

# 新聞稿 PRESS RELEASE

## 推銷技巧研討會

香港中文大學亞太工商研究所將於一月十四至十五日舉辦「推銷技巧研討會」，是次研討會為該研究所行政人員市場學系列研討會其中之一。該研討會系列旨在為行內人士介紹最新的市場拓展概念和技巧，包括如何滿足客戶的需求，以爭取持久的競爭優勢。內容力求緊湊，參加者可互相交流經驗，並將研討的概念在日常工作上應用。

是次研討會將由亞太工商研究所所長史泰倫博士主講。史博士專研市場學，任教香港中文大學達十七年，其間曾為東南亞多間跨國公司擔任顧問工作。

研討會將於一月十四至十五日假金鐘太古廣場會議中心舉行。費用每位三千二百元。報名查詢可致電六零九七八零零湯麗儀小姐。

一九九三年一月五日

新聞界查詢，請致電中大新聞聯絡處郭許舜莉女士（六零九七二九四）或林兆玉女士（六零九七二六七）。

TO NEWS EDITOR  
FOR IMMEDIATE RELEASE

Jan 5, 1993

### WORKSHOPS FOR MARKETEERS

To help marketeers sharpen their skills, the Asia-Pacific Institute of Business of The Chinese University of Hong Kong is organising a series of two-day workshops on marketing.

Participants will have the chance to learn the latest marketing concepts and techniques, and new ways of meeting the changing customer needs in order to gain a lasting competitive advantage.

Intensive and highly-interactive, the workshops encourage participants to share their experience and apply the concepts to problems at work. Each workshop will be led by an expert in the respective field.

The Workshop on Improving Your Selling Skills, led by Dr. Charles Steilen, will take place on January 14 and 15. Dr. Steilen, Executive Director of the Asia-Pacific Institute of Business, has been teaching marketing at the Chinese University of Hong Kong for 17 years. He has also been consultant for various multinational corporations in the Southeast Asia region.

The fee for the workshops, to be held at the Pacific Place Conference Centre at Admiralty, is HK\$3,200 per participant.

Interested parties may call Ms Jane Tong at 609 7800 for more information.

For press enquiries, please contact Mrs Shirley Kwok (6097294) or Ms Annie Lam (6097267) of the Chinese University's Information Office.