

## Seminar on Digitalized Jewellery Shopping Experience and Product Certification Trustmark

### 「珠寶數碼化購物體驗及產品認證信任標誌」研討會

- Date 日期 : 1/8/2022 (Monday 星期一)
- Time 時間 : 2:30pm – 3:30pm (Onsite reception: 2:00pm)
- Venue 地點 : Hong Kong Convention and Exhibition Centre Hall 3 LuxeStage  
香港會議展覽中心 Hall 3 LuxeStage
- Language 語言 : Cantonese 廣東話
- Remarks 備註 : Free Admission. Registration required. 需預先登記，免費入場  
1 CPD hour (For GAHK members)  
GAHK members can register through the GAHK website: [www.gahk.org](http://www.gahk.org).  
GAHK will open zoom meeting for pre-registered participants. Those who cannot come to the event venue may join the online platform provided by GAHK.

Time 時間	程序表 Programme
2:00pm	現場接待和賓賓登記 <b>Onsite Reception &amp; Guest Registration</b>
2:10pm – 2:30pm	研討會開始前的禮儀活動 <b>Pre-seminar ceremonial activities</b> 大會司儀 <b>MC</b> : Mr Johnson Li, Vice Chairman and Director of Education, GAHK 香港寶石學協會 (GAHK) 副主席和教育理事李鑑財先生 網上 <b>Zoom</b> 主持人 <b>Moderators</b> : Ms Eurosia Ng, Secretary and Director of Education, GAHK Mr Henry Leung, Director, GAHK
	<b>合作備忘錄簽署儀式 MOU Signing Ceremony</b> 香港寶石學協會 (GAHK) 與中國地質大學 (武漢) 珠寶學院 (GIC) 合作備忘錄簽署儀式 : GAHK 廖尚宜主席，GIC 尹作為院長和楊明星教授 GAHK Chairman Dr Edward Liu (onsite), GIC Dean Professor Dr Yin Zuowei and Professor Dr Yang Mingxing (online zoom) 香港寶石學協會 (GAHK) 與澳門金業同業公會合作備忘錄簽署儀式 : GAHK 廖尚宜主席和澳門金業同業公會李居仁理事長 GAHK Chairman Dr Edward Liu (onsite), Macau Goldsmiths' Guild Chief Director Mr Lee Koi Ian (online zoom) 支持機構國際珠寶業聯盟 (CIBJO) 代表 <b>Kenneth Scarratt</b> 先生致祝賀詞 Congratulatory speech by supporting organization : CIBJO Representative Mr Kenneth Scarratt, CIBJO Pearl Commission President (online zoom) 頒發感謝狀予香港寶石學協會 (GAHK) 翡翠標準測試方法項目業界顧問 : 澳門金業同業公會李居仁理事長、沈運龍博士和港九金飾珠寶業職工會黃錦龍理事長 Presentation of appreciation certificate to GAHK Fei Cui Standard Project Industry Advisor : Mr Lee Koi Ian, Dr Aaron Shum and Mr David Wong <b>現場嘉賓大合照</b> : HKTDC 代表創新科技署助理署長(品質事務)劉衛銘先生，HKTDC 代表，廖尚宜主席，主題嘉賓講者黃紹基先生，座談會講者張展強工程師、徐建華先生、彭炳鴻先生、陳光耀先生和黎英偉先生，業界顧問沈運龍博士和黃錦龍理事長，來臨現場的業界顧問，支持機構代表

