

# 15<sup>TH</sup> INTERNATIONAL DIALOGUE IN THE DARK MEETING HONG KONG, CHINA 12 – 15 OCTOBER 2011

## INFORMATION

**Date:** 12 – 15 October, 2011

**Location:** **Youth Square**  
238 Chai Wan Road, Chai Wan,  
Hong Kong  
[www.youthsquare.hk/en/#/Facilities](http://www.youthsquare.hk/en/#/Facilities)  
&  
**Dialogue in the Dark Hong Kong**  
Shop 215, 2/F, The Household Centre  
Nob Hill, 8 King Lai Path, Mei Foo  
Kowloon, Hong Kong  
[www.dialogue-in-the-dark.hk](http://www.dialogue-in-the-dark.hk)

**Registration:** **Please register for the meeting with our online registration form:**  
[www.dialogue-in-the-dark.com/15im/registration](http://www.dialogue-in-the-dark.com/15im/registration)  
The password is: meeting2011

**Fee:** **\$ 2.800 HKD per Person**  
All meals and supporting activities are included in the fees. Note: Accommodation is not included in the fee (see below).

**Payment:** **PayPal**  
Once you have registered for the event, please transfer the conference fee to our online PayPal account **latest by 03 October 2011**. Please, go to our ticketing page - <http://www.dialogue-in-the-dark-im2011.com/eng/product/product.php> and do the following:

- I. Please, choose the quantity of tickets needed. Furthermore, you have the option to book your hotel room by ticking your room preferences. Finally, hit the next button.
- II. Please, fill out your contact and information details, register a PayPal account and check out (VISA, MasterCard, America Express and direct debit are accepted).
- III. Once you have paid, you'll receive a confirmation of your tickets and booking by email.

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## PLEASE NOTE!

As a social enterprise we are highly dependent on the conference fee income in order to be able to stage the event. Moreover, DiD Hong Kong and DSE are exposed to significant financial risk through hotel, restaurant, catering and other reservations. Therefore, where **the time limit for payment – 03 October 2011** - is not met, we have no other choice but to withdraw your reservation. Thank you for your understanding for this strict cancelation policy.

### **Financial Support: 20 Visually impaired (VI) participants will receive a subsidy payment of 250 € each**

In order to assure a high participation rate of our VI community we will support 20 VI participants of this year's International DiD Meeting. There is no need to be associated with a DiD exhibition or to be a DiD association member to apply for this support. Just send an informal email (with the subject line: Subsidy IM 2011) to [gideon.kletzka@dialogue-se.com](mailto:gideon.kletzka@dialogue-se.com). First come, first serve!

### **Accommodation: Y-Loft**

238 Chai Wan Road, Chai Wan  
Hong Kong

[www.youthsquare.hk/en/#/YLoft](http://www.youthsquare.hk/en/#/YLoft)

We have pre-booked a contingent of 30 rooms available at special "Dialogue rates":

**Twin Room: 72 € / \$ 770 HKD** (incl. 10% service charge) per room per night.

**Twin Room with balcony: 83 € / \$ 880 HKD** (incl. 10% service charge) per room

per night. For reservations please contact by email: [gabriel.wong@dialogue-in-the-dark.hk](mailto:gabriel.wong@dialogue-in-the-dark.hk)

## PLEASE NOTE!

All rooms are reserved on a first come first serve base. Unfortunately, we will only be able to hold the rooms for that rate until 30 September, i.e. for latecomers the regular rates will apply (142 € / \$ 1500 HKD per room per night (+10% service charge)).

### **Visa Information: For visit visa / entry requirements for the Hong Kong special administrative region please see the following link: [http://www.immd.gov.hk/ehtml/hkvisas\\_4.htm](http://www.immd.gov.hk/ehtml/hkvisas_4.htm)**

### **Market Place Presentations of DiD venues from around the world**

Attending DiD friendchisees present their ongoing and future exhibitions in a small booths answering questions during a so called "Market Place" session. Therefore, we ask all our attending friendchisees to prepare an easy to set up presentation. A separate email with all details regarding the Market Place will be sent out soon.

