



賽馬會友里蹤跡社區計劃
JOCKEY CLUB CARING COMMUNITIES
FOR DEMENTIA CAMPAIGN



Embrace and Engage: The Way Ahead in Building a Dementia-inclusive Society Sharing Session

擁抱和參與：共建腦退化症共融社區分享會

Date 日期 • 28 July 2022 (Thursday)

Time 時間 • 9:30am - 12:30pm

Platform 平台 • Zoom Webinar

Language 語言 • Cantonese 廣東話

Audiences 對象 • Interested parties from elderly services, NGOs, government departments and commercial sectors
有興趣人士（長者服務、社福機構、政府部門及商界）

Officiating 嘉賓 1. Mr Horace Lit, Executive Manager, Charities (Grant Making – Elderly and Family Services)
Guests The Hong Kong Jockey Club

列浩然先生 香港賽馬會慈善事務高級經理（長者及家庭）

2. Dr Lam Ching Choi, Chairman, Elderly Commission
林正財醫生 安老事務委員會 主席

3. Prof. Timothy Kwok, Director, Jockey Club Centre for Positive Ageing
郭志銳教授 賽馬會耆智園 總監

4. Ms Josephine Lee, Chief Executive Officer, St. James' Settlement
李玉芝女士 聖雅各福群會 總幹事

5. Prof. Gary Chan, Professor, Department of Computer Science and Engineering,
The Hong Kong University of Science and Technology
陳雙幸教授 香港科技大學 計算機科學及工程學系 教授



主辦機構

 賽馬會耆智園
Jockey Club Centre for Positive Ageing



捐助機構



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

合辦機構

 聖雅各福群會
St. James' Settlement

 香港科技大學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

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RUNDOWN

9:30	Welcome	
9:32	Welcome address	Mr Horace Lit
9:37	Opening remarks	Dr Lam Ching Choi
9:45-10:30	Embrace session: Step forward: taking dementia in the future ESG and sustainability consideration 承先啟後：將腦退化症人士納入機構的ESG政策	HKT Limited Ms Carmen Chan Vice President Brand Management & CSR Group Communications MTR Corporation Limited Ms Annie Leung General Manager Marketing and Customer Experience
	Embrace session: From innovative to inclusive: promoting dementia-inclusive society through organization strength and advantage 創新與共融：利用機構優勢和特質，在創新項目中加入腦退化症群體的需要，推動腦退化症共融社區的發展	The Kowloon Motor Bus Co. (1933) Ltd Mr Addie Lam Assistant Director Communications Leisure and Cultural Services Department Ms Cynthia Mo Marketing Director Marketing and Business Development Section
10:30-10:45	Discussion panel of Embrace session	Facilitator: Ms Florence Ho General Manager Jockey Club Centre for Positive Ageing
10:45-11:00	Break	
11:00-11:30	Engage session: Not easy, not difficult: addressing the needs of customers with dementia 不能與不為：透過員工培訓達至多贏，以應對腦退化症人士的需要為例子	A.S. Watson Group Mr Hanks Lee General Manager Corporate Communications and Watsons Brand Marketing The Hong Kong Association of Banks (HKAB) Ms Vivian Wong Chairperson Financial Service Delivery Channels Committee, HKAB & Executive Director Strategy, Distribution & Affluent, Consumer, Private & Business Banking, Hong Kong, Standard Chartered Bank
	Engage session: One and infinity: Cross-sector collaboration in securing people with dementia 一和無限：透過跨領域合作加強保障腦退化症人士的安全	Hong Kong Police Force Mr Mak Chin-ho, Terence Assistant Commissioner Police Regional Commander, New Territories South
11:30-11:45	Discussion panel of Engage session	Facilitator: Ms Florence Ho General Manager Jockey Club Centre for Positive Ageing
12:00-12:20	Caregivers sharing: experience and needs of people with dementia and caregivers who encountered get lost episode 照顧者分享：面對走失，我們的經驗和需要	
12:20-12:25	Closing speech	Prof. Timothy Kwok

Registration:



Enquiry: 2946 8139
(Ms Fanny Yip)