



TED^x Pedition Hong Kong

x = independently organized TED event

September 19th, 2009

Beijing|Xi'an|Sichuan|Hong Kong
September 4th-20th, 2009

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Contents

Introduction	4
Invited Speakers.....	5
Hong Kong Conference Schedule	10
Team Members	11



Introduction

The future generations of Hong Kong fall in the hands of our response and readiness to achieve the highest standard of sustainable development. Being able to live in a clean, comfortable and safe environment would require us to make a fundamental change in mindset towards our social and economic development with that to conserve the environment. As Hong Kong's population is on the increase, the gradual demands of available energy reserves, and the competitive ways of increasing prosperity will undoubtedly take a toll on its continued growth. Thus, strengthening community involvement, recognizing businesses dealing with renewable energy, and preserving available resources is crucial in maintaining Hong Kong as it is.

TEDxPedition is a journey spanning across eight provinces in China with four conferences held in Beijing, Xi'an, Chengdu and Hong Kong. Each TEDx conference has sparked deep discussion involving local expertise focusing on the subject of sustainable development and social entrepreneurship. In the spirit of TED, ideas worth spreading, we aim to extract our audience's inherent imagination and to engender a sense of empowerment.

The last leg of TEDxPedition, hosted in Hong Kong, will not only showcase distinguished speakers in their field, but also connect the creative and inspirational minds to knowledge seekers. Please join us on this expedition to explore ways of improving quality of life by opening ourselves to our surroundings, and minimizing damage to the prospects of our future generations.

Michael Naylor
Advisory Board Chair of Suchen

Leon Chen
Founder, Suchen/TEDxPedition

Jaclyn Tsui
Director of TEDxPedition Hong Kong

Invited Speakers



Richard Gibson, Director of Sustainable Development at John Swire and Sons (HK) Ltd.

Robert Gibson has been the Director of Sustainable Development for John Swire & Sons (HK) Ltd. since April 2007. He focuses on the impact of the climate change issue and hence the coming carbon constraint on Swire Pacific's business

activities and investments.

He has worked as an accountant for Swire Pacific in Hong Kong since 1980 including periods in aircraft maintenance, airline, beverages, and industries operations. Prior to joining Swire Pacific, he worked in the United Kingdom for the British Aircraft Corporation as an engineering apprentice and followed by a stint at Coopers & Lybrand as an auditor. He is a UK Chartered Accountant and has an M.A. in Engineering Science and Economics from Oxford University.

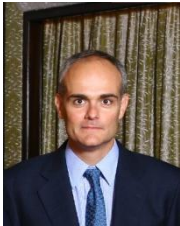


Roger Li Minghui, Chairman of Everbright Groups Limited and Founder of Gingko House

Mr Li serves as the Chairman of Everbright Groups Limited and Gingko House. He is also the Director and General Secretary of charity organisation –Everbright Concern Action, responsible for the overall development and management of private home for the elderly, rehabilitation centres, funeral service, restaurant and charity projects such as senior employment . Mr Li has over 36 years of solid experience in the social welfare industry. During his past years in the field of social work, he has held a variety of positions in various settings. Prior to

setting up of Everbright Groups Limited in 1998, he was the Youth Worker, Centre-in-charge, Elderly Worker and Superintendent, accumulating rich experience in both frontline and administrative work in various welfare settings. In addition to his involvement in the business aspects, Mr Li set up the Everbright Concern Action, a charity organization which provides various innovative services to meet the needs of the deprived groups.

Mr Li has been involved in social work for 38 years. He holds a Bachelor of Social Science Honours degree in Social Work and is a regular speaker in various conferences and seminars.



Frederick Long, Founding Managing Director of Olympus Capital Holdings Asia and Asia Environmental Partners

Mr. Long has had 20 years of experiences in operations and finance in Asia and the U.S. Before co-founding Olympus Capital in Asia in 1997 with 2 of his partners, he served as Managing Director of an Asian direct investment fund that is now managed by Olympus Capital. Previously, he was an investment manager with SEAVI (Advent International's Southeast Asian affiliate) and a Mergers and Acquisitions specialist, The First Boston Corporation (now Credit Suisse First Boston) in New York and Tokyo.

