



Introduction

Hong Kong Medical Laboratory Professionals Week (MLPW) provides a unique opportunity to increase public understanding of and appreciation for the medical laboratory profession.

We are fortunate in Hong Kong to have a world-class set-up fostering world-class talent, yet all too often those of us involved in laboratory work are the unsung heroes of the medical profession. MLPW provides a platform for our professional community to come together and celebrate our achievements and the profession, and to engage with and promote to the public at large the contribution we make to society.

This year Hong Kong MLPW will run from 7th - 13th June. A media campaign, celebrity engagement and endorsement, as well as celebration activities initiated by individual participating organisations are planned. All aim to continue to further raise awareness and to celebrate the work of the many medical laboratory professionals working in our city.

We also hope Medical Laboratory Professionals Week can help foster within the profession a greater sense of community and purpose in helping people.

It is our pleasure to invite you to celebrate MLPW 2017. Happy MLPW.

MLPW 2017 Organising Committee

Resources

Downloadable resources:

- This MLPW branded packs will be provided to all supporting organisations, and will include:
 - Campaign Poster
(Please download at:
http://hkaml.org/joomla30/images/Documents/MLP2017_poster_Hi.pdf)
 - Photo prop
(Please download at:
http://hkaml.org/joomla30/images/Documents/MLPW2017_props_out.pdf)
- Your team or committee can use the provided resources in group photographs and as decorative props to place around the workplace.

Ideas for participation and celebration:

- Just be creative! Though we are here to help, the initiative is with you.
- Take your team out for a celebratory tea and submit photographs of the event. Share the photographs with your colleagues and friends on your own social media pages, and send us the photographs or comments from your colleagues as part of the campaign.
- Share with us stories from work, or comment on what makes your profession so interesting and meaningful to you. Feel free to email us at committee@hkmlpw.org.
- Receive or contribute to the MLPW newsletter, which will be distributed widely after the event.

Celebrities participating in MLPW 2017

Celebrities and key opinion leaders on social media will be invited to join and support MLPW by posting photos on their own facebook fan pages and writing of their thoughts on our profession, MLPW and what it means to them. Join them to “like” and “share” MLPW posts so the message will reach out to more people.

Below is the list of celebrities joining our celebration. Stay tuned to see their photos and share their posts!

- **Akina Fong Kin-yee 方健儀**  
TV host, columnist and actor.
- **Venus Chow Ka-yee 周嘉儀**  
Well liked former TVB news anchor.
- **Vince Ng Ka-him 伍家謙**  
Former sports anchor, and now TV host, commentator and actor.
- **Ryan Lau Chun-kong 柳俊江**  
TV host, columnist, director, commentator and actor. Ryan is also the China outreach director and the Animal Welfare Association.
- **Leila Tong 唐寧**  
Well known Hong Kong actress and advocate for animal welfare and environmental conservation.
- **Gregory Charles Rivers 河國榮**  
Popular Australian actor.
- **Chip Tsao 陶傑 (To Kit)**  
Well known columnist, broadcaster and writer.

Media Interviews

Metro Daily and HK01 will tell the stories of medical laboratory professionals to let the public know more about the profession. Stay tuned for these publication!

1. An exclusive interview with laboratory professional Mr. Andy Tsang. He will outline the daily work routine of a medical laboratory professional, detailing work such as having to do a blood cross check at night for an urgent operation.

2. An interview with specialist in reproductive medicine Dr. Milton Leong, Adjunct Professor of Obstetrics & Gynecology at McGill University (Canada) and Founding President of The Hong Kong Society of Endocrinology, Metabolism and Reproduction and medical director of an IVF clinic. He will speak on how new laboratory test such as Anti-Mullerian Hormone (AMH) helps women in fertility.

3. An interview with Professor To Ka Fai, Faculty of Medicine, Chinese University of Hong Kong. He will speak on advancement in cancer diagnostic, especially in the area of liquid biopsy, and also on the contribution of medical laboratory professionals in the development of new technology.

4. An interview with Dr. Ellie Chu, Assistant Professor in the Department of Medical Science, Tung Wah College. Dr. Ellie Chu will be sharing her thoughts on a career in clinical laboratory work and the employment opportunities for those medical laboratory professionals. She will also be outlining a new training course available offered by Tung Wah College.