan

Dr. Chi-leung Lai

Dr. Suk-ying Ng

Mr. Chun-wai Lum

Mr. Chung-yee Poon

Ms. Hing-yee Tam

Ms. Kok-wai Tsang

Miss Shui-tai Wong

Miss Ka-wai Leung

The Hong Kong Institute of Education

The Hong Kong Polytechnic University

PolyU-1.

An Innovative Micro Injection Molding Machine

Prof. K.L. Yung

Professor and Associate Head, Department of Industrial and Systems Engineering, The Hong Kong Polytechnic University

PolyU-2.

Rational Design of Engineered Arginine Depleting Enzymes as Multi-potent Anti-cancer Agents

Prof. Thomas Yun-chung Leung

Professor, Department of Applied Biology & Chemical Technology, and Director of Lo Ka Chung Centre for Natural Anti-Cancer Drug Development, The Hong Kong Polytechnic University

Dr. Thomas Wai-hung Lo

Associate Professor, Department of Applied Biology & Chemical Technology, The Hong Kong Polytechnic University

PolyU-3.

Exoskeleton Hand Robotic Training Device

Dr. Raymond Kai-yu Tong

Associate Professor, Department of Health Technology and Informatics, The Hong Kong Polytechnic University

PolyU-4.

Solar Powered Air Conditioning System for Vehicles

Prof. Eric Ka-wai Cheng

Professor, Department of Electrical Engineering, The Hong Kong Polytechnic University

POSTER EXHIBITION

PolyU-5.

Mega-structure Diagnostic & Prognostic System

Prof. Yi-Qing Ni

Professor, Department of Civil and Structural Engineering, The Hong Kong Polytechnic University

The Hong Kong University of Science and Technology

HKUST-1.

Hair Drug Testing Technology: Rehabilitation Service Support for Local Communities

Prof. Karl W.K. Tsim

Professor, Division of Life Science & Director of Center for Chinese Medicine R&D, The Hong Kong University of Science and Technology

Dr. David T.W. Lau

Dr. Wing K.W. Leung

Dr. Annie K.L. Ting

Mr. Zack C.F. Wong

Miss Winki Y.Y. Ng

The Hong Kong University of Science and Technology

HKUST-2.

Characterization of Ambient Air Pollutants in Hong Kong

Prof. Chak K. Chan

Head and Professor, Division of Environment, Professor, Department of Chemical and Biomolecular Engineering, and Director, Institute for the Environment, The Hong Kong University of Science and Technology

HKUST-3.

LAViNet: A Lean, Pervasive and Dynamic Wireless Access Infrastructure Network

Prof. Gary Shueng-Han Chan

Associate Professor, Department of Computer Science & Engineering, The Hong Kong University of Science and Technology

HKUST-4.

Antimicrobial Systems

Prof. King Lun Yeung

Joint-Professor of the Department of Chemical and Biomolecular Engineering and Division of Environment, The Hong Kong University of Science and Technology

The University of Hong Kong

HKU-1.

Refabricating City: Hong Kong-Shenzhen Bi-City Biennale of Urbanism/ Architecture

Prof. Weijun Wang

Associate Professor, Department of Architecture, The University of Hong Kong

HKU-2.

Faculty of Architecture -- Community Project Workshop (CPW)

Ms. Tris Kee

Director of Community Project Workshop, Faculty of Architecture, The University of Hong Kong

HKU-3.

Critical Thinking Web: OpenCourseware on Critical Thinking, Logic and Creativity

Prof. Joe Y.F. Lau

Associate Professor, Department of Philosophy, The University of Hong Kong

HKU-4.

Development and Distribution of Asian Business Case Studies

Prof. Ali Farhoomand

Professor of Innovation & Information Management, School of Business, and Director, Asia Case Research Centre, Faculty of Business and Economics, The University of Hong Kong

HKU-5.

Promoting Oral Health of Hong Kong Preschool Children through Educating Their Parents and Kindergarten Teachers

Prof. Chun-Hung Chu

Clinical Associate Professor and Assistant Dean (Research and Innovation), Faculty of Dentistry, The University of Hong Kong

Prof. Edward C.M. Lo

Professor, Faculty of Dentistry, The University of Hong Kong

Dr. Xiao Li Gao

Postdoctoral Fellow, Faculty of Dentistry, The University of Hong Kong

Mr. Alex Man Him Chau

Dental Surgeon, Faculty of Dentistry, The University of Hong Kong

Ms. Ivy Di Wu

PhD Student, Faculty of Dentistry, The University of Hong Kong

Ms. Emily Ming Jiang

PhD Student, Faculty of Dentistry, The University of Hong Kong

Mr. Marcus Ho Tak Fung

PhD Student, Faculty of Dentistry, The University of Hong Kong

Knowledge Transforming Society



POSTER EXHIBITION

HKU-6.

