



**SUSTAINABLE BUSINESS  
FORUM & SOLUTIONS EXPO**

05 & 06 OCTOBER 2022  
HALL 3, HKCEC

**HONG KONG'S BEST ATTENDED AND  
MOST AMBITIOUS BUSINESS EVENT  
FOR SUSTAINABLE DEVELOPMENT**

**#AccelerateTheChange**

ORGANISER

**enviroevents hk**  
ECOSYSTEM EVENTS WITH PURPOSE

CO-ORGANISER





**“EVERY COMPANY AND EVERY INDUSTRY WILL BE TRANSFORMED BY THE TRANSITION TO A NET ZERO WORLD. THE QUESTION IS, WILL YOU LEAD, OR WILL YOU BE LED?”**

**– LARRY FINK, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, BLACKROCK**

The challenge of protecting and restoring global ecosystems becomes more and more critical each and every day.

The “Hong Kong's Climate Action Plan 2050” announced by the HKSAR Government in October 2021 outlined more proactive strategies and measures in combating climate change and achieving carbon neutrality.

## **A UNIQUE EVENT FOCUSED ON THE BUSINESS OF SUSTAINABILITY**

Stepping into its 3rd edition, ReThink HK is the city's most ambitious business event for sustainable development, a large-scale, cross-sector platform that champions ESG transformation and showcases game-changing innovation.

The ambition is to drive awareness and facilitate collaborative action towards a future city that uses resources efficiently and thrives in harmony with nature. A green city where all stakeholders are represented and united, contributing towards a low-carbon and circular economy.

By addressing how we use resources to minimise our impact on the environment and collaborate to improve the lives of all through collective responsibility and shared value – we have an opportunity to accelerate the rate of change and show what Hong Kong is really capable of.

**RETHINK HK PROVIDES CORPORATE INSIGHT AND “HOW TO” ADVICE FOR THOSE RESPONSIBLE FOR RESEARCHING AND RESOURCING SUSTAINABLE STRATEGIES ALONGSIDE A SHOWCASE OF PRODUCTS, SERVICES AND SOLUTIONS.**

## **OUR IMPACT**

All delegate fees contribute to ReThink HK's support of local impact projects.



**DELEGATE FEES  
DONATED**



**TREES  
PLANTED**



**CO2 SEQUESTERED  
(OVER LIFETIME)**

**2020**

**HK\$69,000**

**917**

**228 TONNES**

**2021**

**HK\$309,000**

**2,243**

**600 TONNES**



# LOOKING AHEAD TO RETHINK HK 2022



**3,000+**  
ATTENDEES



**200+**  
SOLUTIONS



**7**  
THEMED THEATRES

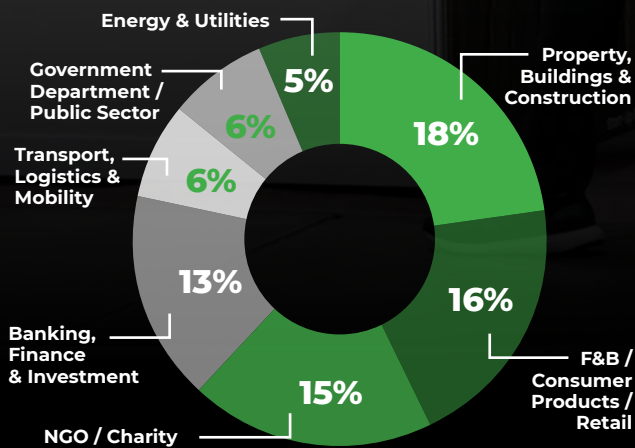


**20**  
WORKSHOPS

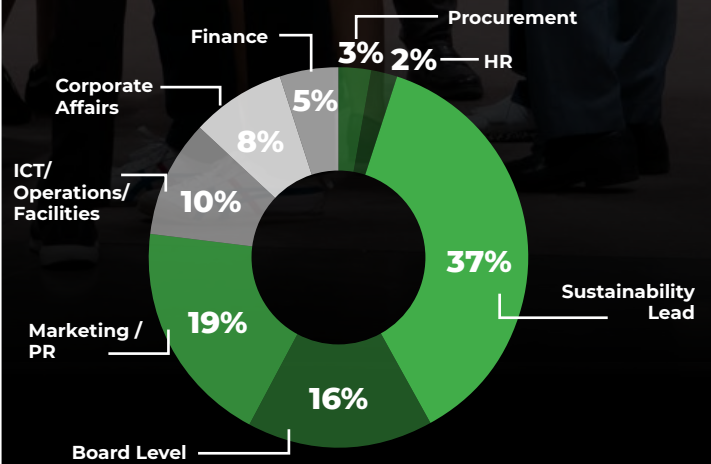
2,243 in-person attendees invested their time to attend ReThink HK 2021. They represented 774 organisations from across Hong Kong's business ecosystem.

Over 50% of delegates were the Sustainability Lead for their organisation or sit at Board Level – making the investments that will mitigate future risks and driving the strategies that will help their business to adapt and transform sustainability.