From 1991-1996, Mr. Long was a co-founder and Executive Director of the Management Institute for Environment and Business, a non-profit organization specializing in “sustainable enterprise” through research and training for leading multinational corporations on resource conservation and environmental performance. He has written about environmental issues and has significant relationships in the global environmental services sector. He currently serves as a

Trustee and Executive Committee member of World Wildlife Fund (WWF)-Hong Kong.



Glen Plumbridge, Director of Sustainable Development Capital LLP

Glen Plumbridge, joined SDCL in 2008 focusing on project development and asset raising in the Asia-Pacific region. Glen has 20 years of experience in the design and delivery of a wide range of infrastructure projects, 16 years of which have been based in the Asia Pacific. Prior to joining SDCL Glen was a Director of Ove Arup & Partners. Glen has a long track record of directing and delivering a wide variety of large-scale infrastructure projects in the energy, waste, and transport sectors. He has a Bachelor of Science in civil engineering from the University of Cape Town, a Bachelor Commerce in Economics from the University of South Africa and a Masters in Business Administration from the Henley Business Management College.



Marie So, Co-Founder of Ventures in Development

Marie So is the co-founder of Ventures in Development, a non-profit that catalyses creation of social enterprises in the Greater China region. Marie graduated from Harvard Kennedy School's Masters in Public Administration/International Development program (MPA/ID), Master in International and Public Affairs from Hong Kong University and Bachelor in Economics, Engineering and Management Science from Northwestern University. She worked for the United Nations Development Program; Dubai Development and

Investment Authority; Procter and Gamble, Merrill Lynch. Marie is a Board member of the Chen Yet Sen Family Foundation, Bright China Group Social Enterprise Steering Committee. She is an award recipient of Echoing Green Fellow 2008, Asia 21 Young Leader 2008, Outstanding Chinese Entrepreneur Award 2008, Business in Development (BID) 2006 and recently, selected as World Economic Forum Global Young Leaders 2009.



Houghton Wan, Social Business Development Coach of Bright China Group

Houghton is a professional coach in social entrepreneurship. He is now based in Hong Kong with the Peter Drucker Academy and establishing a hub in order to leverage social entrepreneurs between other countries and Hong Kong. Apart from his full time duty, he is also a strategic consultant of a profitable social enterprise. In 2008, he presented a subject about social impact maximization during Asian Social Entrepreneur Summit in Korea.

Houghton has trained at the University of Manitoba and the Hong Kong Baptist University for Computer Science and Social Sciences.



Samantha Woods, Project Manager of Future Generations China

From an early age, Samantha has been an advocate of environmentally responsible living, from encouraging her peers to use fewer plastic bags, to experimenting with urban agriculture and composting. Samantha graduated from Durham University, UK, with a Bachelors degree in Natural Sciences. She spent one year

developing corporate sector experience, before moving to Beijing to join Future Generations China, a non-profit organization that has been working on sustainable community development in China since 1992. Samantha is now Project Manager of the Green Long March, a nationwide platform that engages thousands of university students in raising grassroots environmental awareness and researching successful community conservation projects. She recently spoke at the 2009 Siyuan Scholars Conference at Peking University.



