

**Dear friends, supporters and participants of Dialogue in the Dark Executive Workshop.**

Many friends asked what I have learnt from transplanting a world class social enterprise to Hong Kong. The first thing I found was that there was overwhelming support from the community. This is something I never expected. People went out of their way to help by developing connections, recommending the event to friends, and soliciting better suppliers, etc. Everyone bought into the social mission and contributed generously. Secondly, I recognize a social enterprise is no different from any other enterprises. One still needs to work hard to get the business off the ground. It is important to recruit the best talents and volunteers and motivate them to give their best. It is also important to have clear and effective communication so everyone understands tasks, goals and mission.

After six months of hard work, we have sold 95% of all our available seats in 21 training sessions. With over 550 participants attending, we will set a new record in the history of DiD workshops. This achievement demonstrates Hong Kong does have the fertile soil needed for nurturing more social enterprises.

Looking ahead, DiD Hong Kong will continue to offer the executive training workshop to business and NGO communities. We will further develop various themes in management training using darkness as the medium.

With the success of our executive training workshop, we will pursue our dream to set up Dialogue in the Dark exhibition in Hong Kong. The exhibition will feature different environments such as: nature, a market, roadside, and a bar- all in total darkness. Visually impaired guides will lead participants to explore these environments without the sense of sight. The change of roles between the sighted and the visually impaired will promote understanding of the ability of the latter and hopefully will be able to expand their job opportunities. The Dialogue in the Dark exhibition is perfect for general education programs for schools. The existence of such an exhibition would help school kids to appreciate diversity early on in their life. The exhibition could also be a unique program for tourists and the general public in Hong Kong.

The major obstacle in establishing the exhibition is the expensive rental cost in the convenient areas in Hong Kong. We hope through the reputation we have built up through our executive workshops, we will be able to secure support from government or business sectors to fulfill our dream.

Our success depends on your support. Please feel free to contact us if you are interested in using the Dialogue in the Dark concept in your training program, or give us advice in setting up future exhibition. Your contribution will be highly appreciated. Please contact us at [DiDhk.info@gmail.com](mailto:DiDhk.info@gmail.com) or call us at 28910438.

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