## DELEGATE BUSINESS SECTOR



## DELEGATE JOB FUNCTION



## A FULL ECOSYSTEM EVENT UNITING BUSINESS LEADERS & SUSTAINABILITY PROFESSIONALS

### GROWTH IN UNIQUE ATTENDEES



### GROWTH IN SPEAKERS



### GROWTH IN SHOWCASE SOLUTIONS



### GROWTH IN CONFERENCE SESSIONS



\*projected figures

# EXTENSIVE PROMOTION OPPORTUNITIES ACROSS THE RETHINK HK NETWORK

The multi-channel campaign provides event Exhibitors, Partners and Sponsors with tailor-made messaging and marketing opportunities designed to target those looking for inspiration, ideas and solutions.



**15,000+**  
MONTHLY VISITS  
TO WEBSITE



**14,000+**  
EDM  
DATABASE



**3,000+**  
SOCIAL MEDIA  
FOLLOWERS



**100+**  
BUSINESS & NGO  
PARTNERS

## KEY FINDINGS\* FROM THE 2021 POST-EVENT SURVEY

### HIGHLY SATISFIED DELEGATES & SPEAKERS

**80%** of attendees rated the event **very good or excellent**

**73%** of attendees will **definitely return** for ReThink HK 2022

**63%** inspired by the event to make **immediate changes** to their business/operations

**69%** will **recommend** the event to colleagues

### HIGHLY SATISFIED SHOWCASE EXHIBITORS

**83%** of exhibitors felt the event **met or exceeded** their expectations

**61%** of exhibitors have already reported **good to excellent ROI** on their participation

**58%** of exhibitors expect to **definitely participate** at ReThink HK 2022

\*post-event survey findings as of Oct 18 2021

**Pamela Mar, Executive Vice President, Knowledge and Applications Fung Group**

I thought the trade show aspect was fantastic, **among the best I have seen** implemented. It was like an art fair but about sustainability.

**Dr. Mark Watson, Group Head of Sustainability John Swire & Sons (H.K.) Ltd.**

**Delighted to have been part** of a panel with colleagues from Jardines and New World Development at the excellent ReThink HK 2021 conference to discuss how ESG is powering HK conglomerates to accelerate sustainable growth and the transition to a low carbon economy.

**Sophie You, Head of Sustainability Scandale éco-lingerie**

ReThink HK 2021 provided a **great platform for sustainability players** to tell their stories and share best practices that are valuable for all businesses to reflect on. It was such a successful event and I am very much looking forward to attending again next year!

**Robin Kennish, Corporate Sustainability & Climate Change Lead - China, Hong Kong and Taiwan ERM: Environmental Resources Management**

ReThink HK is a **unique event** that helped ERM secure new projects whilst providing a platform for our experienced consultants to contribute on key topics impacting the sustainable transformation of Hong Kong. The comprehensive programme and businesses-only audience ensured that the ERM team were able to engage with a significant number of existing and prospective clients – an excellent event **focused on driving change**.

**Andrea Webster, Managing Director Chartwell Capital**

The first conference I have been to which spans multiple industries, not just finance, blending content which was relevant to everyone and providing the ability to move across different subjects of interest. **Inspirational and an eye-opener** on the energy and commitment that's developing across all stakeholders. Look forward to even bigger and better next year. Well done Rethink!"



# CONFERENCE PROGRAMME

ReThink HK addresses the challenges and opportunities of sustainable development - environmental and social - and always from a Hong Kong context.

Seven theatres and stages at ReThink HK 2022 will host thought-leadership, insight, and debate alongside innovation and practical solutions – designed to inspire and motivate sustainability practitioners and their colleagues from across all industries.

**SUSTAINABLE  
TRANSFORMATION  
THEATRE  
(KEYNOTE)**

**FUTURE  
LEADERS STAGE**

**SUSTAINABLE  
PARTNERSHIPS  
THEATRE**

**CHANGE  
MAKERS STAGE**

**FUTURE  
LEADERS STAGE**

**SUSTAINABLE  
COMMUNITIES  
THEATRE**

**SUSTAINABLE  
BUSINESS  
THEATRE**

**SUSTAINABLE  
RESOURCES  
THEATRE**

## EVENT THEMES



CIRCULAR ECONOMY



CITIES & MOBILITY



DECARBONISATION



FOOD & THE NATURAL WORLD



PEOPLE & PURPOSE



REDEFINING VALUE





**SUSTAINABLE BUSINESS  
FORUM & SOLUTIONS EXPO**

**DATE:** 05 – 06 October 2022 (Wednesday & Thursday)

**OPENING HOURS:** 09:30 – 18:00

**VENUE:** Hall 3FG, Hong Kong Convention & Exhibition Centre, Wan Chai

**ORGANISER:** EnviroEvents (Rethink) Limited

**CO-ORGANISER:** Business Environment Council Limited

**MORE INFORMATION:**



**[WWW.RETHINK-EVENT.COM](http://WWW.RETHINK-EVENT.COM)**

**ENQUIRIES:**

[hello@rethink-event.com](mailto:hello@rethink-event.com)

**#AccelerateTheChange**