Hong Kong Conference Schedule

September 19, 2009

The Hong Kong Jockey Club
Happy Valley Clubhouse, 2/F The Chater Room
Address: 25 Shan Kwong Road, Happy Valley, Hong Kong

Saturday, September 19th, 2009	
9:00 – 10:00	Registration
10:00 – 10:15	Opening Remarks: Jaclyn Tsui, Director of TEDxPedition Hong Kong Chris Anderson, Director of TED (Video)
10:15 – 10:55	Session I (two talks): Challenge J Robert Gibson Glen Plumbridge
10:55 – 11:15	Coffee break with a TED talk (Video)
11:15 – 12:15	Session II (three talks): Solution Frederick Long Samantha Woods Houghton Wan
12:15 – 12:35	Coffee break with a TED talk (Video)
12:35 – 13:35	Session III (two talks): Opportunity Marie So Roger Li Minghui
13:35 – 14:00	Closing Remarks Leon Chen, Founder of Suchen/TEDxPedition

Team Members



Leon Chen, President of TEDxPedition, Founder of Suchen

Leon was born in Sichuan province, China. He is currently working on a Master in Engineering Science and in a Man-Oxford Institute of Quantitative Finance scholar after achieving the top Mathematics grade in the UK in national exams. Leon represented the UK at the 18th EU Contest for Young Scientist in Stockholm and has been a member of the BA National Science Fair judging panel for the past three years. He is a fellow and organizer of StartingBloc's London Institute of Social Innovation Conference and is also a Windsor Leadership Fellow. He developed his understanding of enterprise by working with Oxbridge Applications then establishing Gateways newspaper and finally going on to work for Peter Jones of Dragons' Den. Leon represented the GB Triathlon team in two World Championships, achieving 5th for his Under 20 age group in 2006, Lausanne. In the summer of 2008, he returned amidst the aftermath of the Sichuan Earthquake and worked to set up a library and youth club. Since then Leon has participated on an expedition to Antarctica with BP and was a panelist at the Tallberg Forum in Sweden. Recently he has also been appointed as "Climate Advocate" for the British Council.



Chenyu Zheng, Director of TEDxPedition

Chenyu is a rising sophomore at Princeton University in the US, studying economics and environmental studies. On campus, she is involved in Greening Princeton, College Council and leads a soup kitchen project on Saturdays. In 2008, Chenyu volunteered

at the Main Press Center of the Beijing Olympics, organized volunteers and spearheaded recycling projects at the Obama Campaign Office in Florida. Chenyu firmly believes in her mission to spread environmental education and awareness through effective communications, especially among youth. A recent trip to Africa has enticed her understanding of sustainability, in a way that does not necessarily require expensive technical solutions. Instead, the focus should be on adding values to local materials and to help the poor to empower themselves. She believes that through TEDxPedition, future leaders of the 21st century will find a platform to exchange ideas of creating a sustainable future. At the same time, travelling through China's four most enriching places will leave a more tangible impression of what can be done to advocate sustainability and end poverty in China.



Jaclyn Tsui, Director of TEDxPedition Hong Kong

After graduating from the Imperial College of London in Biological Sciences and Business Management in 2008, Jaclyn has since been traveling South East Asia, embracing cultures and the study of human impact on developing cities and rural areas. The past year has truly been an eye-opener for her and she hopes to take the opportunity to empower youth with the motivation to realize the delicate surroundings around them. In the past, Jaclyn has also taken up work experiences in the real estate industry in China, exposing her to the understanding of the recent boom in LEED certified developments. She thoroughly believes the enforcement of green initiatives and education in China's infrastructure will help build a fundamental understanding of a more environmentally responsible and conscious living. Jaclyn believes that this first ever TEDxPedition Hong Kong forum is a hugely exciting opportunity that will bring together today's most

innovative thinkers and doers in a context that will enable them to set the tone for many pioneering ventures to come.



Jack Yujie Yang, Assistant Organizer of TEDxPedition Beijing & Hong Kong

Jack is currently the director and co-founder of Vertelio Environment, a Chinese environmental service company based in Tianjin, China. Vertelio Environment was founded in the summer of 2009 after Jack won the Innovation Fund from the Weiss Tech House of the University of Pennsylvania. Jack studies philosophy, politics and economics at Swarthmore

College in Pennsylvania, US. As a youth entrepreneur, Jack hopes to share his experience and motivation with many more able future leaders through Suchen and TEDxPedition.

