

Press Release
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ITE Hong Kong 2025 Industry Forum on The sustainable shift: Where purpose meets profit HKMU gathers Industry Leaders, Academic Experts, and Gen Z to Push Sustainability

Warm Welcome to the **2025 Industry Forum on The sustainable shift: Where Purpose Meets Profit**, which last year titled **Technology Propelling Sustainability!**



Today, we stand at the intersection of innovation and responsibility, exploring how businesses and leaders can drive meaningful change while ensuring long-term profitability. Sustainability is no longer optional, it is a strategic imperative. This forum reflects the collective commitment of visionaries like you to re-define success in the 21st century.

Organized by the Lee Shau Kee School of Business and Administration (Business School) and co-organized by TKS Exhibition Services Ltd. (organizers of ITE), this event will feature a keynote speech, panel discussion, and Q&A session. Industry leaders, academic experts, and most critically - Gen Z voices will come together to examine how sustainability is reshaping business models across tourism and hospitality.

'HKMU champions the application of knowledge to enhance corporate sustainability. We hope this forum will strengthen collaboration among diverse stakeholders, contributing to a more sustainable future for Hong Kong's tourism and hospitality industry,' said Professor Alan Au, Acting Dean of the HKMU Business School.

On 21 March 2024, HKMU was officially designated by the Education Bureau (EDB) as Hong Kong's first University of Applied Sciences (UAS) - a testament to HKMU's commitment to nurturing talent that meets societal needs and drives economic growth. Among its many business programmes, the HKMU Business School offers the Bachelor of Business Administration (Honours) in Sustainable Tourism and Hospitality Management and the Bachelor of Business Administration (Honours) in International Hospitality and Attractions Management.

Students from these two Business School's programmes are to be offered an exceptional and practical learning opportunity to gain hands-on experience in business operations in an international travel fair. To further enhance the authenticity of this experience, participating students will not only receive remuneration but will also obtain professional performance assessments from their exhibitor employers.

'We greatly value the capabilities and dedication of HKMU's staff and students. Building on last year's successful initiatives, this year we step up cooperation with their Hospitality and Tourism Management programme team to deliver these impactful programmes,' said KS Tong, Managing Director of TKS.

Named MEGA EVENT by government, ITE Hong Kong 2025 will take place from 12 to 15 June at Halls 1A–1E, Hong Kong Convention & Exhibition Centre (HKCEC). The highly international event is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong etc. as supporters. The first two days are reserved for trade professionals, while the final two days are open to the public.

Tourism and hospitality professionals, academics, media representatives, and secondary school educators are invited to register online for free admission to the forum and ITE's trade days. Further details will be announced on our official websites.

For enquiry on the Forum's programme, please email: ba@hkmu.edu.hk

For details and enquiry about ITE Hong Kong, please visit www.itehk.com or email: travel@tkshk.com | WhatsApp: [+852 69361271](https://www.whatsapp.com/channel/002999956361271) | Wechat: [itehongkong](https://www.whatsapp.com/channel/002999956361271) | Facebook: [itehk](https://www.facebook.com/itehk)

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