

To Assignment Editor:

REMINDER (Updates highlighted in yellow)

Gourmet and Lifestyle Trade Events Open on Thursday Hong Kong to Host Food, Tea, Home, Beauty and Wellness Fairs

15 August 2017 – Four lifestyle fairs organised by the Hong Kong Trade Development Council (HKTDC) are set to open on Thursday (17 August) at the Hong Kong Convention and Exhibition Centre (HKCEC). The events include the 28th Food Expo, the fourth Home Delights Expo, the second Beauty & Wellness Expo and the ninth Hong Kong International Tea Fair.

The four fairs are expected to welcome more than **2,000** exhibitors, and will showcase a wide range of quality products as well as a series of public and trade events, including cooking demonstrations by star chefs, health and diet talks, industry seminars, and tea art performances.

A fifth event, the International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM), jointly organised by the HKTDC and the Modernized Chinese Medicine International Association Ltd, will also be held on 17-18 August.

A media preview tomorrow (16 August), the day before the shows open, will provide a sample of gourmet and lifestyle products that will be featured at the events.

We cordially invite you or your representatives to attend the preview and cover the fairs. Details are as follows:

Media Briefing and Preview Tour

Date: 16 August 2017 (Wednesday)

Time: 3-4:30pm

Media Registration: HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai

Host: Benjamin Chau, Deputy Executive Director, HKTDC

Fair Schedule

Date	Food Expo			Home Delights Expo	Beauty & Wellness Expo	Hong Kong International Tea Fair
	Trade Hall	Public Hall	Gourmet Zone			
17 August (Thursday)	Open to trade visitors only: 10:00-18:00			10:00-22:00		Open to trade visitors only: 10:00-18:00
18 August (Friday)						
19 August (Saturday)	Open to both trade visitors and the public :					

	10:00-17:00					10:00-17:00
20 August (Sunday)	N/A					N/A
21 August (Monday)		10:00-18:00	N/A	10:00-18:00	10:00-18:00	

Media representatives wishing to cover the event may register at the Press Registration Counter or the Media & Webcast Centre with their business cards and/or media identification.

Press Registration Counter: Hall 1E Concourse, HKCEC

Media & Webcast Centre: Expo Drive Entrance, HKCEC

Fair Websites

- Food Expo: <http://www.hktdc.com/hkfoodexpo>
- Hong Kong International Tea Fair: <http://www.hktdc.com/hkteafair>
- Home Delights Expo: <http://www.hktdc.com/homedelights>
- Beauty & Wellness Expo: <http://www.hktdc.com/hkbeautyexpo>
- ICMCM: <http://www.hktdc.com/icmcm>

Media Enquiries

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Opening Ceremony: ICMCM

Date: 17 August

Time: 9am Tea Reception

9:30am Opening Ceremony

Venue: Meeting Room N101B, HKCEC

Guests of Honour:

- Ms LAU Lee Kwan, Vivian, JP, Director of Food and Environmental Hygiene, the HKSAR Government
- Ms Wang Xiao Pin, Director General, Department of International Cooperation Office of Hong Kong, Macao and Taiwan Affairs, State Administration of Traditional Medicine, PRC

Opening Ceremony: Food Expo, Home Delights Expo and Beauty & Wellness Expo

Date: 17 August

Time: 9:30am Tea Reception

10am Opening Ceremony

Venue: Expo Drive Entrance, HKCEC

Guest of Honour:

Ms LAU Lee Kwan, Vivian, JP, Director of Food and Environmental Hygiene, the HKSAR Government

Press Briefing: Launch of 2017-2018 Wan Chai à la Carte (co-organiser: Wan Chai District Council)

Date: 17 August

Time: 3-4pm

Venue: Entertainment Stage, Hall 3E, Level 3, HKCEC

Guests:

- Craig Au Yeung, Veteran Hong Kong Food Critic
- Yolanda Ng, MH, Chairperson, Cultural & Leisure Services Committee, Wan Chai District Council
- Jennifer Chow, BBS, MH, Vice Chairperson, Cultural & Leisure Services Committee, Wan Chai District Council
- David Fung, Senior Manager, St. James' Settlement
- Sophia Chong, Assistant Executive Director, HKTDC