HKU Cantonese Opera Education Research and Promotion Project

Prof. Dorothy F.P. Ng

Assistant Professor, Faculty of Education, The University of Hong Kong

HKU-7.

Lineament Monitoring System II

Prof. Kam Pui Chow

Associate Professor, Department of Computer Science, and Associate Director, Center for Information Security and Cryptography, The University of Hong Kong

HKU-8.

Low-cost Versatile Tracking Device and Technology for Logistic Applications

Prof. Victor O.K. Li

Associate Dean (Research), Faculty of Engineering, and Chair Professor of Information Engineering, Department of Electrical and Electronic Engineering, The University of Hong Kong

HKU-9.

The Power of Using Virtual Reality for Commercial Applications

Prof. Henry Y.K. Lau

Head and Associate Professor, Department of Industrial and Manufacturing Systems Engineering, The University of Hong Kong

HKU-10.

Effective Ventilation for Minimizing Expiratory Droplet Exposure

Prof. Yuguo Li

Head and Professor, Department of Mechanical Engineering, The University of Hong Kong

HKU-11.

A Series of Books on Important Paediatric Diseases for the Public

Prof. Yu-Lung Lau

Associate Dean (Research), Li Ka Shing Faculty of Medicine; Head and Doris Zimmern Professor in Community Child Health, Department of Paediatrics and Adolescent Medicine, The University of Hong Kong

Dr. Tsz-Leung Lee

Honorary Clinical Associate Professor, Department of Paediatrics and Adolescent Medicine, The University of Hong Kong

Dr. Hok-Kung Ho

Honorary Clinical Assistant Professor, Department of Paediatrics and Adolescent Medicine, The University of Hong Kong

Dr. So-Lun Lee

Consultant, Department of Paediatrics and Adolescent Medicine, Queen Mary Hospital

HKU-12.

READ & WRITE: A Jockey Club Learning Support Network

Prof. Connie S.H. Ho

Professor, Department of Psychology, The University of Hong Kong

Annex III**Sharing of Good Practice through Regular KE Lunch Seminars (2011-12)**

2011	<i>Digital Initiatives for Learning and Knowledge Exchange</i>
October	by Professor Ying Chan, Journalism and Media Studies Centre, HKU
November	<i>Increase Your Impact – How to make your research more visible and have more impact through placing your papers in Open Access and optimizing your pages in The HKU Scholars Hub?</i>
	by Professor John Bacon-Shone, Knowledge Exchange Office, HKU and Mr David Palmer, University Libraries, HKU
2012	<i>HKU Intellectual Property Rights Policy</i>
February	by Professor Paul Cheung, Technology Transfer Office, HKU
March	<i>Open Learning and Knowledge - Cases and Trends</i>
	by Dr Joe Lau, Department of Philosophy, HKU
April	<i>HKU Cantonese Opera Education Research and Promotion Project</i>
	by Dr Dorothy F P Ng, Faculty of Education, HKU
May	<i>Exchange Knowledge and Engage Community: 2007-08 Hong Kong-Shenzhen Biennale of Architecture and Urbanism</i>
	by Mr Weijen Wang, Faculty of Architecture, HKU
June	<i>Empowering Patients and Community on Childhood Diseases</i>
	by Professor YL Lau, Department of Paediatrics and Adolescent Medicine, HKU; Dr SL Lee, Department of Paediatrics and Adolescent Medicine, Queen Mary Hospital; Dr TL Lee, Department of Paediatrics & Adolescent Medicine, Queen Mary Hospital; Ms Joan Lau, “不能不認識的兒童病系列叢書”製作公司代表 and Mr Frank Wong, Allergy Hong Kong


After each seminar, the speaker's presentation will be put on the KE website (www.ke.hku.hk) to facilitate follow-up discussions between the speaker and interested participants and to allow others who could not attend a particular seminar to learn about the project (example below).

The screenshot shows the HKU KE website at www.ke.hku.hk/eng/events/seminars/past-seminars2011/increase-your-impact. The page features a navigation bar with links like 'HKU KE Strategy', 'From Our Research to Your Solutions', 'Engaging the Community', 'KE Highlights', 'KE Events', and 'KE Newsletter'. A sidebar on the left lists 'KE EVENTS' with categories: 'Regular KE Seminars', 'Upcoming Events', and 'Past Events'. The main content area displays a seminar titled 'Increase Your Impact – How to make your research more visible and have more impact through placing your papers in Open Access and optimizing your pages in The HKU Scholars Hub?'. It includes a photo of the seminar, the speaker's name 'Professor John Bacon-Shone', and a download link for the presentation. The abstract discusses the University's strategy for Knowledge Exchange (KE) and the role of the University Libraries in supporting research outputs into Open Access (OA) projects.

