

# OUTREACH AND COMMUNITY RELATIONS 拓展與聯繫

## WORKING FOR SOCIETY, REACHING ALL

### 教研服務社會 成果惠及大眾

Support from the community is the lifeblood of City University of Hong Kong (CityU). We pride ourselves on the strength of the bonds that we have cultivated and we work hard every year to refresh those bonds and forge new linkages.

社會各界的支持是香港城市大學(城大)重要的動力來源。大學樂於與社會建立緊密連繫，時刻努力鞏固這些關係，並拓展新聯繫。



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### Beyond Boundaries

One of the ways we set about strengthening ties with our global partners was via an interview series launched in March 2022. Hosted by President Way Kuo, the series brought together heads of renowned universities to discuss each other's strengths and explore the characteristics of contemporary higher education around the world. Titled "Beyond Boundaries: Dialogue with Presidents of World's Leading Educational Institutions", the first series kicks off with interviews with the heads of top universities in South Africa, India, Germany, Japan and mainland China. As higher education and secondary education are closely related, the head of a local secondary school is also featured. In the second series, President Kuo explored contemporary education issues and the future direction of education development from a global perspective with presidents of celebrated universities in Austria, Canada, France, Israel, Singapore, and the head of a secondary school in Taiwan.

### Chatting with President

Alumni constitute some of the most valuable assets for a university, and CityU is blessed with an incredibly supportive band of former students. Their generosity seems to know no boundaries. About 300 alumni attended the "Hi President — A Dialogue with the President" in June 2022 where they learned about the latest developments from President Kuo of CityU and other CityU representatives. The alumni came from Hong Kong, Shenzhen, Shanghai, Beijing and Chengdu, and included executive committee members from the CityU Eminence Society; representatives of alumni chapters in Beijing, Shanghai and Chengdu; and Dr Andrew Fan Ka-fai, CityU's Honorary Fellow and Distinguished Alumnus.

### 引領未來

城大與環球夥伴保持緊密聯繫的方法之一，是在2022年3月推出名為《大問於市：與全球頂尖校長對話》系列。訪問由城大校長郭位教授主持，邀請世界各地知名大學校長對談，通過對話了解彼此所長，探討當今世界各地的教育特點。首輯節目訪問了南非、印度、德國、日本及中國內地頂尖大學的校長；由於大學與中學關係密切，其中亦訪問了香港一位中學校長。在第二輯系列中，郭位校長訪問了奧地利、加拿大、法國、以色列及新加坡著名學府的校長以及台灣一位中學校長，從全球角度探討當今的教育問題以及未來的教育發展方向。

### 校友與校長暢談

校友是一所大學最珍貴的資產，城大有幸得到一眾熱心慷慨且無分疆界的畢業生的鼎力支持。約300位校友參與2022年6月舉行的「Hi校長 — 校長雲見面」活動，通過與郭位校長及其他大學代表交流，了解城大的最新發展。出席活動的校友來自香港、深圳、北京、上海、成都等地，當中包括資深校友組織城賢匯理事；北京、上海、成都校友聯誼會代表，以及榮譽院士暨傑出校友范家輝博士。

### More MoUs

We have always worked closely with the business and industry sectors, building partnerships that benefit teaching and research, and the people of Hong Kong. The MoU signed between CityU and Hong Kong Science and Technology Parks Corporation in November 2021 holds particular promise. It signals the launch of several collaborative programmes in Hong Kong and the Greater Bay Area for promoting innovation and entrepreneurship in the region.

Smart City solutions and IT talent are set to benefit from two MoUs signed in May 2022 between CityU and PCCW Solutions. The collaboration will leverage the strong research capabilities of CityU and the proven digital expertise of PCCW Solutions to create highly beneficial industry applications. Our Hong Kong Institute for Data Science and PCCW Solutions will jointly develop innovative solutions using data analytics and artificial intelligence technologies under the first MoU. The second MoU, signed between the School of Data Science and PCCW Solutions, will nurture IT talent.

