

This workshop is one of the events under the SME Service Centres' "4-in-1" Seminar Series.



## Workshop "Collaborative ESG Strategy Development via Mapping Stakeholder Impact"



### Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website  
([www.success.tid.gov.hk](http://www.success.tid.gov.hk)) on or before  
19 February 2025 (Wed) 12:00 noon.

Registration will close  
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

The importance for SMEs to integrate Environmental, Social and Governance (ESG) principles into their operations is growing in the rapidly evolving business landscape nowadays. This workshop will offer an innovative approach to understanding and implementing ESG strategies, which covers contents on understanding the diverse stakeholders affected by business decisions and teamwork required in developing comprehensive ESG strategies tailored to SME needs, with a view in assisting SMEs to integrate ESG principles into their business models for driving long-term value and resilience.

### Details



Date: 19 February 2025 (Wed)

Time: 3:30 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs  
of the Trade and Industry Department (SUCCESS)  
Room 1301, 13/F, Trade and Industry Tower,  
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Dr Michael Lin**, Assistant Professor, School of Hotel and  
Tourism Management, The Hong Kong Polytechnic University