



## AGENDA

### FEI CUI SESSION (update October 22<sup>nd</sup>)

**November 3<sup>rd</sup>, 2024 – 14:30 PM-15:30 PM**  
Oriental Grand Ballroom, Shangri-La Qiantan

**zoom** Details for a Zoom virtual access will be distributed closer to the meeting date.

Host: Mr. Kent Wong

14:30 **Part I.** Mission, vision and Journey Review of International FeiCui Standard

Speakers: Mr. Kent Wong & Dr. Edward Liu

14:45 **Part II.** The Core and Indispensable parts of International Fei Cui Standard Speakers: **Ms. Su Jun & Mr. Horace Leung**

15:10 **Part III.** International Promotion of Fei Cui Culture and Brand  
Speaker: **Ms. Yang Lan**

15:25 **Closing Words**  
Speaker: **Dr. Gaetano Cavalieri**