### **Contact: For general information, clarification or help please contact Gideon Kletzka (DSE)**

Email: [gideon.kletzka@dialogue-se.com](mailto:gideon.kletzka@dialogue-se.com)

### **For information regarding the venue or hotel please contact Gabriel Wong (DiD HK)**

Email: [gabriel.wong@dialogue-in-the-dark.hk](mailto:gabriel.wong@dialogue-in-the-dark.hk)

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## AGENDA – 15<sup>TH</sup> INTERNATIONAL DIALOGUE IN THE DARK MEETING

### WED, OCTOBER 12 @ Dialogue in the Dark Hong Kong

- All day**                      **Arrival & Shuttle Taxi Service to Hotel**
- 18:00**                         **Cocktail Reception**  
at Dialogue in the Dark Hong Kong
- 19:30**                         **Dialogue in the Dark Tours**  
for participants of the International Meeting only!

### THU, OCTOBER 13 @ Youth Square

- 08:30 – 09:00**                 **Mobility and Orientation Session**  
for our blind participants
- 09:00 – 09:30**                 **Welcome Note**  
**Speakers:**  
Patrick Cheung, Honorary Executive Director Dialogue in the Dark Hong Kong  
Andreas Heinecke, CEO & Founder Dialogue Social Enterprise
- 09:30 – 10:00**                 **Music & Interactive Drum Performance**  
by Lee Shau Kee School of Creativity, Hong Kong
- 10:00 – 10:45**                 **Keynote: Social Change through Innovation**  
**Speaker:**  
Bart Weetjens, Founder of HeroRATs, Ashoka & Schwab Fellow
- 11:00 – 13:00**                 **Panel Discussion: Cash and Care – Contradiction or Complement?**  
**Panelists:**  
Chong Chan-Yau, Former Executive Director Oxfam Hong Kong  
Bart Weetjens, Founder of HeroRATs  
Sasa Vucinic, Founder of Media Development Loan Fund  
Francis Ngai, Founder and CEO of Social Ventures Hong Kong  
**Moderator:**  
Ada Wong, Founder of the Hong Kong Institute of Contemporary Culture (HKICC) and  
Supervisor of Lee Shau Kee School of Creativity

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In this session we will bring together leading personalities from the business world and the non-profit sector as well as social entrepreneurs discussing how mutual learning can lead to innovation and social change.

**13:00 – 14:30**

### **Market Place and Lunch Break**

By means of small booth presentations participants have the opportunity getting to know ongoing and future DiD exhibitions from around the world.

**14:30 – 19:00**

### **DiD Workshop: "Continue the Project"**

#### **Trainer:**

**Daniela Dimitrova**, Director Human Resources Development and Trainer Dialogue Social Enterprise, Sofia

**Dörte Maack**, Trainer Dialogue in the Dark, Hamburg

**Zhu Min**, Trainer Dialogue in the Dark Hong Kong

In this workshop session, participants will get a chance to experience new workshop exercises developed in DiD venues around the world. This will give attendees the unique opportunity to be on the customers' side in a workshop, trying out new exercises they can later use themselves and being witness and participants of a real Dialogue within the Dialogue community.

**19:00**

### **Dinner at Taikoo Shing**

## **FRI, OCTOBER 14 @ Youth Square**

**09:00 – 09:30**

### **Keynote: Media for Social Change?**

#### **Speaker:**

**Sasa Vucinic**, Founder of Media Development Loan Fund and Senior Ashoka Fellow

**09:30 – 12:30**

### **Lessons from our Failures and Successes**

#### **Moderator:**

**KK Tse**, Founder of the Hong Kong Social Entrepreneurship Forum

In this session each friendchisee shares 1 failed and 1 successful innovation with the DiD network. A panel of experts will comment and highlight the key learnings. Moreover, seasoned trainer KK will introduce methodologies to maximize learnings from our own mistakes.

**12:30 – 13:00**

### **How to raise the bare? Challenges after 7 years of successful operation**

#### **Speaker:**

**Gil Omer**, General Manager of the Israel Children's Museum, Holon

In this session Israel Children's Museum's General Manager will focus on the challenges of growth. By depicting the development of the Israeli Dialogue in the Dark

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exhibition into a truly Social Science Centre combining Dialogue in the Dark, Dialogue in Silence and Dialogue with Time over the last years, he will address the question: What are the essential needs for a successful Dialogue and what are the extras and “special ingredients” that makes it an unique exhibit and experience?

**13:00 – 14:00**

**Lunch Break**

**14:00 – 18:00**

**Design Thinking Worskhop**

**Moderator:**

**Jürgen Faust**, Professor for Media Design at Macromedia University for Media and Communication (MHMK), Munich\*

How can design thinking help keeping the Dialogue attractive? Jürgen Faust, consultant for Strategy and Development at the European Institute of Design (IED), will conduct this hands-on workshop to familiarize participants with the basics of the design thinking method. By introducing tools and techniques to rethink, redesign and challenge assumptions of our business the workshop will work out ways to enable participants to explore innovative approaches to pursue DiD’s social mission.