KE Newsletter (<http://www.ke.hku.hk/newsletter>)

Issue One – print and online versions

Issue Two – print and online versions



Knowledge Exchange

The University of Hong Kong April 2012 Issue 2 NEWSLETTER

Knowledge Exchange (KE) is one of the three pillars underpinning all HKU activities, alongside Teaching & Learning and Research. In this issue, we would like to share with you the Verdienst way of celebrating HKU's Centenary and some success stories that the University presented at the Knowledge Exchange Conference: Knowledge Transferring Society held on December 5-6, 2011. For those of you who had attended the KE Conference, we notice that we could cover only a few of the success stories under features of this newsletter. We hope to cover other KE success stories in future issues.

Professor Paul K.H. Tam
Vice-Chancellor (Research) & Director, Knowledge Exchange Office

100 Licenses of HKU Inventions and Know-how

2012 marks a significant milestone in HKU's knowledge exchange initiative: the issuing of the 100th license for our invention and know-how. It's exciting to see that this was reached during the University's Centenary.

Licensees help to develop the commercial potential of our research findings by opening the door to the private sector and taking them into useful products.

that might have potential applications, some for the short term, but some may have enormous impact on our quality of life. Our job is to try to enhance the impact of these research results.

"A lot of the results may not be in usable form and require further development. This is where we need partnership with industry to invest and turn it into something that can be of use."

IN THIS ISSUE...

1988, when HKU formed Verkhov Limited, 140 patents have been granted for over 300 different invention disclosures at HKU and 102 of these inventions and know-how have been licensed. The commercialization rate is close to 40%. This commercialization has been achieved despite the lack of a well-established technology industry in Hong Kong – most of the licenses are with international or Mainland China companies.

Examples of licensed inventions include a new transgenic plant that grows significantly faster than other plants and could be used as a bio-fuel; the discovery of a new pathway for attacking the influenza virus; and anaerobic digester/biomethanation plant density.

Professor Cheung said patents were important to make inventions attractive to industry partners, who want to protect their investments as they develop them into products as a whole.

"This is in a way of development, that it is a tipping point when its next step depends very much on its ability to innovate and create intellectual property assets as expressed in being the factory of the world. Because of this, it is very important for us to enhance our efforts in technology transfer. We need that process of turning our inventions into something useful." – Dr. Yeap, [2]

Welcome new

First Page

100 Licenses of HKU Inventions and Know-how

Feature

Uplifting the Value of Discovery

The Tech 'Two of Hong Kong'

First Patent Day

Two Green and Purple on the Green

A Creative Way to Share

Building the One-Stopshop Culture and Prosperities

Proceedings in the Core When It Comes to Making

A Mobile Learning Opportunity

Presenting

Research Word of Mouth

New in Brief

Knowledge Exchange Funding Scheme (KEFS)

Accommodated – Press Media Photo (KMTV) Competition 2011


Knowledge Exchange Conference 2011

Supporting an

Knowledge Transfer

Professor Paul Y.S. Cheung, Director of HKU's Technology Transfer Office and Managing Director of Verkhov Limited, explains the process. "University research is the forerunner of discovering and pursuing the knowledge frontier. That research should not be free to use the things that may not have economic implications because that is the knowledge that we create.

"However, especially for scientific, technology and biomedical research, there are barriers to disseminate



The University of Hong Kong
Knowledge Exchange


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KE NEWSLETTER

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Issue 2 (April 2012)



Welcome note

- Share with you the Vantage way of delivering HKU 102 and some success stories presented at the KX Conference...

Front Page

- 102 Lessons of HKU Inventions and Innovations

Features

- Lighting the Way to Discovery
- The Toxic Tale of Hong Kong's First Painkiller Drug
- Track Goods and People on the Move
- A Creative Way to Share
- Bridging the Gap between Culture and Preservation
- Prevention is the Cure When it Comes to Suicide
- A Mutual Learning Opportunity

Panorama

- Promoting Word of Mouth

News in Brief

- Knowledge Exchange Funding Exercise 2011/12
- Announcement - Three Minute Thesis (3MT®) Competition 2012
- Knowledge Exchange Conference cum 30-34-K Symposium on Knowledge Transfer

Reading Reports

The [2012 Research Map](#) in the University's online expertise directory, which invites HKU researchers and their research teams, to provide an expert input for businesses, industries, social enterprises, the public sector, and interested student applicants to find HKU experts for contract research, consultancy, and postgraduate student supervision etc.

