

非 遺

THE 4TH ICH FORUM

Digital Dissemination and Innovative Development of Intangible Cultural Heritage

Strategic Communication, Innovation, and Global Engagement in the AI Age

18–19 September 2026 | Venue: JC3 206, Jockey Club Campus of Creativity (JC3)



KEYNOTE

“Digital Soft Power of Heritage Media in the Age of AI”

Prof. Natalia Grincheva

LASALLE, University of the Arts Singapore

PROGRAMME



projects-coms.hkbu.edu.hk/ich2026

ACADEMIC-PROFESSIONAL PANEL | VENUE: COMMUNICATION AND VISUAL ARTS BUILDING CVA1022

“From Cultural Heritage to Cultural Connection”



Prof. Kwok Shing Chan

Department of Sociology,
Hong Kong Baptist University



Prof. Qian Guo

Centre for Social Sciences,
SUSTech



Karen Ng

General Manager, Corporate
Branding & Marketing, Airport
Authority Hong Kong

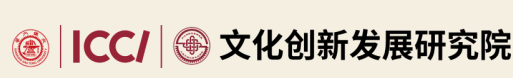


Mathias Woo

Co-Artistic Director cum Executive
Director, Zuni Icosahedron

58 Paper Presentations • 12 Thematic Panels • Opening Ceremony and Performance • ICH Field Trip

ORGANISERS



CO-ORGANISERS

