

Dear ICBCR participants,

Re: ICBCR 2016 – Site Visit, Networking Lunch and Sharing (14 Dec 2016)

Please be informed that the following site visit, networking lunch and sharing is available for your participation:

Date: Dec 14 2016 (Wed)
Time: 09:15 am – 2:30 pm
Visiting Company: LKK Health Products Group (LKKHPG)

Site Visit:

During the site visit, you will have the opportunity to learn about this up and coming modern Hong Kong enterprise in the healthcare industry. The topics covered in the visit include: the history of LKKHPG, the various products it offers, the branding and marketing approaches, as well as its future development. A brief introduction of the Group can be found at the end of this letter.

Transportation:

Free transportation will be provided between Hotel Jen [HKU (University of Hong Kong) MTR Station Exit B2] and the site visit destination.

Direction to Hotel Jen:

<https://www.hoteljen.com/hongkong/westerndistrict/about/map-directions/>

Networking Lunch and Sharing:

After the site visit, free lunch will be arranged so that participants could make use of the opportunity for networking and sharing.

Registration:

Please note that the site visit is free of charge (for registered conference participants only) whereas limited places are available. Registration is on first come first served basis. Confirmation email will be sent on 9 Dec 2016.

To register for the site visit, please **send an email to icbcr2016@centennialcollege.hku.hk** on or before **December 6**. Please also indicate your dietary preference so that we can better prepare for the lunch:

Dietary preference: Normal Vegetarian

Thank you for your kind attention. Look forward to hearing from you soon.

ICBCR 2016

About LKK Health Product Group:

Established in 1992, LKK Health Products Group (LKKHPG) is a modern conglomerate with diversified business scopes. Its operations spans from R&D, production, sales and services of Chinese herbal health products; TCM plantation management and sales of raw Chinese medicinal materials, to mobile internet platform and related products and services, as well as property investment.

The Group has a global presence, with subsidiaries in China, Malaysia, Singapore, and Canada. It had approximately 4,800 employees as of 30 June 2016. Infinitus, the core brand of the Group, has expanded into several countries and become a transnational brand, the value of which was rated at RMB 36.889 billion by the World Brand Lab in 2014. The Group has also developed various mobile-related products and services, such as HeHa App, a mobile internet platform for health information sharing, HeHa Dao Health Wristband, and HeHa Qi Health Manager, devices that can help users to monitor their health condition and develop healthy habits. In particular, HeHa Qi Health Manager is well recognized by top university hospitals worldwide.

For more information on LKKHPG: <http://www.lkkhpg.com/en-us/>

* The organizer reserves the right to change or cancel the above activity without prior notice in the event of bad weather, unexpected circumstances or emergency.