HKTDC Food Expo: Major Events

Event Schedule: <http://bit.ly/2wKliFz>

17 August (Thursday)	
<p>Trade Hall Event: Thai Healthy Food and Drink Time: 2-2:30pm Venue: Open Forum, Hall 5E, HKCEC Remarks: Organised by the Office of Small and Medium Enterprises Promotion of Thailand</p>	<p>Trade Hall Event: Product Promotion from Hainan Time: 3-3:30pm Venue: Open Forum, Hall 5E, HKCEC</p>
<p>Public Hall Event: Shandong Traditional Culture Performance Time: 10:30-11:30am Venue: Entertainment Stage, Hall 3E, HKCEC</p>	<p>Public Hall Event: Hong Kong's Action on Salt and Sugar Reduction Time: 1-2pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: co-organised with the Food and Environmental Hygiene Department</p>
<p>Public Hall Event: "Eat Smart Restaurant, We Like" Time: 5-6pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: co-organised with the Department of Health</p>	<p>Public Hall Event: Your Next Destination, MIE Time: 6:30-7pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: Organised by the Mie Prefecture of Japan</p>
<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Chef Cheong's Creation Time: 12:30-1:15pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Chan Hon Cheong, Chef de Cuisine, One Harbour Road, Grand Hyatt</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— The Ahistoric Grandpa Cooking Show (Sr.2) @ Food Expo Time: 2:30-3:15pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chefs: Popular TV Cooking Show Hosts, Lee Ka Ding, Steve & Tam Yuk Ying, Helen</p>

<p>Gourmet Zone Seminar Room- Want to Know More about Specialty Coffee? Time: 3-3:45pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Fatia Industrial Co Ltd</p>	<p>Gourmet Zone Seminar Room- Rice Life Rice Love Time: 4:30-5:15pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Uniocean (HK) Ltd</p>
<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Korean Tasty Road @ Food Expo Time: 4-4:45pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Charmaine Cheung, Executive Chef of superlife culture club, city'super</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Disciples Escoffier International Asia Presents: French Sweets Time: 5:30-6:15pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Vincent Leroux, Director, Institute Culinaire Disciples Escoffier</p>

18 August (Friday)	
<p>Trade Hall Event: ICMCM Exhibitor Forum Time: 11:30am-Noon Venue: Open Forum, Hall 5E, HKCEC</p>	<p>Trade Hall Event: Testing and Certification Services for Food Time: 1-2pm Venue: Open Forum, Hall 5E, HKCEC Remarks: Co-organised with the Hong Kong Council for Testing and Certification</p>
<p>Trade Hall Event: Seminar on “Understanding HK and the Chinese Mainland’s food markets with insiders’ tips” Time: 3-4pm Venue: Open Forum, Hall 5E, HKCEC</p>	<p>Trade Hall Event: Seminar on “Business Expansion : Regular Chain vs Franchising” Time: 4:30-6pm Venue: Open Forum, Hall 5E, HKCEC</p>
<p>Public Hall Event: Health Preservation by Food in Chinese Medicine Time: 11:30am-Noon Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: co-organised with the Department of Health</p>	<p>Public Hall Event: Introduction of Gifu Foods Time: 1-1:30pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: Organised by The Juroko Bank Ltd.</p>
<p>Public Hall Event: HKQAA – Food Waste Recycling Registration Time: 2-2:30pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: Organised by the Hong Kong Quality Assurance Agency</p>	<p>Public Hall Event: Shandong Traditional Culture Performance Time: 3-4pm Venue: Entertainment Stage, Hall 3E, HKCEC</p>
<p>Public Hall Event: “Eat Smart Restaurant, We Like” Time: 5-6pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: co-organised with Department of Health</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— FINDS Nordic Green Time: 12:30-1:15pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Jaakko Sorsa, Honorary President of Disciples Escoffier; Executive Chef of FINDS</p>

