



ADVANCING ONE HEALTH ON A GLOBAL STAGE

How Hong Kong Baptist University brought integrated health innovation to a global audience through the Global Sustainable Development Congress



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

The starting point

With strengths in areas such as **Traditional Chinese Medicine and holistic health**, **Hong Kong Baptist University (HKBU)** recognised the opportunity to bring locally rooted expertise into global SDG conversations. **The challenge was not capability, but connection:** translating specialised knowledge into solutions that resonate across regions, sectors and health systems.

HKBU joined the Global Sustainable Development Congress (GSDC) to engage consistently with global partners and contribute to long-term, collaborative progress.

The GSDC experience

At the GSDC 2025, HKBU showcased its approach to integrated and preventive health through both research and real-world application.

Key highlights included:

- **Co-creating the Wellness Zone**, bringing “exercise is medicine” to life
- **Launching the Elsevier x HKBU study** on the global landscape of Traditional Chinese Medicine
- **Engaging with academia, policymakers and industry** through cross-sector dialogue.

This blend of thought leadership and experiential engagement enabled HKBU to connect its expertise with a global audience.

The results

Participation in the GSDC led to clear outcomes:

- **Increased global engagement in Traditional Chinese Medicine**
- **Recognition of HKBU’s interdisciplinary approach in global health innovation**
- **Momentum for future collaboration: Contribution to the One Health and Well-Being Zone at GSDC 2026**

1.7M+
2025
campaign
web visitors

3,000
Brand
engagements
on-site

135+
High quality
leads
generated



“Meaningful impact is rarely achieved through one-off initiatives. It is built gradually through shared learning, trust and long-term collaboration.”

Dr Jingwen Mu

Director, Institutional Research and Strategic Planning