Tech Ready

For a complete list of HKU technologies that are currently available, please visit the [Technology Transfer Office website](#) (click on "For Industry" = "HKU Technologies Available for Licensing" = "Issued Patents").

[HKU Kx Strategy](#)
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 <p>香港大學 知識交流</p>	<p>• 學術大獎頒獎 • 研究 • 學術大獎頒獎 • 學術大獎頒獎 • 學術大獎頒獎 • 學術大獎頒獎</p>				
	<p>搜尋和提交論文 (KDS) (新) 知識交流中心 聯絡我們</p>				
<p>強大的知識交流變態方法 轉化研究成果成為解決方法 研習性強 知識交流策略 知識交流活動 <u>知識交流通訊</u></p>					
<p>知識交流</p>					
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KB Newsletter

第二期(2012年4月號)  (PDF格式中文文件，請右擊以直接取得檔案下載)

歡迎踴躍

- 分享絕大規模度視聽大專青年發展的方式以及知識交流會擴展展示的成功故事

版別

- 臺灣大學獲頒贈了100張保專利和專有技術

特寫

- 陳天發明之路
- 由美國保衛臺灣地區專利法策劃
- 追蹤發明和人員
- 創舉創新的共享方式
- 文化與教育並行
- 及專人介入保護自發發展
- 專利部管理會

全景圖

- 口譯範例

簡訊

- 2011/12年度知識交流撥款計劃
- 2012年五分撥款文出書
- 知識交流會議 - 區 13+3+4; 知識轉移專題研討會

報導導大專才

臺灣大學是亞洲為導大的在學專才資料庫。為二專生、社會企業、合營機構、華府界人士及有意申請入讀導大的畢業地提供報導導大專才的地理，方便建立聯誼合作關係、開展合約研究、以及培訓研究員等。

導大研發技術 (Tech Ready) (附多國英文版本)



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知識交流

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知識交流通訊

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[头条](#)

[香港大學獲政府注了100萬資助專利和專有技術](#)

[特寫](#)

- 陳亮發行之路
- 田海新發明或香港首個專利地方藥物
- 建築藥物和人員
- 創藥創新的商業方式
- 文化與體育同行
- 及海外人士的台灣發展
- 專利學習機會

[焦點圖](#)

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[簡訊](#)

- 2011/12年度知識交流獲款計劃
- 2012年五分鍾論文比賽
- 知識交流會議 篇「3+3+4」知識轉移專題報告會

[按香港大學才](#)

[香港大學是香港港大的在職專才資料庫](#)

[為二階層、社會企業、公營機構、學術界人士及香港大學港大的畢業生提供港大專才的途徑，方便港大科研成果轉化、開展新的研究，以及培訓研究等。](#)

[港大研發技術 \(Tech Ready\) \(請參閱英文版\)](#)

