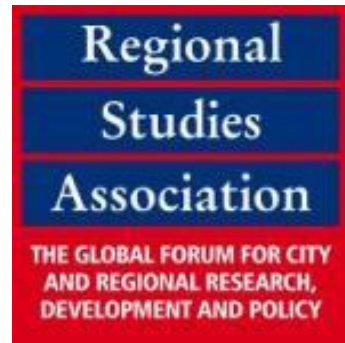




# TRAVEL GRANT

# EVENT REPORT



FULL NAME	Chung-shing Chan
DATE AND PLACE OF EVENT COVERED BY THE RSA TRAVEL GRANT	2012 Conference on Sustainable Business in Asia, Bangkok, Thailand, 1-3 Nov 2012
TITLE OF PRESENTATION	Potential of Green Resources as a Sustainable City Brand in Hong Kong
EMAIL ADDRESS	<a href="mailto:ccs_johnson@cuhk.edu.hk">ccs_johnson@cuhk.edu.hk</a>

## **I. Please write the event report below (300 words minimum)**

### Summary of presentation:

- I made an oral presentation at the session on 2 November.
- There were 3 speaker sin this session and about 10 audience attending this session.
- After my presentation, there was an interactive and productive discussion.

### Sessions attended:

I attended the following sessions or events of the conference:

- Welcome coffee reception and buffet lunch
- Keynote address by Professor John Stayton
- Plenary speaker 1: Dr William P. Kittredge
- Plenary speaker 2: Christopher Seeley
- Welcome dinner reception and Thai culture performance
- Perspectives in sustainable business
- Poster presentation session
- Green It and Green Marketing
- Tourism: Eco, Geo and sustainable

### Significance to research:

This conference enriches my knowledge of sustainable business development and management, particularly

with some case studies focused in Asian countries and cities. Though presentations by various scholars and experts in the field, I found that there can be another angle of viewing my research. Not only from a perspective of geography or resource management, but also from a business or marketing approach. Some presenters have made short but precise presentations on topics that are related to my research, such as quality of work life, tourism planning and environmental management.

The interactions between scholars and participants gave me the opportunity to broaden my networks in academia. In my session of presentation, I met a consultant firm director from New Zealand who was particularly interested in how the young generations view the development of Hong Kong in the coming ten or fifteen years, from a political, social and governance point of view. We had very good sharing and discussions before and after my presentation. I also met another professor from India who had shown his interest in my research and asked for my presentation slides.