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# 新聞稿 PRESS RELEASE

## 零售市場學研討會

香港中文大學亞太工商研究所將於十二月三至四日舉行一個零售市場學研討會，是次研討會為該研究所行政人員市場學系列研討會其中之一。該研討會系列旨在為行內人士介紹最新的市場拓展概念和技巧，包括如何滿足客戶的需求，以爭取持久的競爭優勢。內容力求緊湊，參加者可互相交流經驗，並將研討的概念在日常工作上應用。

是次研討會將由美國華盛頓大學零售市場學講座教授顏至臻主持。顏至臻教授應中文大學邀請以「王澤森國際傑出教授」身份，出任該校的市場學系教授。他專長於零售業、分銷模式和市場管理等三方面的研究。

此外，另有兩個研討會「推銷技巧」及「市場拓展的財務控制」，將分別於明年一月十四至十五日及二月十二至十三日假金鐘太古廣場會議中心舉行。費用每位三千二百元。有興趣者可致電六零九七八零零向湯麗儀小姐查詢。

一九九二年十二月二日

TO NEWS EDITOR  
FOR IMMEDIATE RELEASE

DEC 2, 1992

### WORKSHOPS FOR MARKETEERS

To help marketeers sharpen their skills, the Asia-Pacific Institute of Business of The Chinese University of Hong Kong is organising a series of two-day workshops on retail marketing, selling skills and financial controls.

Participants will have the chance to learn the latest marketing concepts and techniques, and new ways of meeting the changing customer needs in order to gain a lasting competitive advantage.

Intensive and highly-interactive, the workshops encourage participants to share their experience and apply the concepts to problems at work. Each workshop will be led by an expert in the respective field.

The Retail Marketing Workshop on December 3 and 4, will be conducted by Professor Charles Ingene, Nordstrom Professor of Retail marketing from the Graduate School of Business Administration of the University of Washington. Professor Ingene specialises in retailing, distribution channels and marketing management. He is currently teaching at The Chinese University as the Wilson T.S. Wang Distinguished International Professor.

The workshops on "Selling Skills" and "Financial Controls for Marketers" will take place on January 14-15, and February 12 & 13, 1993 respectively.

The fee for the workshops, to be held at the Pacific Place Conference Centre at Admiralty, is HK\$3,200 per participant.

Interested parties may call Ms Jane Tong at 609 7800 for more information.