

Professor Rebecca CHOY

Adjunct Professor, HKU



Professor Rebecca Choy is a business entrepreneur turned serial social entrepreneur. She was a pioneer of the convention and exhibition industry in Hong Kong since the early 1980s. Before running her own business, Rebecca worked as editor of a series of books on China. Rebecca received her Bachelor of Social Sciences from Bristol University (UK) and MBA from The Chinese University of Hong Kong.

Since changing her career path over 17 years ago, Rebecca has devoted her full effort to promoting social innovation and social entrepreneurship in Hong Kong and Greater China, integrating the civic, business, social philanthropy, government, academic and professional sectors together to develop a collaborative eco-system to solve societal issues.

Rebecca is Founding Chair of Golden Age Foundation; Co-Chair of Social Enterprise Summit; Co-Founder & Vice-Chair of Education for Good; Co-Founder & Convener of Ednovators, Co-Founder of Dream Impact Hong Kong and Co-Founder of B Lab (HK & Macau). She sits on the Advisory Panel on Silver Economy of the HKSAR Government, Steering Committee Member of the Social Capital Institute of the CIIF of the HKSAR Government, Adjunct Professor of Hong Kong University, Department of Social Work & Social Administration, as well as Advisor and Executive Members of a dozen NGOs and social enterprises, including Our Hong Kong Foundation, The Chinese University of Hong Kong (Committee on Social Responsibility & Sustainable Development), Hong Kong Metropolitan University, Tung Wah College, Institute of ESG Benchmark etc. Over the years, Rebecca spares no effort in training young and Golden Age (aged 45+) social entrepreneurs in Hong Kong and the Mainland. Rebecca has published 9 books, 2 academic articles and took part in various researches and surveys. She was awarded the 2021 Hong Kong Outstanding Active Ageing Women Award, 2022 Greater Bay Area Outstanding Women Philanthropist Award and Ten Social Entrepreneurs of China 2023-2024.

She has initiated and orchestrated the following movements to bring about positive change:

- **Golden Age Movement**
Using social and business innovations to address the challenges posed by demographic changes, fostering the development of the Golden Age economy and empowering Golden Agers (people 45+) as a new force of social change.
- **Education Innovation Movement**
Engaging and synergising stakeholders in education to come up with innovative ideas for education and social entrepreneurship; regenerating the learning ecosystem and promoting a positive learning culture
- **Business Innovation Movement**
Promoting shared value, ESG and B Corps, and changing mainstream business into a driving force of social good.