



- 編號: SEM32-08-2016-SMTA  
 名稱: 「中小企財務管理系列：從財務和稅務去看經營策略」工作坊
- 目的: 善用財務及稅務知識是提升中小企業經營能力的重要一環。此工作坊旨在讓參加者：  
 • 認識如何能透過財務月結去瞭解自己強弱勢，並適時調整策略，以及  
 • 瞭解合法的節稅方案
- 內容: 1. 造好收支預算，切實執行；  
 2. 完善記賬制度，取信各方；  
 3. 分析會計資料，認清強弱；  
 4. 調整經營策略，捨短取長；  
 5. 申領政府資助，補充財力；  
 6. 瞭解節稅方案，合法報銷；  
 7. 使用電子廣告，廣泛宣傳。
- 適合人士: 本澳中小企業經營人士
- 主講者: 梁金泉核數師  
 • 於 1979 年創立梁金泉會計師事務所，於 2011 年與梁雁萍核數師合作成立京澳會計師事務所  
 • 除了執業核數師外，還現任澳門核數師會計師公會會長、澳門經濟發展委員會成員、澳門民政總署監察委員會委員、澳門科學技術發展基金監事會監事，以及公共房屋事務委員會成員等
- 合辦機構: 永利渡假村(澳門)股份有限公司(主辦)、澳門生產力暨科技轉移中心(承辦)
- 名額: 50
- 語言: 廣東話
- 日期: 2016 年 8 月 13 日(星期六) <截止報名日期: 2016 年 8 月 10 日>
- 時間: 下午 2 時 30 分至 5 時 30 分
- 費用: 免費
- 地點: 澳門生產力暨科技轉移中心總辦事處 - 演講廳  
 (新口岸上海街 175 號中華總商會大廈 7 樓)
- 網上登記: <http://www.cpttm.org.mo/seminars>

登記及查詢:	總辦事處	澳門上海街 175 號中華總商會大廈七樓 Tel: (853) 2878 1313 Fax: (853) 8898 0853
電子郵遞: <a href="mailto:training@cpttm.org.mo">training@cpttm.org.mo</a>	成衣技術匯點	澳門漁翁街海洋工業中心第二期十樓 Tel: (853) 8898 0701 Fax: (853) 2831 2079
	數碼匯點	澳門馬統領街廠商會大廈三樓 Tel: (853) 8898 0601 Fax: (853) 2837 3085



CODE: SEM32-08-2016-SMTA

TITLE: Workshop Series on Financial Management for SMEs: Managing Your Business Strategy from a Financial and Tax Perspective

OBJECTIVE: A working knowledge of financial management and taxation is important for the capacity-building of SMEs. Through this workshop, participants will acquire an understanding of:

- how to make use of monthly financial reports to identify the strengths & weaknesses of their business and adjust the operational strategy accordingly, and
- how to save tax legally

CONTENT:

1. Make a sound revenue & expenditure budget and have it implemented effectively;
2. Improve the book-keeping system to win the trust of different stakeholders;
3. Analyze accounting information to find out the strengths and weaknesses;
4. Adjust the operational strategy, capitalize on the opportunities and reduce the threats;
5. Make use of government subsidies to supplement financial capacity
6. Understand tax-saving schemes and apply them legally;
7. Utilize digital advertising to broaden the reach.

DESIGNED FOR: Owner-managers of local SMEs

SPEAKER(S): Mr Leong Kam Chun (Auditor)

- Founder of Leong Kam Chun and Co. since 1979. Mr. Leong partnered with Ms. Leong Ngan Peng to form Keng Ou CPAs in 2011
- Apart from being a practising auditor, Mr. Leong's current roles include: The President of the Macau Society of Accountant; Member of the Economic Development Committee of Macau; Member of the Supervisory Committee of the Civic and Municipal Affairs Bureau; Member of the Supervisory Committee of The Science and Technology Development Fund of Macau; Member of the Public Housing Committee etc.

ORGANIZED BY: Wynn Resorts (Macau), S.A (Principal Organizer)  
Macau Productivity & Technology Transfer Center (Co-organizer)

NO. OF SEATS: 50

DATE & TIME: August 13, 2016 (Saturday), 2:30 p.m. - 5:30 p.m. <Deadline for Registration: Aug 10, 2016>

LANGUAGE: Cantonese (handouts in Chinese )

FEES: Free of charge

VENUE: CPTTM Head Office auditorium (Rua de Xangai 175, Edf. ACM 7 Andar, Macau)

ONLINE REGISTRATION [Http://www.cpttm.org.mo/seminars](http://www.cpttm.org.mo/seminars)

REGISTRATION & ENQUIRY:  E-mail: cpttm@cpttm.org.mo	<b>Head Office</b>	Rua de Xangai 175, Edf. ACM, 7 andar Tel: (853) 2878 1313 Fax: (853) 8898 0853
	<b>House of Apparel Technology</b>	Rua dos Pescadores, Ed. Ind. Ocean, Fase II, 10 andar Tel: (853) 8898 0701 Fax: (853) 2831 2079
	<b>Cyber-Lab</b>	Rua Comandante Mata Oliveira, Ed. Associacao Ind. 3 andar Tel: (853) 8898 0601 Fax: (853) 2837 3085

~ The organizer reserves the right to cancel the seminar or modify its topic, content and/or speaker without prior notice. ~