



DIR/003 (E)

CODE: SEM3-02-2015-SMTA

TITLE: Seminar on Service Industry: How international certification enhances the competitiveness of your company?

CONTENT:

1. Challenges that Service Sector Encounter
2. The Improvement of Services Quality with the co-ordination of Human Talent Department
3. Market Strategy and Reputation
4. Implementing Mystery Shopper audit and some concerns
5. Successful Case sharing

DESIGNED FOR:

- The seminar is set for all stakeholders engaging in the service industry, in particular, the seminar would benefits parties who are holding position of Sales Directors and/or Managers, Human Resources and Training Managers.
- Individuals interested in learning about the above topics

SPEAKER(S):

- 1) Representatives from the SGS Hong Kong Ltd.;
- 2) Representative from the Suncity Group .

ORGANIZED BY: Macau Productivity and Technology Transfer Center (CPTTM)

NO. OF SEATS: 80 LANGUAGE: Cantonese

DATE: 04/02/2015(Wednesday) TIME: 15:00-17:00

FEES: Free of charge REGISTRATION DEADLINE: 02/02/2014(Mon)

VENUE: Rua de Xangai 175, Ed. ACM., 7 andar, Macau – Auditorium

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 alter the topic/content/speaker of the seminar programme without prior notice.