



The Centre Asia
FOR CORPORATE PUBLIC AFFAIRS

Corporate Affairs Executive Camp

August 25-27, 2025

Hong Kong University of Science & Technology
(HKUST)



Corporate Affairs Executive Camp

The Centre will facilitate a 3-day Corporate Affairs Executive Camp consists of highly relevant Micro-Certificate Professional Development Programs (MCPDP) to be conducted on the campus of HKUST in Hong Kong. The program is scheduled for August 25 - 27, 2025.

The Corporate Affairs Executive Camp provides advanced professional training in leading and managing the corporate public affairs function of your organization.

The 2025 program is designed to provide you with the advanced skills and leadership to effectively navigate across public policy, business strategy and your most important stakeholders. The Executive Camp effectively combines methodological rigor and real-world issues to enable participants to explore and interact with peers and senior leaders from both the public and private sectors, as well as non-governmental organizations.

Who Should Attend?

Any business manager or leader who needs to tackle local and transnational public policy issues, balance stakeholder interests/conflicts, to implement regional or global business solutions should attend the Executive Camp.

Through this 3-day immersion program, you will discover new inspiration as a public affairs leader to deliver higher impact for your organization and become more effective in influencing policymakers and relevant stakeholders.



MicroCert Modules – August 25 - 27, 2025

Successfully surf the tidal wave of uncertainty

Trends and developments of the corporate public affairs function in Asia

- Geopolitical dynamics, consumer preferences and an ever-evolving supply chain landscape.
- What do these developments mean for your business?
- What core competencies do you or your team need to successfully lead?

The impact of AI and Generative AI on your business and your organization

- Explore the impacts of and opportunities created by the IoT & generative AI in corporate affairs and corporate communications

Social monitoring, social listening - essential tools and effective channels

- AI enabled social monitoring and social listening are essential tools and effective channels for corporations and government agencies.
- How should you select the right tools and channels?

Corporate brand and corporate reputation stewardship

- Corporate brand vs. corporate reputation - Why do we need to manage corporate reputation?
- How do you shape and advance the reputation of your organization? What leadership competencies and tools do you need?
- Contemporary measurement and reporting tools and governance from the Board to your CEO, stakeholders, and employees.

Issues management: tools, concepts, and systems

- Why is the issues management process a multidisciplinary competency in leading organizations?
- Understand the life cycle of issues management process and how to identify them early enough.
- Learn how to frame them, choose your arena and set the agenda to gain a headstart.

Trends and developments in stakeholder engagement

- The varied roles of 'stakeholders' vis-à-vis corporations, including rapidly evolving stakeholder expectations.
- Stakeholder relations is every business leader's responsibility. How do you effectively engage senior management through the evolution of stakeholder expectations and attitudes?

Risk and crisis communications

- Risk identification, risk prioritization and risk mitigation planning are requisite multidisciplinary core competencies for every member of the leadership team.
- What are the key principles of crisis communications planning and preparation?
- How should you build and strengthen this management discipline within your team?

Measuring, reporting and communicating value

- Why formulating, articulating and communicating the value that your function delivers is vital for you and your team's success? What are the key measurement challenges and what are the best practices in reporting and communicating the value that you and your function delivers?

Understanding Governance, Social and Environmental Risks and Impacts

- ESG risks and opportunities are prevalent for any business or organisation. Climate concerns, social sustainability and governance requirements are at the forefront of how organisations do business today, and it is critical for businesses to adapt to these new challenges.
- What are the industry norms, pitfalls, and deadly sins in operationalizing different sustainability policies and practices in n Asia businesses and supply chains?

Everyone has a great story and worldview based on their cultural backgrounds, industry domain and experiences. Through highly interactive sessions with real-life case studies, apply what you learnt, leverage insights from peers to craft solutions and grow your professional tool kits.

Centre's Faculty

The faculty is made up of:

Professor Cassian Cheung – Hong Kong University of Science & Technology

Edena Low – Chief Legal, Compliance & ESG Officer, Grobest Group & co-founder of The AdviXory

Joseph Fong – Head of Asia, The Centre & Managing Partner of Achiever Consulting Group

The Centre's Head of Asia will lead each of the modules and be responsible for the oversight and quality of this important professional development program.

Methodology

A highly interactive masterclass, where all delegates will be encouraged to engage and participate, share, and gain from each other's knowledge and experience. The Centre's MicroCert modules combine both learning concepts and hands-on experience, ensuring participants gain a deep understanding of a high performing corporate public affairs practice. The program is structured to offer a 75% focus on practical application exercises, case studies, presentations, scenario settings, individual exercises and syndicated discussions.

Executive Camp 2024



Verbatim from Class of 2024

- *It was a precious opportunity for all of us to rethink and refresh our role, reposition how we create value for the business and to the community*
- *Great platform to learn from various industries and from the faculty*
- *Way beyond my expectations. The whole program was well-structured*
- *The camp was really amazing, it gave me inspiration and proactive thinking on how to be more valuable to the company.*
- *Learnt a lot from the case studies. Gained relevant and helpful tips for my personal growth and for work*
- *All the sharing were really helpful and valuable to my work*
- *The executive camp serves as a good refresher for us – corporate affairs practitioners*

The Corporate Affairs Executive Camp 2024 had enrolment from Beijing, South Korea, Shanghai, Singapore, Taiwan and Hong Kong. The industries represented included Biotech, FMCG, Food, Energy, Global Supply Chain, Hospital, Packaged Goods, Pharmaceutical, Financial Services, ICT, Toys, Transportation and from NGOs and the Public Sector

Registration

Date and time

Start time: August 25, 2025, 9.30 AM – Day 1

End time: August 27, 2025, 5 PM – Day 3

Venue

Executive Education Classroom

3/F Lee Shau Kee Business Building

HKUST, Clear Water Bay, Kowloon, Hong Kong

Program fee

August 25 – 27, 2025

US\$2,900

Fees include coffee breaks and luncheon for the three days.

Accommodation - (not part of program cost)

Program participants can choose to stay on campus at The Conference Lodge at HKUST. The Centre can assist with reservations. <https://www.conferencelodge.hk/en/about/overview.html>

REGISTRATIONS CLOSE : JULY 10, 2025



In today's ever-changing environment, business executives are being tested in unimaginable ways. Preparing, charting, and uplifting the core competencies of the team is the responsibility of any serious functional and business leader.

This exciting journey of continuous learning will help you cultivate a different mindset that embraces the opportunities from uncertainty and rapid change.

The Centre can be your partner in transforming you and your teams to greater success. For more information, please feel free to reach out to me.

Kind regards,

Joseph Fong

Head of Asia

The Centre Asia for Corporate Public Affairs

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