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新聞稿 PRESS RELEASE

Dear Editor,

Managing Cultural Differences Workshop

A Managing Cultural Differences Workshop co-sponsored by the Asia-Pacific Institute of Business, The Chinese University of Hong Kong and Mass Transit Railway Corporation will be held in Silver Ballroom, the Hong Kong Sheraton Hotel from 9 am to 5 pm on Friday, December 14, 1990. The aim of the workshop is to provide an active forum for the mutual exploration of issues related to managing and conducting business in cross-cultural and multi-cultural settings.

The keynote speaker, Professor Geert Hofstede, Professor of Organization Anthropology and International Management, University of Limburg, The Netherlands, is a world-renowned expert in the area of cross-cultural management. Senior officers of international corporations in Hong Kong including representatives from MTR and American Chamber of Commerce will also be invited to share their experience in managing staff of different cultural backgrounds.

Dr Japhet S Law, Executive Director of Asia-Pacific Institute of Business, will deliver the opening speech and Mr Patrick G Maule, Personnel Director of the MTR Corporation, the closing speech.

You are cordially invited to send a reporter and/or a cameraman to cover the Workshop. Should you need further information on the above, please do not hesitate to call Mrs Alice So of the Information Office (Tel: 6952359).

Clara Lee (Mrs)  
Information Officer

Encl: Programme of the Workshop