<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Chocolate Planet by Jeffery Koo Time: 2:15-3pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Koo Ka Chun, Jeffery, Celebrity Chef, founder and Executive Pastry Chef of Patisserie</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— The Timeless Tempura Time: 3:45-4:30pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Kit Tsui, Tempura Chef, Inagiku Grande Japanese Restaurant</p>
<p>Gourmet Zone Event: Star Chef Cooking Demonstration—The Art of Living • The Taste of Life Time: 5:15-6pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Shadow Kwan, Gourmet & Life Style Brand founder</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Ocean Freshness Time: 6:45-7:30pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Sandy Keung, Executive Chef, Table Remarks: Less salt less sugar recipe</p>
<p>Gourmet Zone Seminar Room- Introduction to Iberico Ham Time: 3-3:45pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Diverxu Ltd</p>	<p>Gourmet Zone Seminar Room- The Miracle of Cookies Time: 4:30-5:15pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Blesscuit Ltd</p>
<p>Gourmet Zone Seminar Room: Serendipity - The Romantic Encounter of Vintage Ice Drip Coffee & Japanese Shochu Time: 6-6:45pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Limpid True International Trading Ltd</p>	

<p>19 August (Saturday)</p>	
<p>Eating with Health and Joy 2017 Time: 9am-1:30pm Venue: S421, HKCEC Remarks: co-organised with Promoting Happiness Index Foundation</p>	<p>Public Hall Event: Delicious Unuma Time: 1-1:30pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: organised by Unuma City</p>
<p>Public Hall Event: Q-Mark Creative Chef Championship Time: 3-4pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: By Hong Kong Q-Mark Council, Federation of Hong Kong Industries</p>	<p>Public Hall Event: Vigor Foods “One Flower” Mushroom Food Show Time: 5-5:30pm Venue: Entertainment Stage, Hall 3E, HKCEC</p>
<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Cantonese x Kaiseki x Zen Time: 12:30-1:15pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Wan Tat Kong, Chinese food connoisseur</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Gourmet Journey to Sichuan Time: 2:15-3pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chefs: Deng Hua-dong, founder, Deng G Shanghai; Chef and Partner, Deng G Hong Kong & Chen Fu-gui, Head Chef, Deng G classic Sichuan</p>

<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Chung's Private Kitchen Time: 3:45-4:30pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Jacky Chung, Executive Chef, J & T Restaurant Ltd</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— An Evening Bite of Shanghai Time: 5:15-6pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Lo Kam-wai, Executive Chef, Yè Shanghai</p>
<p>Gourmet Zone Seminar Room- Food Safety, Freshness, Profitability - Counting on Cold Supply Chain in China and Hong Kong Time: 3-3:45pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: CheeseBB.com</p>	<p>Gourmet Zone Seminar Room- Discovering Southwest France Chalosse ham & Foie Gras Time: 4:30-5:15pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Maison Argaud HK</p>

20 August (Sunday)	
<p>Public Hall Event: Chinese Culinary Institute's Master Series: The Secrets to "Cook Wise, Health Wise" Time: 3-3:45pm Venue: Entertainment Stage, Hall 3E, HKCEC Remarks: Organised by the Chinese Culinary Institute</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— Green It Yourself Time: 12:30-1:15pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chefs: Hilda Leung & Veggie Mom Christine Cheung, Culinary Ambassadors of Green Monday Jockey Club "Green It Yourself" Programme</p>
<p>Gourmet Zone Event: Star Chef Cooking Demonstration— East Meets West Time: 2:15-3pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Ricky Cheung, Celebrity Chef; Head Chef, Bistro Bon Remarks: Less salt less sugar recipe</p>	<p>Gourmet Zone Event: Star Chef Cooking Demonstration— A Taste of Two Cities Time: 3:45-4:30pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Gabriel Choy, Seasons Group Executive Chef; MSc in Nutrition, Food Science and Technology; Gordon Ramsay College Scholar in 2005</p>
<p>Star Chef Cooking Demonstration: Western Thai Fantasy Time: 5:15-6pm Venue: Star Kitchen, Gourmet Zone, Hall 3B, HKCEC Star Chef: Bonnie Yves, founder, Yves Kitchen Remarks: Less salt less sugar recipe</p>	<p>Gourmet Zone Seminar Room- Taste the Future Time: 1:30-2:15pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Common Good Trading Ltd</p>
<p>Gourmet Zone Seminar Room- Taste of Spain Castilla y León Time: 4:30-5:15pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Wine & Spirits Global</p>	<p>Gourmet Zone Seminar Room- Truffles 101 Time: 6-6:45pm Venue: Seminar Room, Gourmet Zone, Hall 3B, HKCEC Exhibitor: Great (HK) Investment Company Ltd</p>