Knowledge Exchange Funding Exercise 2011/12: Award Summary for Impact Projects

Faculty	Project Co-ordinator	Post Title	Department/Unit	Project Title
Architecture	Ms Tris KEE	Director of the Community Project Workshop (CPW)	Faculty of Architecture	Feasibility Study of a Kindergarten for Autistic Children
Architecture	Ms Tris KEE	Director of CPW	Faculty of Architecture	Interactive Educational Resource Kit for All Secondary Schools in Hong Kong
Architecture	Ms Melissa CATE CHRIST and Ms Tris KEE	Assistant Professor/ Director of CPW	Faculty of Architecture	Engaging Community: An Escalator for Pound Street
Architecture	Dr John LIN and Mr Olivier OTTEVAERE	Assistant Professors	Architecture	Life on Stilts - Tai O Public Awareness Exhibition
Architecture	Mr Jonathan D SOLOMAN	Associate Professor	Architecture	Counterpart Cities: Climate Change and Cooperative Action in Hong Kong and Shenzhen
Architecture	Mr Weijen WANG	Associate Professor	Architecture	Recycling Ecological Pavilion: Strategy on Building Sustainable Community for Choi Yuan Village in Rural Hong Kong
Arts	Dr Yoshiko NAKANO	Associate Dean (Outreach & Development)	Faculty of Arts	Arts Centenary Community Exhibition
Business and Economics	Mr Beau LEFLER	Senior Teaching Consultant	School of Business	Disseminating HKU Research to the Public – Building Bridges for Public Understanding of Scientific Progress
Dentistry	Dr Chun Hung CHU	Clinical Associate Professor	Faculty of Dentistry	Oral health promotion program in young children through an evidence-based primary prevention approach
Dentistry	Professor Edward C M LO/ Dr C J SENEVIRATNE	Clinical Professor in Dental Public Health/ Research Assistant Professor	Faculty of Dentistry	Enhancing science knowledge and skill of secondary school students using “dental sciences” examples
Education	Dr Maurice Man Wai CHENG	Assistant Professor	Faculty of Education	Visualizing chemical bonding – bridging the macroscopic phenomena and the submicroscopic representation
Education	Mr Dennis Chun Lok FUNG	Assistant Professor	Faculty of Education	Liberal Studies Forum in AM730 Newspaper
Education	Dr Tammy KWAN	Assistant Dean (School-University Partnerships)	Faculty of Education	The formation of “clusters” of Professional Partnership Schools (PPS) and practicum partnership schools (pps) as a powerful platform to enhance mutual knowledge exchange and to strengthen School-University Partnerships
Education	Dr Chad LYKINS	Assistant Professor	Faculty of Education	Developing education research capacity in Cambodia
Education	Dr Lena Lai Nar WONG	Associate Professor	Faculty of Education	Promoting healthy hearing in the aging community in Hong Kong
Education	Professor Edwin YIU	Professor	Faculty of Education	Promoting proper voice use in classroom teaching using iPhone/iPad (iOS) and Android Apps
Engineering	Professor Y S HUNG	Associate Dean (Knowledge Exchange)	Faculty of Engineering	Publishing the collection of KE articles
Engineering	Professor Francis C M LAU	Professor	Computer Science	Measuring visibility using digital cameras
Engineering	Dr Vincent LAU	Course Instructor	Computer Science	Smart device and robot design workshop and competition
Engineering	Dr Wilton FOK	Senior Teaching Consultant and Assistant Dean (External Relations and Knowledge Exchange), Faculty of Engineering	Electrical and Electronic Engineering	Promotion of an Mobile Apps for Knowledge Exchange
Engineering	Dr Alfred C H YU	Research Assistant Professor	Electrical and Electronic Engineering	Fostering Development of Third-World Rural Villages through Mini-Hydropower Solutions
