



Media Invitation

#SheMeansBusiness

Campaign co-organised by Facebook, HKU FBE and The Women's Foundation



(July 14, 2016 – Hong Kong) When women do better, economies do better. Faculty of Business and Economics of The University of Hong Kong partners with Facebook and The Women's Foundation to announce a new initiative called #SheMeansBusiness in Hong Kong, an initiative dedicated to providing ongoing online and offline training for local female entrepreneurs to help them make the most of their business online and reach the potential customers globally.

We will be launching this partnership by hosting a networking and education event with details as follows:

Date: Monday, July 18, 2016

Venue: Rayson Huang Theatre, The University of Hong Kong, Pokfulam, Hong Kong

Programme:

10:00 Registration & networking

10:30 Welcome remarks by:

- Ms. Florence Hui, Under Secretary for Home Affairs, HKSAR Government
- Ms. Jayne Leung, Head of Greater China, Facebook
- Ms. Susan Hutchison, Board Chair, The Women's Foundation

10:40 Short video presentation for success stories of Hong Kong small business
(Exclusively made for #SheMeansBusiness Hong Kong launch)

10:45 Top 10 Tips on Facebook and Instagram for Your Business

11:10 Local Female Small Business Panel Discussion

- Moderator: Ms. Haidi Lun, Bloomberg News
- Panellists:
 - o Ms. Clair Deevy, Head of Economic Growth Initiatives APAC, Facebook
 - o Professor Paul Cheung, The University of Hong Kong
 - o Ms. Jo Hayes, Director of Pipeline Initiatives, The Women's Foundation
 - o Ms. Michelle Sun, Founder and CEO, First Code Academy

***Seats are limited, please make reservation at +852 3917 4488 or fbecomm@hku.hk.**

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