**18:00 – 18:30**

**Closing**

**19:00**

**Farewell Dinner at Jumbo Restaurant**

**SAT, OCTOBER 15**

**09:00 – 13:00**

**Morning Walk to the Peak**

**13:00 – 14:00**

**Lunch**

at Youth Square

**14:00 – 17:00**

**Round Table Discussion (Exclusive)**

For General Managers (+1 VI manager/leader each DiD venue) only!

**09:00 – 20:00**

**Departure & Shuttle Taxi Service to Airport**

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## SPEAKERS

### Chong Chan-Yau

Hong Kong/China



For over twenty-five years, Chong Chan-Yau has been active in the disability rights movement and the self-help movement of people with visual impairment. He has served as a member of the Public Education and Research Committee for the Equal Opportunities Commission from 1996-2004 and as a member of the Community Participation and Publicity Committee. He was appointed as Executive Director of Oxfam Hong Kong in 2000 leading the organization to address global poverty issues. Holding a Master Degree in Information Systems, Chong Chan-Yau is particularly active regarding topics of information divide. For his contribution to society he was a recipient of the Ten Outstanding Young Persons Award.

### Patrick Cheung

Hong Kong/China



Patrick Cheung is a serial-entrepreneur and Honorary Executive Director DiD Hong Kong Ltd. He started his career working for a multinational and grew the business from scratch to HKD 100 millions in 8 years. In 1992 he founded his own company on flexible packaging business in China, and grew it into HKD 1 billion in 15 years. Since 2008, Mr. Cheung devoted full time in promoting social entrepreneurship in Hong Kong and China. He is one of the founding Directors of Hong Kong Social Entrepreneurship Forum, the leading social entrepreneurship platform in Hong Kong. He successfully brings Dialogue in the Dark to Hong Kong and quickly achieved financial sustainability without donation and government funding. He is also the interim country representative for Ashoka for Greater China region since 2009. Patrick graduated from Hong Kong University with B.Sc. degree, attended the PMD program at Harvard Business School, and the Management Training from INSEAD. He also recently obtained his master degree in international relation and public affair at Hong Kong University.

### Jürgen Faust

Munich/Germany



Jürgen Faust is currently the Vice President for Academic Affairs and Research and Professor for Media Design at Macromedia University for Media and Communication (MHMK), Munich. He is also an international consultant and responsible for Strategy and Development at the European Institute of Design (IED) Group in Milan. He also taught design and theory with an emphasis on design processes and the possible transformation into other disciplines. Over the past years he published about the idea transferring design methods and processes into the management field.

### Daniela Dimitrova

Sofia/Bulgaria



Born in Bulgaria, Daniela lost her eyesight at the age of six. She holds two Master's Degrees: Interpreting and Translation from the University of Sofia, and International Social Business from the University of National and World Economy in Bulgaria. Since 2001, for Dialog in the Dark and Dialog Social Enterprise she has worked as an exhibition tour guide, a Master Guide, a Trainer and as a Master Trainer while continuing to work as an international translator and interpreter. Daniela's experience has given her the opportunities to practice what she has learned and to work for what she believes. Since 2009 in addition to acting as a project manager, she works full time as Dialogue Social Enterprise's Director of Human Resources Development.

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## Andreas Heinecke

Hamburg/Germany



Andreas Heinecke, founder and Chief Executive of Dialogue Social Enterprise, is a well-known social entrepreneur who started Dialogue in the Dark over 20 years ago. While working as a journalist and documentalist for a German broadcasting corporation, Andreas was charged with developing a rehabilitation program for a colleague who had lost his eyesight in an automobile accident. That year, 1986, the foundation of Dialogue in the Dark was laid. In 1988, Andreas began working for the Foundation for the Blind (Stiftung Blindenanstalt) in Frankfurt am Main, determined to bring blind and sighted together. In 1996, Andreas started his own business. His many awards include being honoured as the first Ashoka Fellow in Western Europe and being named Outstanding Social Entrepreneur by the Schwab Foundation. In 2011 he received the renowned German Business Founder Award and was appointed first Professor to the Danone Endowed Chair of Social Business at the European Business School.

