

澳門生產力暨科技轉移中心  
CENTRO DE PRODUTIVIDADE E TRANSFERÊNCIA DE TECNOLOGIA DE MACAU  
MACAU PRODUCTIVITY AND TECHNOLOGY TRANSFER CENTER

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# 2020 年報 Annual Report

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註 Notes:

i. 年報的內容以中文為準，英文譯本只供作參考。

This Annual Report is a document in Chinese. The English translation is provided for reference purpose only.

ii. 營運報告經 2021 年第一次社員大會通過。

The Operation Reports have been adopted by the first General Assembly of 2021.





# 1

## 簡介

Introduction



## 1.1 背景及使命

澳門生產力暨科技轉移中心成立於 1996 年，是一個由澳門政府及民間合辦的非牟利組織，多年來一直本著協助本地企業提升生產力及競爭力、優化本地人力資源質素的宗旨來開展各項工作。

中心專注於提供優質服務，亦致力履行及推動社會責任。對內方面，中心投放相當資源去建設一個學習型的組織，讓員工可作多元化的發展。為促進本澳經濟的可持續發展，在協助本地人士及機構提升競爭力的同時，亦不忘推廣工作倫理、企業社會責任及培育新生代的環境保護意識。

## 1.2 功能

中心現階段已發展成為一個集專業培訓、考試，以及企業管理和技術諮詢的綜合性服務機構；工作方向包括全面推進中小企業支援服務、支持青年創業、協力推進經濟多元化發展、推廣資訊科技應用、支援推動服裝業界的發展、提升企業的經營管理和技術水平，以及支援本地企業把握區域合作發展的機遇。

為配合特區政府的產業適度多元化策略、協助本地企業更好掌握經濟變化所帶來的機遇，中心強化了各服務單位在管理和技術上所提供的諮詢服務，例如成衣技術應用、資訊科技應用、中小企業顧問中介、管理營商諮詢，以及標準搜尋和訊息傳播等。

## 1.1 Background and Mission

The Macau Productivity and Technology Transfer Center ("CPTTM") is a non-profit organization established in 1996, formed jointly by the Macao Government and the private sector. Over the years, CPTTM has been working toward the mission of assisting local enterprises to enhance their productivity and competitiveness and optimizing the quality of local human resources.

CPTTM is dedicated to providing quality services, as well as to performing and promoting social responsibilities. Internally, it has been investing a considerable amount of resources into the building of a learning organization so as to enable diversified development of the staff. Externally, in an effort to promote sustainable economic development in Macao, while assisting local individuals and enterprises to sharpen their competitive edge, CPTTM is committed to promoting work ethics and corporate social responsibilities and cultivating the awareness of environmental protection among the new generation.

## 1.2 Functions

CPTTM has grown into a comprehensive provider of services in professional training, examination, as well as corporate management and technology consultation; its work is oriented towards furthering all-around support services for small- and medium-sized enterprises (SMEs), encouraging youth entrepreneurship, making concerted efforts to foster economic diversification, promoting application of information technology, facilitating the development of apparel industry, enhancing the level of enterprise management and technology, as well as supporting local enterprises to seize the opportunities brought about by regional cooperation.

In an effort to support the strategy of the MSAR Government for adequate industry diversification and assist local enterprises in capitalizing on the opportunities brought about by economic developments, CPTTM has further expanded the management and technology consultation services of its various departments, for example, the application of apparel technology and information technology, intermediary service for SMEs, advisory service on enterprise management and operation, as well as standards search and information dissemination.

中心現設有四個提供對外服務的單位，分別是：

CPTTM has four departments providing services to the public, namely:



中心除了提供實務與前瞻性並重的專業培訓課程和考試外，還經常舉辦其他類型活動，例如研討會、工作坊、展覽會、技能競賽及考察交流團等。

Apart from providing practical and forward-looking professional training courses and examinations, CPTTM also frequently organizes other types of activities, such as seminars, workshops, exhibitions, skills competitions and study tours, etc.





# 2

## 營運報告

Operation Reports



## 2.1

## 主席報告

2020 年是充滿挑戰的一年，在新冠肺炎疫情的影響下，中心的各項工作尤其是對外服務，受到不同程度的影響。疫情初期，課程和研討會曾一度停辦，及後按衛生指引縮減每班學員名額至一半，直至九月才重辦大規模的考試；組織本地中小企到境外參展等活動則基本停辦。儘管疫情之下工作面對多種困難，中心不斷尋找新的工作模式，積極探索新的發展方向，持續推進各項工作，尤其在推動本澳資訊科技普及化、提升社會整體資訊科技素養方面。中心積極配合特區政府的施政方針，以靈活彈性的方式提供多元化服務，推動行業發展和支持中小企逆境求存，同時運用不同的資訊科技手段，優化人力資源素質和企業管理水平。2020 年，中心各部門充分合作，在全體同仁的付出和努力下，工作取得了一定成效，以下將分為五個方面向各位匯報。



## 1. 優化人力資源素質

2020 年，中心在四個專業範疇<sup>1</sup> 提供共 858 個培訓項目（課程及研討會 / 工作坊），錄得學員人次 17,861 名<sup>2</sup>，共計 15,594 學時。去年，中心共錄得 538 個機構委託培訓項目，學員人次佔總人次 69.6%。由於受到疫情影響，機構委託課程大幅減少，整體數字與 2019 年相比，培訓項目、學員人次和培訓時數均錄得約三成的跌幅，當中，培訓項目下跌了 30.9%，學員人次下跌了 26.7%，培訓項目時數下跌了 28%。

