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AMERICAN EXECUTIVES LOOK FOR CLUES TO MEET ASIA-PACIFIC CHALLENGE IN HONG KONG

Thirty-three Executive MBA students of the University of Pittsburgh in U.S. will head for Hong Kong next week to participate in an Asia Advanced Management Programme entitled Asia-Pacific Challenge : Hong Kong and China.

The programme -- jointly organized by the Asia-Pacific Institute of Business of The Chinese University of Hong Kong (CUHK) and the University of Pittsburgh -- is the sixth-year cooperation between the two universities. Its objective is to provide participants with a meaningful exposure to the various aspects of business and management practices in Hong Kong and Southeast Asia. Critical issues related to China's economic reform and business environment will be examined.

The programme will run from April 18 (Monday) to 21 (Thursday). It will consist of classroom activities made up of lectures, and panel discussions at CUHK's MBA Town Centre in Tsimshatsui East. To enhance the participants' understanding of the developments in China, a visit will be arranged for participants to a joint venture production facility in Shenzhen.

The programme will be conducted by experienced faculty members from the Faculty of Business Administration at CUHK, and eight key executives from the business community and the government.

For press enquiries, please contact Ms Annie Lam (6098896) or Mrs Shirley Kwok (6098897) of the Chinese University's Information and Public Relations Office.