Engineering	Dr Ting QU	Research Assistant Professor	Industrial and Manufacturing Systems Engineering	Establishing an industrial consortium for knowledge exchange of “RFID-enabled smart manufacturing”
Law	Ms Amanda S WHITFORT	Associate Professor	Professional Legal Education	A Comparative Review of Hong Kong's Wild Animal Conservation Laws

Faculty	Project Co-ordinator	Post Title	Department/Unit	Project Title
Law	Mr Simon N M YOUNG	Associate Professor and Director, Centre for Comparative and Public Law (CCPL)	CCPL	CCPL Human Rights Portal
Medicine	Professor Cindy LAM	Assistant Dean (External Relations)	Li Ka Shing Faculty of Medicine	"Explore the World of Medicine" Public Lecture Series
Medicine	Professor David WONG	Director of Eye Institute	Eye Institute	Establish a model service for Diabetic Retinopathy screening in China as part of the Lifeline Express initiative
Medicine	Dr Michael Kai Tsun TO	Clinical Assistant Professor	Orthopaedics and Traumatology	Web-based Orthopaedic Education – Myths and Science
Science	Mr Sze Leung CHEUNG	Outreach Officer and Science Instructor	Faculty of Science	Public Science Roadshow 2012
Science	Professor Lung Sang CHAN	Professor	Earth Sciences	Initiatives to Promote Earth Sciences and Global Change Issues
Science	Dr Petra BACH	Curator and Teaching Consultant	Stephen Hui Geological Museum, Department of Earth Sciences	Permanent exhibition on Cenozoic Climate Change
Social Sciences	Dr Jordan POTASH	Teaching Consultant	Centre on Behavioural Health	Guided Relational Viewing: Art Therapy for Social Change
Social Sciences	Dr C Harry HUI	Associate Professor	Psychology	Screening of Disaster Relief Volunteers
Social Sciences	Dr Karen S L CHEUNG	Research Assistant Professor	Social Work & Social Administration	Healthy Longevity: The Emergence of Oldest-old and Centenarians
Social Sciences	Dr Petula HO	Associate Professor	Social Work & Social Administration	A NGO capacity building project – Training workshops and community forums for understanding changing families in Hong Kong
Social Sciences	Dr Rainbow Tin Hung HO	Assistant Professor	Social Work & Social Administration	End of Life Social Enterprise – Training Cancer Survivors and Volunteers on Life and Death Education for Terminal Ill Patients
Social Sciences	Dr Pamela LEUNG	Assistant Professor	Social Work & Social Administration	Integrative Body-Mind-Spirit Approach to Patient Empowerment
Social Sciences	Professor Paul S F YIP	Director	The Hong Kong Jockey Club Centre for Suicide Research and Prevention	Understanding Suicide and Depression (Information Booklet)
	Ms Katherine MA	Director of Communications	Communications and Public Affairs Office	Report on positive media impact related to knowledge transfer coverage, including print, on-line and electronic media
	Ms Jennifer FLINT	Production Manager	Hong Kong University Press	Hong Kong University Press Website Accessibility
	Mr Masato KAJIMOTO	Teaching Consultant	Journalism and Media Studies Centre	Online Journalism for HK Secondary Schools
	Ms Diane STORMONT	Senior Teaching Consultant	Journalism and Media Studies Centre	Establishment of a Digital Audio-Video Archive: Hong Kong, China and Asia-wide Current Affairs, Historical Footage and Significant Moments, Trends and Events in Our Modern History
	Professor Paul CHEUNG	Director	Technology Transfer Office (TTO)	Entrepreneurship Academy
	Professor Paul CHEUNG	Director	TTO	FICPI Patent Drafting Course
	Professor Paul CHEUNG	Director	TTO	Night at the Science Museum
	Mr David PALMER	Scholarly Communications Team Leader	University Libraries	HKU ROS data enhancements
	Mr David PALMER	Scholarly Communications Team Leader	University Libraries	Project Manager – Scopus Data Download & Hub Merge

