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新聞稿 PRESS RELEASE

Conference on Global Business Opportunities for Entrepreneurs

The MBA Programmes, the MBA Alumni Association, the Three Year MBA Association and the Asia-Pacific Institute of Business of The Chinese University of Hong Kong will jointly organize a Conference on "Global Business Opportunities for Entrepreneurs" on Saturday, July 11, 1992 from 8 am to 5 pm at the Hong Kong Victoria Hotel.

Hong Kong, as the southern gateway of the PRC and pivotal centre in the Asia-Pacific rim, has always been trade-oriented and has its success on the entrepreneurial skills of its people. As the world is becoming more integrated, there will be more new doors for international trade, which will provide new global opportunities for Hong Kong. The Conference aims at exploring these new business opportunities for the local businessmen and entrepreneurs.

The Conference will bring together eminent scholars and business leaders including Dr Victor Fung, Chairman of the Hong Kong Trade Development Council and Professor Mun Kin-chok, Dean of the Faculty of Business Administration, The Chinese University of Hong Kong. They will share their experience on how to build up global business and identify foreign market challenges and opportunities. Foreign market penetration strategies will also be discussed.

The Conference will focus on three regional markets -- the China market, the markets in the Asia-Pacific Region including Japan, and the US-European markets. Speakers will share their successful entrepreneurial experience in these markets.

The Conference will be conducted in Cantonese. The public are welcome to join. The Conference fee is HK\$380 including a light breakfast, coffee/tea breaks and lunch at the hotel and conference materials. Registration will close on June 30, 1992. Registration forms are available at the Chinese University's MBA Town Centre at Room 308, East Ocean Centre, 98 Granville Road, Tsimshatsui East. Interested parties may contact Ms Lee at 609 7783 for further details.

June 11, 1992