### 更多合作備忘錄

大學一直與工商業界緊密合作，建立有利於教研及香港市民的夥伴關係。城大於2021年11月與香港科技園公司簽署合作備忘錄。這次結盟特別令人期待，因為兩家機構將於香港及大灣區開展合作項目，共同推動區內的創新創業發展。

此外，城大亦與電訊盈科企業方案於2022年5月簽署兩份合作備忘錄，將為智慧城市應用方案及培育資訊科技人才作出貢獻。憑藉城大的頂尖科研能力，以及電訊盈科企業方案在數碼專業領域的豐富經驗，這次合作的成果將對行業應用有莫大裨益。根據第一份合作備忘錄，城大的香港數據科學研究院與電訊盈科企業方案將運用數據分析及人工智能技術共同開發創新應用方案。第二份合作備忘錄由城大數據科學學院與電訊盈科企業方案簽署，旨在培育資訊科技人才。



CityU and HKSTP signed the MoU for launching several collaborative programmes.

城大與科技園公司簽署合作備忘錄，攜手開展多個項目。



CityU signed two MOUs with PCCW Solutions. 城大與電訊盈科企業方案簽署兩份合作備忘錄。



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### Mastering the MasterClass

Sharing ideas is a highly effective means of generating a better understanding of global challenges. The inaugural online MasterClass titled “Advancing Research and Innovation” in December 2021 aimed to spotlight CityU’s experience over the past decade in areas such as formulating a large-scale vision for strategic development, encouraging faculty to unite behind common themes and going beyond a simple SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis for developing plans and instead being prepared for the long haul. Under the theme Enriching Innopreneurship and Global Partnership, the second Masterclass in February 2022 focused on recent perspectives on innovation and research aimed at benefiting the world, stressing how CityU was committed to stimulating new thinking on knowledge transfer and entrepreneurship, noting that there had been a paradigm shift in the development of business and commerce.

### MasterClass網上論壇

通過互相交流意見，可更有效地了解全球面對的挑戰。大學於2021年12月首度舉辦MasterClass網上論壇，題為「促進研究與創新」，主要介紹城大過去十年的經驗，包括為策略性發展制訂深遠願景、以共同的理念鼓勵教研人員團結合作，以及擬訂策略時為長遠發展作好準備，而非簡單套用「強弱危機分析」。第二場MasterClass網上論壇於2022年2月舉行，集中探討在創新及研究方面可造福世界的最新觀點，強調城大致力激發知識轉移和創業新思維，並提出在商貿發展中出現的範式轉變。

### Reaching out to secondary students

Exciting new initiatives that nurture student talent and create applicable knowledge for social and economic advancement were pursued in 2021/22. One example was the luncheon seminar hosted by CityU in November 2021 for secondary school representatives who were introduced to two of CityU’s flagship programmes: HK Tech 300, the largest university-based entrepreneurship programme in Asia; and CityU Tiger Programme, a tailored suite of programme options for high-performing students.

### Putting the fun into fundraising

Raising money for good causes at CityU is a fun activity. CityU supporters and guests dressed in magnificent Tang Dynasty and traditional Chinese attire for the fundraiser “One Night in Tang Paradise” in November 2021. The gala succeeded in raising HK\$4 million for the long-term development of the Indra and Harry Banga Gallery and for boosting research, driving CityU’s continued efforts to engage the community and promote learning through exhibitions.

### 聯繫中學生

大學於2021/22年度推出新舉措，以培育學生才能及創造實用知識，促進社會和經濟發展。例如於2021年11月舉行午餐簡介會，向中學代表介紹大學推行的兩個旗艦計劃，分別是亞洲最大型的創業計劃HK Tech 300，以及專為優秀學生設計並包含一系列選項的「城大老虎班」。

### 籌款活動成樂事

為善事籌款，在城大是歡樂有趣之事。大學於2021年11月舉行「尋唐夜」籌款晚宴，嘉賓好友身著華麗唐朝或中式服飾出席。晚宴共籌得港幣400萬元，用作支持般哥展覽館的長遠發展及研究，推動城大繼續以展覽連繫社區、促進學習。



Luncheon seminar hosted by CityU for secondary school representatives to introduce the University’s flagship programmes.

