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新聞稿 PRESS RELEASE

Cooperation Between the Chinese University and the University of  
Pittsburgh: Executive MBA Asia Advanced Management Programme

The Asia Pacific Institute of Business and the Faculty of Business Administration at The Chinese University of Hong Kong are jointly organizing an Asia Advanced Management Programme for thirty-nine Executive MBA students of the University of Pittsburgh from Monday, April 22 to Friday, April 26, 1991.

The objective of the five-day programme aims at familiarizing the participants with business opportunities and developments within the Asia-Pacific region. Opportunities will also be provided for examining the financial, marketing and management practices within Hong Kong and China.

The first four days of the programme will consist of classroom activities made up of lectures, case-studies, field visit, and panel discussions at CUHK's MBA Town Centre Facility in Tsimshatsui. To enhance the participants' understanding of developments in China, the last day of the programme will be reserved for a group tour to Shenzhen, PRC to visit a joint venture production facility.

The programme will be conducted not only by experienced faculty members from Faculty of Business Administration at the Chinese University, but also twelve key executives from the local business community including Mr Gordon Wu, Managing Director of Hopewell Holdings Limited, Dr K K Tse, General Manager of Shui On Investment, Dr Daniel Ng, Managing Director of McDonald's Restaurants (HK), Mr Barry Wain, Editor of Asian Wall Street Journal and Mr Andrew Ma, Assistant Director of Hong Kong Trade Development Council. This combination provides academic richness and practical relevance to the programme.

(For further enquiries, please contact Dr Henry Mok at telephone 6952772 or 6952078).

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April 15, 1991

Attachment: Programme of the Executive MBA Asia Advanced Management Programme