Student Knowledge Exchange Project Grant Scheme 2011/12: Award Summary

Faculty	Student Project Leader	Team Members	Faculty Mentor	Department	Partner Organization	Project Title
Arts	Mr Charles FONG	Ms Heidi LAW Ms Junyan CUI	Dr Robert PECKHAM (Co-director, Centre for the Humanities and Medicine)	History	Fringe Club	Lighthouse Productions
Business and Economics	Mr Dickson CHAN	Mr Justen Kwok Yee LI Miss Audrey Cheuk Kei WONG Mr Chung Wah CHEW Miss Che Yin AU YEUNG Mr Lai Kang LAU Miss Hiu Yan CHING Miss Sze Long YIU Miss Mei Ki KWONG Miss Wai Man CHU	Professor David BISHOP (Senior Teaching Consultant)	School of Business	Soap Cycling	Soap Cycling Project
Business and Economics	Mr Tau Shen LIM	Mr Chun Chuen CHU Miss Serena Lok Sze LEUNG	Professor Tin Sau CHEUNG (Part-time Lecturer)	School of Business	Young Entrepreneurs for Society Network (YES Network)	Empowering Social Enterprises through US1
Business and Economics	Miss Wing Sze HUI	Mr Leong CHAN Mr To Ching CHAN Miss Antonia Wai Han CHENG Mr Shok Yuen CHEONG Mr Benjamin Ka Chun LAW	Dr Michael CHAU (Assistant Professor)	School of Business	Déjà vu Creation	Upcycling for a Change
Business and Economics	Miss Huimin BAO	Miss Xiaoying LIANG Miss Ouya WANG	Dr Winnie Siu Ching LEUNG (Teaching Consultant)	School of Business	The Kairos Society	Leap of Young Entrepreneurship
Business and Economics	Miss Yifeng LI	Miss Jiasi CHEN Miss Chang CHEN Miss Wen SUN	Dr Winnie Siu Ching LEUNG (Teaching Consultant)	School of Business	The Oaks, and The Hong Kong General Chamber of Small and Medium Business	New SME: Social Mission Engagement
Business and Economics	Mr Yu Wai TO	Mr Dian DENG Mr Yau Wai SHIU Miss Qingqing CAI	Dr Winnie Siu Ching LEUNG (Teaching Consultant)	School of Business	Junior Achievement Hong Kong	Business Ethics: Pathway to Future Leader
Dentistry	Miss Shirley Ching KOT	Mr Chao JI Mr Chu Hang LEUNG	Dr Chaminda Jayampath SENEVIRATNE (Research Assistant Professor)	Faculty of Dentistry	Hong Kong Federation of Youth Groups	Bridging Dentistry with Secondary School Science in Hong Kong
Dentistry	Miss Kwan Ning MA	Miss Stephanie Yuen Ting SO Mr Yau Sing WONG Mr Alex Pui Chung LEE Miss Chao ZHONG	Dr Yanqi YANG (Clinical Assistant Professor)	Faculty of Dentistry	Tean Yuk Hospital (the ante-natal day centre under Queen Mary Hospital)	Promotion of Children's Oral Health through Knowledge-building among Ante-natal Women
Engineering	Miss Krithika CHANDRA MOULI	Miss Felicia Syan Ni DING Mr Ankit SURI Mr Chris Yat Hang LAM Mr Christopher YU	Dr Wilton FOK (Assistant Dean [External Relations & Knowledge Exchange], Faculty of Engineering) Dr Albert KO (Honorary Assistant Professor, Faculty of Engineering: Senior Student Advisor [Student Development], CEDARS)	Electrical and Electronic Engineering/ Centre of Development and Resources for Students (CEDARS)	Ion Exchange Asia Pacific Pte Ltd	The Building of Water Filters for Clean Water Availability in Less Developed Communities
Engineering	Ms Yan Chie CHENG	Mr Chi Kin CHEUNG Mr Philip Yin Ho LEUNG Mr Jevons Cheuk Hei CHAN Mr Matthew Hou Fung CHAN Ms Lourdes Dik Yee SIU	Dr Wilton FOK (Assistant Dean [External Relations & Knowledge Exchange], Faculty of Engineering)	Electrical and Electronic Engineering	The Hong Kong Institution of Engineers	Engineering in the Centennial
Engineering	Miss Ammie Xiaofei WANG	Miss Grace Chencen CAI Miss Sunny Yingying ZHANG Miss Yu Ho KWOK Mr Yiran LI	Professor Ben YOUNG (Deputy Head, Civil Engineering) Dr Wilton FOK (Assistant Dean [External Relations & Knowledge Exchange], Faculty of Engineering)	Civil Engineering	The High School Affiliated to Guangxi Normal University	HKU Buddy Program
Law	Mr William FITZGERALD	Mr Mora ANDRES Miss Lee LEE	Ms Kelley LOPER (Assistant Professor and Director of the LLML Human Rights Programme)	Law	Vision First	Refugees in Hong Kong - Bilingual YouTube Channel
Medicine	Miss Pamela Sze Pui TIN	Mr Man Ping WANG Miss Rong HUANG	Dr Daniel Sai Yin HO (Assistant Professor)	Community Medicine	Federation of Parent-Teacher Associations of the Central and Western District Limited	What's for Breakfast?- Promoting Healthy Breakfast Habits among Primary School Children
Medicine	Mr Kwun Ting CHEUNG	Mr Huen Sum LAM Mr Nan XIA	Dr Angela Yee Man LEUNG (Assistant Professor)	School of Nursing	S.K.H. Holy Carpenter Church, and St. James' Settlement Central and Western District Elderly Community Centre	Is Your Daily Vitamin D Supplement Enough? - A Training Workshop for Senior Volunteers in the Community
Science	Mr Xudong FAN	Mr Duo ZHANG Mr Jeremy LEE	Professor Frederic C. C. LEUNG (Professor)	School of Biological Sciences	The Hong Kong Institution of Engineers	The Exploration and Promotion of the Solar Renewable Energy in HKU
Science	Miss Li SUN	Mr Wen Xing JIN Mr Wing Hin CHAU	Professor Ching Yung MA (Professor)	School of Biological Sciences	Mou Hing Food Catering Company	Development and Evaluation of a Traceability System in a Small Medium Food Company
Social Sciences	Miss Viviana Chiu Sik WU	Miss Cindy Lin Fei QU Mr Bob Chiu Chun CHAN	Professor Wai Fung LAM (Professor)	Politics and Public Administration	Social Innovation Academy	Breeding Social Innovators - Pioneers for Change!

Annex VII

Quantitative Indicators

Tables 1 and 2 below correspond to Tables 9.1 and 9.2 of the Initial Statement respectively. The last column on “2011/12” shows the outcomes in the past year, which are benchmarked against the outcomes in 2010/11 and our own initial targets as projected in the Initial Statement submitted in early July 2009.

