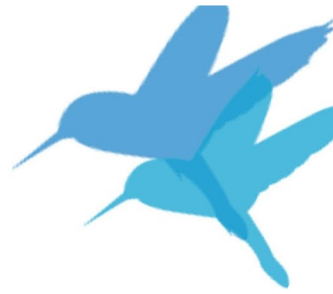




United Social Entrepreneurship  
Conference **Hong Kong**



**September 1st, 2012**

**10:00 AM - 5:30 PM**

**Reception starting at 9:30 AM**

**K. K. Leung Building, University of Hong Kong**

## **Overview**

United Social Entrepreneurship Conference (USEC) is an annual conference hosted by the Canadian non-profit organization, United International Entrepreneurs Group. Every year in Hong Kong, prior to the commencement of the academic year, USEC gathers students who share a common passion for social responsibility to explore the dilemma of balancing global business and every person's social responsibility as global citizens.

To be highlighted at this year's conference, United Social Entrepreneurship Conference 2012 (USEC 2012), is the central idea of collaboration. USEC 2012's theme has formally been dubbed *Bridging the World*. This year's participants will be exposed to the various opportunities for individuals who possess substantial business acumen, as well as the passion to advance social initiatives, to contribute to the creation of more caring communities.

## **Objective**

The majority of this year's speakers will be representatives from Hong Kong's social business community. Members of this community have used, that which is commonly referred to as, out-of-the-box thinking to simultaneously create viable companies while working to help those in need. It is the hope of USEC's international organizing committee that delegates will learn how social entrepreneurs have sought support for their ideas by seeking non-traditional business partnerships. Delegates will be shown that collaboration and synergy among different segments of society are capable of creating viable social projects and initiatives. Furthermore, by studying the complex topic of social enterprises and social business, delegates will learn how the forward-thinking participants in this world have melded business strategies with advancing social causes.

## Activities

Collaboration will be the common thread carried throughout the day by the speakers and delegates. One keynote presentation; a panel discussion in the morning as well as one in the afternoon; workshops; and networking sessions, these sessions will allow participants to collaboratively generate new ideas. In accordance with this year's conference theme, Bridging the world, delegates will be encouraged to interact with the guests. Thereby forging new relationships with speakers who may, one day, become investors, mentors, or business partners.

### Keynote Presentation

Delivered by Mr. Raymond Yim, Founder of Hong Kong Social Enterprise Incubation Centre Limited. Students will be able to gain insights into how triadic relationships can be maximized and applied to social enterprise models.

### Panel Discussions

Social policy experts and social entrepreneurs will join the panel discussions. The morning panel will focus on the social business ecosystem while the afternoon panel will centre the discussion around sound financial strategies of social enterprises.

Each panel will commence with the panelists' general comments regarding the topic they have been gathered to explore. The discussion will progressively become more in depth. These discussions will culminate in an analysis of a Canadian social enterprise that was specifically chosen due to its operational success and strategy of pursuing unorthodox collaborative opportunities (these collaborations include celebrity sponsorships, featurettes on television, and international partnerships). Finally, select delegates will be given the opportunity to personally ask panelists questions.

### Workshops

Delegates will be divided into smaller groups for discussions on various topics related to social enterprises. This will be an opportunity for delegates to brainstorm together and share their opinions.

## Delegate Applications to USEC 2012

To join an international community dedicated to advancing the understanding of social responsibility, apply to attend USEC 2012 at <http://usec.ca/delegate-applications-2012/>.

For more information visit [www.usec.ca](http://www.usec.ca) or email United Social Entrepreneurship Conference's President, Ms. Charis Zheng at [Charis@usec.ca](mailto:Charis@usec.ca).



**USEC 2012** United Social Entrepreneurship Conference **Hong Kong**

Venue: University of Hong Kong, K.K. Leung Building  
Date: September 1st, 2012 starting at 10:00 a.m.  
*Reception at 9:30 a.m. with refreshments*

**Rethink: Business**  
USEC will facilitate discussion by demonstrating how commonly used business concepts can be applied in an ethical manner.

**Revise: Ideals**  
USEC encourages delegates to consider applying the values of love and compassion into their personal values.

**Revolutionize: Global Citizenship**  
USEC proposes that the betterment of society is the responsibility of each individual as they live in a society that continues to globalize.

**Morning Panelists:**  
**Ms. Ivy Ngan**  
Assistant Director, HKUST Business School  
**Dr. Jane Lee**  
Director, Hong Kong Sheng Kung Hui Welfare Council  
Chair, Social Enterprise Summit 2012  
**Mr. Chua Hoi Wai**  
Business Director of Policy Advocacy and International Networks, Hong Kong Council of Social Services  
**Mr. Timothy Ma**  
Executive Director, Senior Citizen Home Safety Association

**Keynote Speaker:**  
**Mr. Raymond Yim**  
Founder, Hong Kong Social Enterprise Incubation Center Ltd.

**Bridging the World**  
Come meet our industry experts, our enthusiastic team, and other diverse international delegates (like you) that can show you how collaboration can lead to stronger communities!

**Workshop Speakers:**  
**Mr. Samir Kumar**  
Executive Director, Sino Hero Foods Ltd.

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[www.usec.ca](http://www.usec.ca)

**Executive Team**  
United Social Entrepreneurship Conference

**Afternoon Panelists:**  
**Mr. Francis Ngai**  
Founder & Chief Executive Officer, Social Ventures Hong Kong  
**Mr. Scott Lawson**  
Chief Executive Officer, SOW Asia Foundation  
**Mr. Edward Chin**  
Managing Director, MDE Walters Capital

### Current Partners

