

MoU Signing Ceremony with Hong Kong Netpreneurs Association (HKNA)

On May 28th, 2020, Faculty of Business of Lingnan University (LUFB) signed a Memorandum of Understanding (MoU) with HKNA at a signing ceremony officiated by **Prof. Mingming LENG**, Dean of LUFB and **Mr. Kenny CHEUNG**, President of HKNA.

Eight HKNA delegates attended the signing ceremony, including Mr. Kenny CHEUNG, President; **Mr. Jackie CHAN**, Vice President; **Mr. Anson HUNG**, Vice President; **Mr. Leo IP**, Secretary; **Ms. Fion CHO**, Treasurer; **Ms. Jenny YEUNG**, Chairman of Preparatory Committee; and **Mr. Tommy YAM** and **Mr. Andy LAM**, HKNA Members.

LUFB and HKNA will launch a One-Year **LUFB-HKNA Joint Professional Training Diploma Programme in eBusiness (電子商務職業培訓文憑)**. The programme will provide industry participants in Hong Kong and the Greater Bay Area with the theoretical knowledge and applications of the emerging digital media technologies from marketing and eBusiness perspectives and to sustainably facilitate their full integration with marketing management and practices.

Both parties confirmed that it is desirable to establish this Professional Training Diploma in eBusiness. This program is expected to enhance the development of local and regional digital marketing and eBusiness industry, and to also improve the background and competitiveness of junior/inexperienced professionals.



(Prof. Mingming LENG, Dean of LUFB (left) and Mr. Kenny CHEUNG, President of HKNA signing the MoU)



(The parties from LUFB and HKNA who attended the signing ceremony)