21 August (Monday)

Public Hall Event: Food Wise

Time: 2-3pm

Venue: Entertainment Stage, Hall 3E, HKCEC

Remarks: By Green Council

HKTDC Hong Kong International Tea Fair: Major Events

Event Schedule: <http://bit.ly/2vRz6Sm>

17 August (Thursday)

<International KamCha Competition 2017 HK Style Milk Tea – Returning Special> HK Final

Time: 11:30am-2pm

Venue: Tea Gallery, Halls 5F-G, HKCEC

International Tea Tasting Session:

Venue: Tea Tasting Salon, Hall 5F, HKCEC

- 11am-Noon: Hubei Tea Tasting Session
- 2-3pm: Inherit the Silk Road culture, Share green and health
- 3-4pm: Ceylon Tea – Pure Enchantment in a cup

18 August (Friday)

International Tea Arts Performance

Venue: Tea Gallery, Halls 5F-G, HKCEC

Time:

- 10:20-11am: Sichuan Ecological Characteristic Agricultural Foods – Hong Kong Promotional Event
- 11-11:30am: Gui Zhi Tea House Tea Art Performance
- 11:30am-12pm: Ceylon Tea - Bestcuppa
- 12-12:30pm: Jiangsu Tea Arts Performance
- 12:30-1pm: How to enjoy Matcha

International Cup Warming

Time: 11:30am-1pm

Venue: Tea Tasting Salon, Hall 5F, HKCEC

Marketing Strategies for Tea Brands

Time: 2:30-3:30pm

Venue: Tea Gallery, Halls 5F-G, HKCEC

Speakers:

1. Joseph Wong, Marketing Director, China Tea (Hong Kong) Ltd
2. Woody Chau, Design Director, Never-never
3. Can Chan, Art Director, Never-never

Buyer Forum on “Tea Opportunities along Belt and Road and the US”

Time: 3-4pm

Venue: Tea Tasting Salon, Hall 5F, HKCEC

Speakers:

1. Olga Kolotilina, General Manager of Tealand Trading LLC (UAE)
2. Hashem Khalil, CEO, Royal Company for Tea Blending (Egypt)

3. Mahmoud Ibrahim Fathy Khalil El Nahas, CCO, Misr Import & export Co (Egypt)
4. Adrian Hernandex, MS, co-owner, The Drink Station (USA)

19 August (Saturday)

Tasting Session on Winning Teas of HK Int'l Tea Competition

Time: 11:00am-12:30pm

Venue: Tea Gallery, Halls 5F-G, HKCEC

Tea Arts and Youth Growth

Time: 10:30-11:30am

Venue: Tea Tasting Salon, Hall 5F, HKCEC

Guest Speaker: Man Yee HO, PhD, Assistant Professor, Department of Applied Social Sciences, City University of Hong Kong

Guest Presenter:

Dr Kin Sun NG, General Secretary (Volunteer), Truth Baptist Church Youth Enhancement and Service Centre

<International KamCha Competition 2017 HK Style Milk Tea – Returning Special> International Final and Yuan Yang Final

Time: 2:00-4:30pm

Venue: Tea Gallery, Halls 5F-G, HKCEC

Tea Forums: The Future Way of Tea

Time: 12:30-1:30pm

Venue: Tea Tasting Salon, Hall 5F, HKCEC

Speaker: Katherine Yu, Tea Master of Heritage Tea House

Tea Forums : Pu'er Tea Therapy

Time: 1:30-2:30pm

Venue: Tea Tasting Salon, Hall 5F, HKCEC

Speaker: Dr Cheung Kwai Hung, Hong Kong Tea Therapy Association

Tea Forum: Steeped In Delicious: Pairing Tea with Food

Time: 2:30pm-3:30pm

Venue: Tea Tasting Salon, Hall 5F, HKCEC

Speaker: Ricky Leung, General Manager, Zencha Limited

HKTDC Home Delights Expo: Major Events

Event Schedule: <http://bit.ly/2vRs4gH>

17 August (Thursday)

Interior Beaute Residential Design & Home Products Brand Award 2017

Time: 4:30-7:30pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

18 August (Saturday)

DIY Dinner: Quick & Easy!