城大舉行午餐簡介會，向中學代表介紹大學推行的旗艦計劃。



CityU held the fund-raising gala dinner, One night in Tang Paradise, in November 2021.

城大於2021年11月舉行「尋唐夜」籌款晚宴。

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### Forums for all

CityU has a particular interest in urban issues, with a particular focus on health-related matters. An international exhibition and forum titled “Hong Kong Horizontal Metropolis: A Paradigm Shift” gathered experts and scholars in architecture and civil engineering from all over the world in September 2021 to discuss urbanism and urbanisation. One of the main messages was how One Health emphasises the interconnected relationship between human and animal health and their coexisting environment in the process of urban planning.

Also in September 2021, professionals from various areas discussed biotechnology and the contribution of veterinary medicine and engineering to the One Health approach at a cross-border online event called One Health @ CityU x France. Speakers came from CityU, Campus France Hong Kong, and the Consulate General of France in Hong Kong and Macau, along with three leading French higher-education institutions, namely ISC Paris; Nantes-Atlantic National College of Veterinary Medicine, Food Science and Engineering; Centrale Nantes; and the biotech company, InvivoGen. One of the main themes of the event was the increasing recognition in the world of the complex and close interconnections between humans, animals and the environment. To best protect ourselves from disease outbreaks, it is imperative for experts and scholars to coordinate future initiatives using the One Health approach.

### 與大眾息息相關的論壇

城大關注都市問題，特別是與健康相關的事項。大學於2021年9月舉辦題為「Hong Kong Horizontal Metropolis: A Paradigm Shift」的國際專題展覽暨論壇，匯聚來自世界各地的建築學及土木工程學頂尖專家學者，探討城市規劃及城市化。論壇傳遞的重要訊息之一是，「健康一體化」着重人類、動物健康與其共存環境之間密不可分的關係。在城市規劃過程中，必須考慮三者的共存關係。

同於2021年9月舉行的「One Health @ CityU x France」跨國網上論壇，匯集來自不同領域的專業人士，探討生物科技，以及獸醫學和工程學對「健康一體化」的貢獻。論壇講者來自城大、Campus France香港、法國駐港澳總領事館、法國三所領先高等學府——巴黎高等商業學院；法國南特大西洋國立獸醫、食品科學與工程學院；南特中央理工學院，以及生物科技公司InvivoGen。論壇主題之一是，世界各地愈來愈關注人類、動物及環境之間複雜而密切的關係，為了更有效保護人類免受疾病爆發影響，專家和學者須以「健康一體化」方針來協調未來的相應倡議。

### Talks and interviews

President Kuo was highly active in promoting CityU and our work throughout the year. An exclusive interview with Radio Television Hong Kong in July 2021 featured the President talking about his vision and mission for nurturing future leaders for society as well as our flagship innovation and entrepreneurship programme, HK Tech 300. That same month, at the invitation of Master-Insight Media, President Kuo launched his publication *Soulware: The American Way in China's Higher Education* at the Hong Kong Book Fair. Speaking at the launch, he said that the key features of “soulware” presented in his book were: the internationalisation of higher education, the integration of teaching and research, quality and evaluation, and creativity and innovation.

### 專訪與演講

郭位校長年內積極推廣城大，宣揚大學所做的工作。他在2021年7月接受香港電台專訪，闡述對培育未來領袖的願景和使命，並談及大學推出的大型創新創業計劃HK Tech 300。同一月份，他應灼見名家傳媒邀請出席香港書展，介紹他的新書《Soulware: The American Way in China's Higher Education》。他在發佈會上發表演講，解釋書中提出的「心件」主要元素：高教國際化、教研合一、品質與評鑑，以及創意創新。

### Summary of Consultancy Projects 2021/22 2021/22年度顧問諮詢服務

| Project Nature        | 項目性質      | Number<br>數目 |
|-----------------------|-----------|--------------|
| Consultancy           | 顧問研究      | 66           |
| Directorships         | 董事        | 85           |
| Professional Practice | 專業服務      | 9            |
| Others                | 其他服務      | 9            |
| <b>Total</b>          | <b>總數</b> | <b>169</b>   |

Note:

Figures as at end of June 2022.

註：

數字以2022年6月底為準。