2:30pm– 2:35pm	<p><b>致歡迎辭 Welcome Address</b></p> <p>香港寶石學協會（GAHK）主席廖尚宜博士，副教授 Assoc. Prof. Dr Edward Liu, Chairman, GAHK</p>
2:35pm – 2:55pm	<p><b>主題演講（廣東話） Keynote Presentation (Cantonese)</b> <b>由智能手機程式開啟的「消費者參與和體驗的翡翠珠寶零售新時代」</b> <b>A New Era of Consumer Engagement &amp; Experience with Smartphone App in Fei Cui Jewellery Retailing</b></p> <p><b>講者：黃紹基先生</b> 周大福珠寶集團有限公司董事總經理（企業及港澳與海外事務）；香港珠石玉器金銀首飾業商會理事長；香港寶石學協會（GAHK）翡翠標準測試方法項目業界顧問；國際珠寶業聯盟（CIBJO）翡翠工作小組成員</p> <p><b>Speaker: Mr Kent Wong</b>, Managing Director, Corporate and Hong Kong, Macau &amp; Overseas, Chow Tai Fook Jewellery Group Limited; Chairman, Hong Kong Jewellers' &amp; Goldsmiths' Association; GAHK Fei Cui Standard Project Industry Adviser; Member, CIBJO Fei Cui Working Group</p>
2:55pm – 3:30pm	<p><b>專家座談會（廣東話） Panel Discussion (Cantonese)</b> <b>從珠寶產品認證到信任標誌面面觀</b> <b>From Jewellery Product Certification to Trustmark</b></p> <p><b>座談會主持人 Moderator：</b> 香港寶石學協會（GAHK）主席廖尚宜博士，副教授 Assoc. Prof. Dr Edward Liu, Chairman, GAHK</p> <p><b>專家講者 Panel Speakers：</b> <b>張展強工程師</b> 香港寶石學協會（GAHK）翡翠標準測試方法項目專家顧問；美國國家認可局首席評審組長（寶石鑑定所） Ir CK Cheung, GAHK Fei Cui Standard Project Expert Adviser; Lead Assessor for Gemstone Test Labs, American National Accreditation Board（ANAB） <b>徐建華先生</b> 香港寶石學協會（GAHK）教育和認證及標籤計劃理事；六福集團鑑定中心顧問 Mr Tommy Tsui, Director of Education and Certification &amp; Label Scheme, GAHK; Laboratory Consultant, Luk Fook Group <b>彭炳鴻先生</b> 僱員再培訓局副行政總監（培訓服務） Mr Patrick Pang, Deputy Executive Director (Training Services), Employees Retraining Board <b>陳光耀先生</b> 香港知專設計學院建築、室內及產品設計學系系主任 Mr Daniel Chan, Head of Department, Department of Architecture, Interior and Product Design, Hong Kong Design Institute <b>黎英偉先生</b> 資歷架構秘書處總經理 Mr Steve Lai, General Manager, Qualifications Framework Secretariat</p>
3:30pm	<p><b>研討會結束 Group photo: moderators remind the zoom participants to open the webcam.</b> <b>Session Ends</b></p>

As at 19 July 2022

**Organiser 主辦機構：**

Hong Kong Trade Development Council（HKTDC）香港貿易發展局

**Co-organisers 合辦機構：**

The Gemmological Association of Hong Kong（GAHK）香港寶石學協會

Hong Kong Council for Testing and Certification（HKCTC）香港檢測和認證局

Chow Tai Fook Jewellery Group 周大福珠寶集團

**支持機構 Supporting organisations :**

National Gemstone Testing Center (NGTC) 國家珠寶玉石質量檢驗檢測中心

The World Jewellery Confederation (CIBJO) 國際珠寶業聯盟

Gemmological Institute, China University of Geosciences, Wuhan, China (GIC) 中國地質大學(武漢)珠寶學院

Macau Goldsmiths' Guild 澳門金業同業公會

The Gem and Jewelry Institute of Thailand (Public Organization) (GIT) 泰國珠寶學院

The Gemmological Association of Great Britain (Gem-A) 英國寶石學協會

Hong Kong Design Institute (HKDI) 香港知專設計學院

Hong Kong Jade Association 香港玉器商會

Hong Kong Jade Wholesalers and Retailers Association 香港玉器批發零售商協會

Hong Kong Jewellers' & Goldsmiths' Association 香港珠石玉器金銀首飾業商會

Hong Kong Jewellery & Jade Manufacturers Association 香港珠寶玉石廠商會

Hong Kong and Kowloon Jade Merchants & Workers' Union Association 香港九龍玉器工商聯會

Hong Kong & Kowloon Gold Ornaments & Jewellery Trade Workers' Union 港九金飾珠寶業職工會

Kowloon Pearls, Precious Stone, Jade, Gold and Silver Ornament Merchants Association 九龍珠石玉器金銀首飾業商會

*\*The Organiser reserves the rights to change the programme without prior notice. 主辦機構保留對節目調動及更改之權利而不作另行通知。*