Time: 5:00-6:00pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Speakers: Audrey Chan, co-founder of social platform Journesis and Owenmama, Star-rated Chef of Cook1Cook

Mrs Mic's Kitchen

Time: 6:30-7:30pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Remarks: By Shun Hing Cooking Centre

19 August (Sunday)

Perfect Summer Weekend Brunch

Time: 10:30-11:30am

Venue: Hall 3G Lifestyle Theatre, HKCEC

Speaker: Lilian's Life Rhapsody

20 August (Monday)

CANDICE KITCHEN Easy Love Recipe:

Pan-fried Salmon with Lemon & Champagne Cream Sauce

Time: 10:30-11:30am

Venue: Hall 3G Lifestyle Theatre, HKCEC

Speaker: Candice Leung, Cooking Blogger and Cook Book Author

Bruno Hot Plate: Sandymama's Quick & Yummy Dinner Recipes

Time: 3:30-4:30pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Speakers: Sandymama, Recipe Author, and Bruno, In Publications

21 August (Sunday)

Kitchen Couple – Slow Cook Idea

Time: 3:30-4:15pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Speakers: Vito Chan and Celina Ling, Solemate Executive Chefs

HKTDC Beauty & Wellness Expo: Major Events

Event Schedule: <http://bit.ly/2vROBe8>

17 August (Thursday)

Hong Kong Health Awards 2017 Kick-off Ceremony

Time: 11:30am-1:30pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Chinese Culinary Institute's Master Series

Time: 3-3:45pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Chef: Chan Kei Ying, Executive Chef, Shun De Kung

18 August (Friday)

Summer Party Look

Time: 10:30-11:15am

Venue: Hall 3G Lifestyle Theatre, HKCEC

The Cosmetic & Perfumery Association of Hong Kong Ltd Inaugural Cosmetics KOL Competition

Time: 1-3pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Chinese Culinary Institute's Master Series

Time: 3:45-4:30pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Chef: Saito Chau, Head Chef, Hutong

19 August (Saturday)

Skin Perfection with Fish Maw x Speedy Healthy Soup (Just By Food Jar)

Time: 3-4pm

Venue: Hall 3G Lifestyle Theatre, HKCEC
Presenter: Yoko Tsang, Beauty and Food Therapy Columnist

20 August (Sunday)

"Vegan x Fitness" Sharing Session

Time: 1-1:45pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Easy Beauty – Skincare Expert

Time: 7-7:30pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

Remarks: By Easy Beauty c/o Miracle Co

21 August (Monday)

Makeup Masterclass: Fighting Summer Oily Skin

Time: 11-11:45am

Venue: Hall 3G Lifestyle Theatre, HKCEC

Get a Salon Hairstyle at Home!

Time: 2-2:45pm

Venue: Hall 3G Lifestyle Theatre, HKCEC

International Conference of the Modernization of Chinese Medicine & Health Products

Conference Programme: <http://bit.ly/2hN18Jm>

17 August (Thursday)

Session 1: Keynote Speeches

Time: 10:15-11:45am

Venue: Room N101B, HKCEC

Session 2: CM Products Quality Control

Time: 2:15-3:15pm

Venue: Room N101B, HKCEC

CEO Forum and Networking Luncheon

Time: Noon-1:45pm

Venue: Bauhinia Room, HKCEC

Session 3: CM Pharmacology

Time: 3:30-5pm

Venue: Room N101B, HKCEC

The 13th International Postgraduate Symposium on Chinese Medicine

Time: 1:30-5:30pm

Venue: Room N106-8, HKCEC

18 August (Friday)

Session 4: TCM Internationalization

Time: 10:30am-Noon

Venue: Room N101B, HKCEC

Session 5: Successful Cases Sharing

Time: 2:15pm-4:30pm

Venue: Room N101B, HKCEC