

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



Seminar "SME-NGO Partnerships for ESG: Turning Social Impact into Brand Value"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 11 May 2026 (Mon) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

Good Environmental, Social and Governance (ESG) performance enhances an enterprise's brand value and market competitiveness. How can SMEs adopt sustainable practices in a credible and affordable way? In this seminar, experts from the ESG and non-governmental organisation (NGO) sectors will explore how strategic SME-NGO partnerships can turn social and environmental impact into brand value. The session will explain how NGO-backed ESG credentials enhance brand trust and differentiation, introduce practical collaboration models suitable for smaller businesses, and show how properly documented ESG initiatives can support marketing, customer loyalty and stakeholder engagement, with a view to helping SMEs in building a trusted, impact-driven brand through ESG practices.

Details



Date: 11 May 2026 (Mon)

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
 - **Mr Allen Yuen**
Executive Director, Community Leap Limited