




New Productive Forces Seminar 新質生產力研討會

Implementation of Sustainable Innovation in the Era of New Industrialisation 在新型工業化時代實施可持續創新


2026/07/10 (Fri)

15:00 - 17:30
 (registration at 14:45 開始登記)


**Cantonese with English and Chinese materials
廣東話輔英文資料**

**Classroom 126, HKPC Building,
78 Tat Chee Avenue, Kowloon, Hong Kong
香港九龍達之路78號生產力大樓課室126**

Discover how to implement sustainable innovation in the era of new industrialisation. This seminar offers insights into cutting-edge XR and AI solutions to enhance industrial safety and sustainability. Learn practical strategies for integrating sustainability into product design, manufacturing, and operations. Gain the knowledge to develop a business model that reduces carbon emissions, increases transparency, and ensures durability amidst market changes. These components are crucial for future market competitiveness and long-term success. Equip yourself with the tools to lead your industry towards a more sustainable and innovative future.

探索在新型工業化時代實施可持續創新的方案。本次研討會將分享如何利用XR及AI前沿方案，提升工業安全和可持續性；以及在產品設計、製造流程和運營實踐中，如何有效地融入可持續性概念。通過參加研討會，掌握在建立低碳排放、透明運營，以及應對市場變化業務模式的所需知識。這些是企業面對未來市場競爭和達成成功的關鍵要素，協助掌握引領行業走向可持續和創新未來的工具和策略，確保企業在不斷變化的市場中保持領先地位。

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Ir Dr Jimmy Li
李志豪博士 工程師

Associate Professor, Technological and Higher Education Institute of Hong Kong
THEi高科院 副教授



Charlotte CHUI
崔曉恩小姐

Manager - Marketing & Ecomm
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匯賢集團有限公司
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REGISTER NOW
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Enquiry 查詢

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New Productive Forces Seminar Implementation of Sustainable Innovation in the Era of New Industrialisation

Date: 10 July 2026 (Friday)

Time: 15:00 - 17:30 (registration start at 14:45)

Venue: Classroom 126, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong

Rundown

14:45 - 15:00 Registration

15:00 - 16:00 **THEi Applied Research & Innovation: Collaborative Pathways for Sustainable New Industrialisation**

Ir Dr Jimmy Li | Associate Professor, THEi

- Cutting-Edge XR & AI Solutions for Industrial Safety & Sustainability
- Practical Collaboration Pathways with THEi's University of Applied Sciences (UAS)
- Strategic Insights on Industry-Academia Collaboration for New Industrialisation

16:00 - 16:15 **Introduction of new funding scheme – “Manufacturing+”**

Mr Forrest NGO | Manager, Technical Advisory, Hong Kong Productivity Council

16:15 - 17:15 **How Companies Can Embed Sustainable Innovation across Products, Supply Chains and Operations**

Charlotte CHUI | Manager - Marketing & Ecomm, Moral Team Holdings Ltd.

Why sustainable innovation is no longer optional, but a core capability that affects market access, supply chain competitiveness, brand trust, and long-term cost efficiency? Using the practical experience of Moral Bags, it shows how businesses can embed sustainability into product design, materials, reparability, packaging, supply chain management, manufacturing processes, certifications, and cross-sector collaboration. It also highlights that in the era of new industrialisation, true competitiveness comes not only from efficiency and automation, but from building a business that is lower-carbon, more transparent, more durable, and better aligned with future market expectations.

About Speakers



Ir Dr Jimmy Li

Associate Professor,
Department of Design and Architecture,
Technological and Higher Education
Institute of Hong Kong

Ir Dr Jimmy LI is an Associate Professor at THEi's Department of Design and Architecture, with over 26 years of academic and industry experience. He is dedicated to preparing work-ready professionals through applied learning and industry partnerships. Before joining THEi, he led undergraduate programs at HKMU and gained 15 years of experience in consultancy and strategic planning across Asia. His research focuses on Industry 4.0, Digital Transformation, Mixed Reality, and Green Materials, with over 70 publications and several patents. Under his leadership, students have won 23 global awards, including a Gold Medal at the 2025 Geneva International Exhibition of Inventions. He actively contributes to professional and community organisations.



Moral Bags

Moral Bags is a sustainability-focused bag brand built on the belief that design should care for both people and the planet. The brand creates functional, durable everyday bags using recycled and eco-friendly materials, with many products made from 30–45 recycled plastic bottles and over 80% certified recycled content. Its design philosophy combines practical organization, comfort, safety, and long-term usability. Beyond products, Moral Bags emphasizes ethical sourcing, human rights, safe working conditions, and collective environmental responsibility as part of a broader movement toward conscious living.

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