Table 1

Performance Indicators	2010/11	2011/12 (projected in Initial Statement)	2011/12* (as of May 31, 2012)
No. of patents filed in the year (with breakdown by country and type)	93	80	71
No. of patents granted in the year (with breakdown by country and type)	31	40	24
No. of licenses granted (with breakdown by type)	45	41 ^{Note 2}	68
Income (on cash basis) generated from intellectual property rights	\$2,603,901	\$10,000,000 ^{Note 3}	\$8,911,000
Expenditure involved in generating income from intellectual property rights	\$375,036	\$3,000,000	\$2,575,000
No. of economically active spin-off companies (with breakdown by type) ^{Note 1}	2	10	2 ^{Note 1}
Net income generated (or net loss arising) from spin-off companies	\$2,383,078	\$628,897	\$135,000 ^{Note 1}
No. of collaborative researches, and income thereby generated ^{Note 4}			
- no. of projects	25	31	21
- income generated	\$39,408,208	\$41,780,966	\$26,716,000
No. of contract researches (other than those included in “collaborative researches” above), and income thereby generated ^{Note 5}			
- no. of projects	723	490	744
- income generated	\$243,224,527	\$103,354,897	\$165,386,000
No. of consultancies, and income thereby generated			
- no. of projects	616	470	626
- income generated	\$33,435,933	\$24,530,999	\$24,677,000
No. of <i>pro bono</i> research or consultancies	101	60	132
No. of student contact hours in short courses or e-learning programmes specially tailored to meet business or CPD needs ^{Note 6}	4,764 (programme hours) [20,743 students, 386,254 contact hours]	8,390 ^{Note 2}	4,949 (programme hours) [18,433 students, 246,896 contact hours]

Performance Indicators	2010/11	2011/12 (projected in Initial Statement)	2011/12* (as of May 31, 2012)
No. of equipment and facilities service agreements, and income thereby generated - no. of agreements - income generated	13 \$366,525	12 \$719,080	13 \$576,000
No. of jobs created through the new Knowledge Transfer funding ^{Note 7}	81.41	13	83

Notes:

1. The HKU strategy is that licensing rather than spin-off companies should be the preferred route for commercialization because licensing would allow the University to leverage on industry expertise and remain focused in its core capabilities. Spin-off companies will only be set up if and when deemed necessary or to the best interest of the University. Versitech, the University's technology transfer company, is a minority shareholder in the spin-off companies. It is difficult to predict the companies' sales/turnover due to the volatile business environment.
2. The projected targets for these items were amended in the 2009/10 annual report due to flaws in some baseline numbers in the Initial Statement.
3. The estimates in the Initial Statement had included patent expense reimbursement, but according to the UGC's definition, such reimbursement should be excluded.
4. ITF projects with industrial sponsorship and other collaborative research projects with at least two partners (one of which being a government or public body) are included.
5. ITF projects without industrial sponsorship, Public Policy Research projects and projects funded by the Food and Health Bureau and the SK Yee Foundation, and other contract research projects are included.
6. The KE Executive Group has decided that taught postgraduate programmes should not be included.
7. The number refers to additional staff supported by the UGC KT funding, other fund sources of the University, or a combination of both.

Table 2

Other Performance Indicators	2010/11	2011/12 (projected in Initial Statement)	2011/12 (as of May 31, 2012)
No. of placements/internships	3,883	2,770	3,415
Performance and exhibitions of creative works created by staff/students	71	56	69
Public lectures, symposiums, exhibitions, performance and honorary degree speeches to community audience	1,238	623	1,097
Books and other media for non-academic audiences	353	169	378
No. of Non-University staff as mentors ^{Note 1}	720	720 ^{Note 2}	1,259
No. of Knowledge Transfer websites	89	66	122
No. of postgraduate theses on open access	18,984	17,670	19,768
Download count of postgraduate theses to addresses outside HKU	492,914	121,032	1,012,273
No. of publications on open access	10,642	9,047	11,846
Download count of publications to addresses outside HKU	320,695	67,145	364,780
No. of positive media impact related to knowledge transfer coverage, including print, on-line and electronic media ^{Note 3}	10,137	4,503	16,119
No. of staff available for media contact	511	548	468 ^{Note 4}
No. of external advisory bodies membership held by HKU staff			
- professional	585		2,031
- industry	28		80
- Government statutory bodies	456		945
- Govt. non-statutory bodies	146		564
- other bodies	<u>1,973</u>		<u>402</u>
TOTAL	3,188	3,752 ^{Note 2}	4,022
No. of appointments of external members to HKU advisory boards, committees or panels	346	298	467

Notes:

1. The KE Executive Group has decided that University staff serving as mentors should be removed from the list.
2. The projected targets for these items were amended in the 2009/10 annual report due to flaws in some baseline numbers in the Initial Statement

3. The number was obtained through the media impact study done by the Communications and Public Affairs Office. For 2011/12, the number has increased exceptionally due to external circumstances, e.g. the HKSAR Chief Executive election 2012.
4. Efforts have been made to remove records of staff who have left the University service.