

新聞稿 PRESS RELEASE

TO BUSINESS EDITOR
FOR IMMEDIATE RELEASE

September 6, 1993

AMERICAN EXECUTIVES HEAD EAST FOR LESSONS

Seventy American business executives, enrolled in an Asia Advanced Management Programme, arrived today for a week-long visit to Hong Kong and Guangzhou 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 University of Southern California in the United States.

Running from September 6 to 11, 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 two joint-venture factories in Guangzhou 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.

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