



環境及自然保育基金資助  
全城零碳行動  
Environment and Conservation Fund  
Carbon Neutrality Campaign



# Carbon Neutrality Campaign Seminar - "Cultivating a Sustainable Diet Culture through Food Choices"



17 July 2024



15:00 – 17:00



Inno Network, 1/F, HKPC Building,  
78 Tat Chee Avenue, Kowloon



Cantonese



FREE



F&B sector and the public



## Event Introduction

Are you searching for a lifestyle that can have a positive impact on both health and the environment? This seminar will feature distinguished representatives from the food and beverage (F&B) industry, help you understand how food choices can support local agriculture and make the planet greener.

In today's fast-paced lives, adopting a sustainable dietary habit is crucial. Let us gain practical knowledge on making thoughtful choices, reducing food waste and incorporating eco-friendly practices into daily life.

✨ Join our seminar and unlock the secrets to a healthier you and a greener planet! ✨



[Enrol Here](#)

## Enquiry

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Website

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## Carbon Neutrality Campaign Seminar – "Cultivating a Sustainable Diet Culture through Food Choices"

17 July 2024 15:00 – 17:00

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Time	Topics and Speakers
14:45 – 15:00	Registration
15:00 – 15:05	Introduction of Carbon Neutrality Campaign and Group Photo Taking
15:05 – 15:20	<b><u>Revolutionising the Ecosystem of Future Food</u></b> Mr David YEUNG Co-Founder & CEO Green Monday
15:20 – 15:35	<b><u>Sustainable Development of Agriculture and Fisheries in Hong Kong</u></b> Mr LAI Kin Ming, Mickey, JP Director Agriculture, Fisheries and Conservation Department
15:35 – 15:50	<b><u>Promotion of Local Agricultural and Fisheries Products in FarmFest</u></b> Dr LAU Kin Wai, Eric, MH Chairperson of Organizing Committee Hong Kong Farmfest
15:50 – 16:05	<b><u>Swire Coca-Cola's Sustainability Approach</u></b> Ms Suzanne CHEUNG Head of Public Affairs, Communications and Sustainability Swire Coca-Cola HK
16:05 – 16:20	<b><u>Eat Locally, From Farm to Table</u></b> Ms Joe CHEUNG Senior Manager Conservation Advocacy Ocean Park
16:20 – 16:55	<b>Panel Discussion</b> Moderator: Professor Christine LOH, SBS, JP, OBE Chief Development Strategist Hong Kong University of Science and Technology
16:55 – 17:00	Presentation of Certificates to Speakers
17:00	End of Seminar

## Biography of Speakers and Moderator

### Mr David YEUNG Co-Founder & CEO, Green Monday

David Yeung is the co-founder & CEO of Green Monday and OmniFoods, a leading ESG movement and foodtech innovation company. His work earned him the award of “EY Entrepreneur of the Year Award (HK/Macau)” by Ernst & Young, “Social Entrepreneur of the Year” by the World Economic Forum and Schwab Foundation. Other awards and accolades include “Roddenberry Prize” and “Ten Outstanding Young Persons Hong Kong”. He is a graduate of Columbia University and an Ashoka Fellow.



### Mr Lai Kin Ming, Mickey, JP Director of Agriculture, Fisheries and Conservation Department

Under the leadership of Mr. LAI, the Agriculture, Fisheries and Conservation Department is committed to facilitating production and sustainable development of Hong Kong’s agriculture and fisheries industries; managing government fresh food wholesale markets; conserving flora, fauna and natural habitats; managing country parks, the geopark, special areas, marine parks and the marine reserve; protecting endangered species; promoting animal welfare; and controlling animal and plant diseases.



### Dr LAU Kin Wai, Eric, MH Chairperson of Organizing Committee, Hong Kong Farmfest

Dr Eric Kin Wai Lau earned his BA and PhD at the City University of Hong Kong. He teaches in different Universities for more than 25 years at BBA, MBA, EMBA and DBA levels. His research areas include knowledge management, social media marketing, and software piracy. He is the pioneer in Hong Kong e-business and published the e-business book in 1998. Dr Lau engages in several government committees, such as the Chairman, Crop Farming Sub-committee Advisory Committee on Agriculture and Fisheries ACAF, Telecommunications Users and Consumers Advisory Committee - Office of the Communications Authority, Member of the panel of adjudicators of the Obscene Articles Tribunal (2010-2019). He hosts Hong Kong Farmfest as the chairperson of organizing committee (2018 to present).

In 2022, Dr Lau awarded MH from HK SAR Government in recognition of his contributions to the sustainable development of the agricultural and fisheries industry, particularly in the enhancement of the marketing knowledge and skills of local farmers and fishermen.





## Biography of Speakers and Moderator

### Ms Suzanne Cheung Head of Public Affairs, Communications and Sustainability, Swire Coca-Cola HK

Suzanne Cheung is a highly experienced sustainability professional, with over 14 years in senior positions across different industries. As the Head of Public Affairs, Communications and Sustainability at Swire Coca-Cola HK, Suzanne is responsible for leading the implementation of the 2030 Sustainable Development Strategy, which encompasses sustainability strategies and plans for 'Planet', 'Product' and 'People'.

Suzanne serves as Board of Examiners member for the Hong Kong Sustainability Awards and Membership Committee member for the Hong Kong Institute of Qualified Environmental Professionals. She is often invited to lead industry discussions on sustainability-related policies.



### Ms Joe CHEUNG Senior Manager, Conservation Advocacy, Ocean Park

Joe is currently the Senior Manager of Conservation Advocacy at Ocean Park. She leads an advocacy campaign called Mission R, which aims to motivating individuals to adopt environmentally conscious lifestyles through easy tiny changes in daily life, ultimately leading to a better environment and fostering a healthier bond between human and nature. Under Mission R's umbrella, she also initiated the signature campaign called Eat Local, which aims to inspiring community collaboration and encouraging corporations and individuals in choosing local produce for a low-carbon and healthy diet.

Joe's journey with Ocean Park began in 2008 as Education Officer for the Ocean Park Conservation Foundation, Hong Kong (OPCFHK). Her academic background includes a Master of Social Sciences in Psychology and a Bachelor of Science in Marine Science, which provide her with a strong foundation for her work. Beyond her professional pursuits, Joe is also a Life Coach, a butterfly surveyor and a caretaker of two senior cats.



### Professor Christine LOH Kung-wai Chief Development Strategist at the Institute for the Environment, Hong Kong University of Science and Technology

Prof. Christine Loh, SBS, JP, OBE, is the Chief Development Strategist at the Institute for the Environment, Hong Kong University of Science and Technology (HKUST). Previously, she held the positions of Special Consultant to the Office of the Chief Executive of the HKSAR Government on the ecological civilization aspects of the Greater Bay Area Outline Development Plan (2019-2020); and Under Secretary for the Environment in the HKSAR Government (2012-2017). She was the CEO of Civic Exchange, an independent non-profit public policy think tank (2000-2012). Before that, Prof. Loh served as a member of the Hong Kong Legislative Council, first appointed in 1992 and later elected in 1995 and 1998. Earlier, she spent 14 years in the private commercial sector in commodities trading.

Currently, she is a Director of New Forests Pty Limited, Towngas Smart Energy Company Limited, CDP Worldwide, and Global Maritime Forum. She is also a founding Advisor to Hong Kong Green Finance Association.

