

From Farm to Table:
Innovating Local Produce Through Tech and Sustainability
從農場到餐桌：通過創新及可持續技術製作本地農鮮

In this session, we will explore innovative approaches to local produce, focusing on technology and sustainability. Our speakers will discuss the significance of local sourcing and highlight inspiring stories from local farms. We'll also feature the Ocean Park "Eat Local" network, which promotes the use of locally sourced ingredients. Together, this session will illustrate how they contribute to a vibrant and sustainable food ecosystem.

Date 日期：	15/08/2025 (Friday) 2025 年 8 月 15 日 (星期五)
Time 時間：	2:30pm – 3:30pm 下午 2 時 30 分至 3 時 30 分
Venue 地點：	The Forum PRO, Hall 5E, HKCEC 香港會議展覽中心展覽廳 5E The Forum PRO
Organiser 主辦單位：	Hong Kong Trade Development Council 香港貿易發展局
Language 語言：	English 英語
Tentative Programme 活動議程：	<u>2:30pm – 2:45pm</u> Harvest of Pearl in Hong Kong & the role of local pearls in promoting Hong Kong's culinary scene (Topic TBC) Mr Jonathan CHAN Pok-chi, MH, JP 陳博智先生 Executive Chairman, Hong Kong Fishermen Consortium 香港漁民團體聯會執行會長 <u>2:45pm – 3:00pm</u> Hydroponic farming in Hong Kong (Topic TBC) Mr Derek Lin 林德煒先生 Director, Hydrogro Company Limited 水糧莊有限公司 <u>3:00pm – 3:15pm</u> Re-interpreting Fresh: A Flavor Revolution Powered by Microbial Life 重新解讀新鮮：一場由微生態掀起的餐桌革命 Ms Tiffana Kwok Regeneration Architect Hung Yat Farm Limited 鴻日農莊 <u>3:15pm – 3:30pm</u> "Eat Local": Build a Low-Carbon Local Food Promotion Network 「食本地鮮」共建本地食材推廣網絡 Ms Joe Cheung 張可怡小姐 Assistant Sustainability Education Director, Ocean Park Hong Kong 香港海洋公園助理可持續發展教育總監

Subject to change, as of 1 Aug 2025

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"Eat Local": Build a Low-Carbon Local Food Promotion Network**「食本地鮮」共建本地食材推廣網絡**

"Eat Local" aims to promote Hong Kong's high-quality local produce, enhance public appreciation of local fisheries and agriculture, and foster sustainable development. This presentation will delve into the initiative's core objectives, emphasizing cross-sector collaboration among fisheries, agriculture, restaurants, and businesses to establish a powerful promotion network. By encouraging businesses and consumers to choose local ingredients, the initiative reduces transportation-related carbon emissions, contributing to climate change mitigation. Each participant can leverage their strengths to enhance the overall market appeal of local produce. Attendees will discover the benefits of joining "Eat Local," working together to create an ecosystem that supports the local economy and environmental sustainability, inspiring more people to embrace the unique charm of Hong Kong's local ingredients.

「食本地鮮」計劃旨在推廣香港優質本地食材，提升市民對本地漁農業價值的認識，並促進可持續發展。我們將探討計劃的核心目標，聚焦透過漁農業、餐飲業及商界的跨界協作，構建低碳食材推廣網絡。計劃鼓勵商界及市民選擇本地食材，減少運輸碳排放，從而緩減氣候變化。各參與方可發揮優勢，提升本地食材的整體市場吸引力。參與者將透過是次講座，了解加入「食本地鮮」計劃的優勢，共同打造支持本地經濟與環境可持續發展的生態系統，推動更多人欣賞香港本地食材的獨特魅力。

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Mr Jonathan CHAN Pok-chi, MH, JP 陳博智先生
Executive Chairman, Hong Kong Fishermen Consortium
香港漁民團體聯會執行會長



- Executive Chairman, Hong Kong Fishermen Consortium
香港漁民團體聯會執行會長
- Convenor, Agriculture and Fisheries Subsector, Election Committee
漁農界選委總召集人
- Council Member of South China Agricultural University
華南農業大學校董
- Founding Member, South China Agricultural University Hong Kong Education Development Foundation
華南農業大學香港教育發展基金會創辦成員
- Vice President
The Hongkong & Macao Floating Fishermen's Association of Guangdong Province
廣東省港澳流動漁民協會副會長
- Chairman, Advisory Committee of Modernised Techno-Agricultural Park
現代化科技農業園諮詢委員會主席
- Fish Marketing Advisory Board Member
魚類統營顧問委員會委員
- Advisory Committee Member of Sustainable Agricultural Development Fund
農業持續發展基金諮詢委員會委員
- Airport Authority Fisheries Enhancement Fund Management Committee Member
機場管理局漁業提升基金管理委員會委員
- Awardee of Hong Kong Ten Outstanding Young Persons
香港十大傑出青年

Ms Tiffana Kwok
Regeneration Architect
Hung Yat Farm Limited 鴻日農莊



Over 10 years championing ESG solutions across public, private, and NGO sectors.

Partnered with Maxim's Group and 70+ outlets to transform food waste into high-value recycled products.

Drove recycling campaigns and 35+ media hits to amplify ESG impact and adoption.

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Ms Joe Cheung 張可怡小姐**Assistant Sustainability Education Director, Ocean Park Hong Kong****香港海洋公園助理可持續發展教育總監**

Joe Cheung leads sustainability education and conservation advocacy at Ocean Park, with a focus on practical and collaborative solutions. She is also responsible for the newly established Ocean Park Sustainability Institute (OPSI), working with businesses and communities to integrate sustainable practices into their operations, developing tailored strategies for diverse sectors.

Her innovative initiatives reflect a thoughtful approach to behavioral change. Through Mission R campaign, she promotes eco-conscious habits including the successful "Eat Local" initiative that fosters community-business partnerships for low-carbon food systems.

With dual expertise in psychology and marine science, Joe effectively applies behavioral principles to environmental education. She excels at translating complex sustainability concepts into actionable steps, championing the cumulative impact of small changes to make sustainable living more approachable.

Through OPSI, she is establishing Ocean Park as Hong Kong's premier sustainability education hub, driving global sustainable transformation, co-creating a prosperous, resilient, and sustainable future for our planet and society.

張可怡現時負責海洋公園可持續發展教育及保育推廣工作，專注於提供務實又具協作性嘅可持續發展方案。她同時負責新成立的「海洋公園可持續發展中心」(OPSI)，積極促成商界與社區合作，將永續理念融入各行各業可執行之策略。

她創新的項目展現了對行為改變的深思熟慮。透過她創立的「Mission R」逆瀕行動，鼓勵大眾培養環保生活習慣，其中「食本地鮮」項目成功搭建社區與企業的合作平台，共同推動低碳本地食材生態系統。

憑藉心理學及海洋科學的專業背景，她善於運用行為科學推動環保教育，將複雜的可持續發展概念轉化為簡單可行的行動方案，強調「微小改變」的累積力量，使可持續發展更貼近大眾生活。

她正透過 OPSI 平台，將海洋公園打造為香港重要的可持續發展教育基地，推動全球可持續發展轉型，攜手為地球與社會共創繁榮、具抗逆力且可持續的未來。

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