## Dörte Maack

Hamburg/Germany



Dörte Maack is a trained actress who has spent many years training other performers. She studied educational science, sports and linguistics and has taught at Hamburg University. In the late 1990s, Dörte slowly lost her eyesight and began transforming her experiences with and without sight into extraordinary training concepts for executives and teams. Since 2002, the German native has worked for Dialogue in the Dark in Hamburg, Germany, developing educational and business workshops in total darkness. She was the first Trainer with Dialogue Social Enterprise.

## Zhu Min

Hong Kong/China



Zhu Min was born in China and educated in Shanghai. He has worked mostly as a language tutor and translator, as well as a therapist in traditional Chinese therapy. Since 2007, Zhu has been part of Dialogue Social Enterprise. Currently, he is working as a Guides Manager and Dialogue Trainer at Dialogue in the Dark, Hong Kong. He is blind but he believes that the world has so much to offer for all people to enjoy "that only the sky is the limit".

## Francis Ngai

Hong Kong/China



Founder and Chief Executive Officer of Social Ventures Hong Kong (SVHK). With profession in strategy, marketing and corporate development, previously with PCCW, responsible for strategic development of IT arm in mainland China, before fully dedicating himself in SVHK. He is now also a part-time member of the Central Policy Unit, HKSAR Government and part-time visiting lecturer in universities. Addicted to social entrepreneurship and social innovation since 2006, he hopes to promote young professionals' participation in the field through the SVHK platform. SVHK is a non-profit venture philanthropic organization founded in 2007, supporting social enterprises in Hong Kong by providing financial, intellectual and network resources.

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Hong Kong

### **Gil Omer**

Holon/Israel



Gil Omer has been serving as the General Manager of the Israel Children's Museum for some eight years. As general manager, he has the overall responsibility for all activities at the Museum. Prior to his appointment as the Museum's general manager, Gil held senior positions in the Israeli media, including: Head of the News of "Yedioth Ahronoth", the major daily newspaper with the highest circulation in Israel. In addition, Gil served as the Editor-in-Chief and Deputy Commander of the "Galei Tzahal" I.D.F. radio station – one of the most popular radio stations in Israel. During his career, Gil received the "Galei Tzahal Commanders' Award" for his initiative in the organizing of a fund-raising campaign for refugees in Kosovo. Gil has a Bachelor's degree in psychology and political science from Haifa University.

### **KK Tse**

Hong Kong/China



KK Tse held senior executive positions in the Shui On Group for ten years before setting up his own management consulting company, KK Tse & Associates in 1992. He retired early from 2000 onwards and has been active in promoting social entrepreneurship in HK. He is the Founding Editor of the biweekly Social Entrepreneurs Newsletter, and edited the first book on social entrepreneurship in HK. He is the Chairman of the newly incorporated Hong Kong Social Entrepreneurship Forum, and co-founded with Patrick Cheung DiD HK Ltd in 2008.

### **Sasa Vucinic**

Singapore



Sasa Vucinic has been managing director of Media Development Loan Fund (MDLF) since co-founding it in 1995. MDLF applies venture-capital principles to create a sustainable free press in developing nations and countries emerging from repressive regimes. Previously, he worked in Prague as a media consultant to the Soros Foundations. In that position, he designed and oversaw projects assisting independent media organizations in Central and Eastern Europe and the former Soviet Union. From 1990 to 1993, he was the editor-in-chief and general manager of Radio B-92 in Belgrade, Yugoslavia's most important and respected independent radio station. He began his journalism career as a reporter at the weekly political news-magazine Non, becoming its editor-in-chief. He was named a Global Leader of Tomorrow by the World Economic Forum in 2000 and named a Senior Ashoka Fellow in 2008.

### **Bart Weetjens**

Antwerp/Belgium



Bart Weetjens is a product developer and industrial designer. In 1995 he initiated the APOPO project by analysis of landmine detection technologies. He became managing director in 1997 and has done research and development of appropriate landmine detection technology since, using trained rats as biosensors. In 2007, the World Economic Forum elected Bart Weetjens Social Entrepreneur of the Year.

## Ada Wong

Hong Kong/China



Ada Wong is a solicitor, cultural advocate, former elected District Council Chair and founder of the Hong Kong Institute of Contemporary Culture (HKICC) and supervisor of its creative education arm, the HKICC Lee Shau Kee School of Creativity. The School of Creativity is both a senior secondary school offering an alternative creative curriculum as well as an experimentation of a model of education for a more compassionate and socio-culturally minded new generation. The School embraces diversity and brings a more humanistic and personalized approach to education amidst an increasingly uniform and standardized mainstream school environment in Hong Kong.

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