

新聞稿 PRESS RELEASE

TO BUSINESS EDITOR
FOR IMMEDIATE RELEASE

JULY 10, 1993

AMERICAN EXECUTIVES HEAD EAST FOR LESSONS

Thirty American business executives, enrolled in an Asia Advanced Management Programme, arrived today for a week-long visit to Hong Kong and Shenzhen to acquire a better understanding of business operation in the Orient.

The programme is organized by the Asia-Pacific Institute of Business of the Chinese University of Hong Kong as part of the Executive MBA programme offered by the College of William and Mary in the United States.

Running from July 12 to 13 at the Chinese University's MBA Town Centre, the programme comprises lectures, case studies and panel discussions. China's economic reform and business environment will be one of the critical issues to be highlighted. Participants will also visit a joint-venture factory in Shenzhen to acquire a first-hand experience of Chinese-style management.

The programme will be conducted by members of the Faculty of Business Administration at the Chinese University, and key executives from the business community. This unique combination of faculty members and business practitioners will provide academic richness and practical relevance for the programme.

For press enquiries, please contact Mrs. Shirley Kwok of the Chinese University's Information Office at 609-7294.