

香港中文大學  
THE  
CHINESE  
UNIVERSITY  
OF  
HONG  
KONG

查詢電話  
ENQUIRY  
TELEPHONE  
NUMBER  
6035592



新聞稿 PRESS RELEASE

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

An Asia Advanced Management Programme entitled ASIA-PACIFIC CHALLENGE (HONG KONG AND CHINA) will be held in Hong Kong for thirty-seven Executive MBA students of the University of Pittsburgh to enhance their understanding of the various aspects of business and management practices in Hong Kong and Southeast Asia.

The programme, jointly organized by the Asia-Pacific Institute of Business and the Faculty of Business Administration of The Chinese University of Hong Kong, will run from April 13 to 16, 1992, at the MBA Town Centre of the university in Tsimshatsui East.

The four-day programme will consist of classroom activities including lectures, case-studies and panel discussions. Opportunities will also be provided for participants to examine some of the critical issues related to China's economic reform and business environment. In addition, a visit to a joint venture production factory in Shenzhen will be organized after the programme to acquaint participants with recent developments in China.

The programme will be conducted by members of the Faculty of Business Administration at the Chinese University, key executives from the business community and senior government officials. The organizer has especially invited Mr John Kamm to speak on "Hong Kong-China-US Relations" at a luncheon meeting. This unique combination of faculty members and business practitioners will provide academic richness and practical relevance for the programme.

Enquiries about the programme can be directed to The Asia-Pacific Institute of Business at 609 7800 or 722 5808.

April 12, 1992

Attachment: Programme of Activities for the Asia Advanced Management Programme