

Newsletter

PRCC Shanghai World Expo & Walt Disney Company Cultural Exchange Tour

On 16th – 19th Sept, 2010, the Shanghai World Expo & Walt Disney Company Cultural Exchange Tour was successfully held by HKU SPACE Public Relations and Corporate Communications Alumni Chapter (PRCC).

During the 4-day program, the student and alumni visited a reputed international company, Walt Disney Company (Shanghai), to study its marketing and corporate communications strategies in exploring the large China market. The tour also had a valuable opportunity to visit the creative and high technology Disney English School.

With the honorable support of HKU SPACE, over 20 European and Asian pavilions in the World Expo were visited, maximizing the use of time during the short but meaningful visit. All the participants were impressed by the interactive design and exhibits of the pavilions. The tour also involved the participation of HKU SPACE Architectural Studies alumni, which was definitely a highly educational and rewarding cultural exchange tour.

HKUSPACE 公共關係及企業傳播校友會之上海世博暨華特迪士尼文化交流團完滿結束

(2010年9月16至19日) HKUSPACE 公共關係及企業傳播校友會之上海世博暨華特迪士尼文化交流團成功舉行

四天交流團為該課程之校友及學生提供了拜訪國際大型企業—華特迪士尼（上海）分公司的難得機會，探討了迪士尼如何透過市場及企業策略，成功於中國這個龐大市場上立足。交流團並參觀了極具創意及高科技互動教學之迪士尼英語學校。

在 HKU SPACE 的支持下，是次交流團短短兩天內，成功參觀了逾 20 個歐洲及亞洲大型國家展館，充分利用時間之餘更獲益良多。參加者對展館的新穎設計及獨特展品，均留下深刻印象。是次活動更邀請了 HKU SPACE 建築系之校友共同參與，絕對是一次極具有教育意義，以及豐富文化交流收穫之旅。