疫情下，在家辦公、遙距辦公、線上會議之需求大增。為此，中心於去年開辦了六次“視像會議及線上教學”課程，協助中小企利用資訊科技，隨時隨地舉行線上會議，維持業務運作；

而中心部分需要香港導師授課的課程 / 研討會，亦在達到應有學習效果的前提下，改為以線上形式進行。

中心繼續提供“行業發展培訓系列課程”<sup>3</sup>，以提升行業團體及機構僱員之專業能力；繼續推出“行業綜合競爭力提升計劃”，由中心提供課程籌組服務和資助方案，以促進不同團體為其會員組織培訓，提升其企業管理、營運能力和技術水平。此項計劃的申請個案呈增加趨勢，由 2019 年的 10 宗增至去年的 21 宗<sup>4</sup>，反映業界態度漸趨積極，尤其在新冠疫情緩和後，行業團體更加緊部署，在這段期間加強其中小企業會員的培訓。



除了協助現有的中小企業優化人力資源素質外，中心繼續為中學、大專院校和青年團體提供有關青年職業技能、生涯規劃及就業技巧培訓，包括與勞工事務局合作，新增“職前綜合輔導課程”、“青少年技能推廣計劃”的課程、“就業導向帶津培訓計劃”的課程等<sup>5</sup>；又為特別群體組織培訓項目，包括繼續進行“失業人士免費報讀計劃”和新增“漁民休漁期培訓計劃”的課程。

在認證考試方面，受疫情影響，較大規模的考試於上半年處於停頓狀態，至9月才恢復開辦，全年報考中心各類型公開及專業考試的人次共3,258名<sup>6</sup>，比前一年下跌了約39%。年內新增的考試有：全球風險專業人士協會(GARP)的“金融風險管理師認證考試(FRM)”及“能源風險管理師考試(ERP)”、國

際泌乳顧問考試委員會的“國際認證泌乳顧問考試(IBCLC)”等。此外，由於部分資格證書於去年底退出國家職業資格目錄<sup>7</sup>，當中包括中式烹調師、西式烹調師、中式麵點師、西式麵點師認證考試等，中心爭取在退出前進行最後一輪考試，共錄得考生109人次。

原定於去年1月下旬進行的“第12屆澳門學生Office軟件技能比賽”及“第7屆澳門大專學生多媒體設計軟件技能比賽”，延至5月上旬大專院校及中學復課後才啟動。兩項比賽的參賽人數為歷屆最多<sup>8</sup>。然而，主辦方Certiport取消舉辦2020年度的全球大賽，故優勝學生未能像以往一樣，被推薦前往美國參加全球大賽。



## 2. 提升初創及現有企業的管理水平

受經濟及科技發展局委託，中心於去年積極配合“特色店計劃”，以個別企業諮詢及互動研討會/工作坊的形式，為100家商戶提供輔導式培訓方案。至去年年底，中心已完成澳門中南區49家特色店的企業諮詢服務，亦舉行了“新經濟下零售及餐飲企業主的策略應對”工作坊及“大眾點評廣告攻略”研討會，餘下商戶的諮詢服務和四場研討會/工作坊(共六場)將在今年第一季相繼展開。

為了強化有志創業人士的經營知識及技巧，中心持續開辦青年創業啟蒙培訓課程，包括支援“2020青年創業創新培育計劃”，首次採用結合“個案分析及輔導”和“Pitching技巧工作坊”

的形式<sup>9</sup>，為“全澳青年創業創新大賽”兩個組別提供創業創新Startup工作坊。另一方面，至5月才復課的“創業精要系列”<sup>10</sup>和“創業／中小企經營系列”<sup>11</sup>課程報名十分踴躍，多個課程出現額滿的情況。這兩個系列共開辦了56個培訓課程，有966名學員報讀。

中心與澳門廠商聯合會合辦的“M嘜”澳門產品優質認證計劃，於去年錄得13個申請個案，比2019年上升約44.4%。此計劃自2018年9月啟動以來，至去年年底，一共收到了25宗申請和發出了18張證書，主要為食品和保健食品類別。“M嘜”推廣工作方面，目前已取得五家綜合旅遊休閒企業的支持，逐



步推動其中小企供應商考取“M 嘜”產品認證<sup>12</sup>；另外，亦配合廠商會青年委員會“M 嘜推廣小組”的工作，持續向澳門廠商講解“M 嘜”產品認證申請須知。

中心作為本澳唯一推廣及資助企業考取國際管理系統認證(ISO)的本地機構，2020 年錄得共 63 個申請個案<sup>13</sup>，比前一年上升 57.5%。至年底，本澳企業累計考獲國際管理認證達 470 張。為了更多元化地發佈有關標準管理系統、認證及檢測之訊息，中心除了定期在報章欄目刊登外，“營商動力”節目亦以

ISO 管理標準應用為主題拍攝短片，以及增添“ISO 一分鐘”的環節。此外，還舉行研討會及講座<sup>14</sup>，積極推廣相關資訊。

中心持續為個別企業提供管理諮詢及技術支援服務，2020 年共處理了 116 個諮詢個案<sup>15</sup>，比前一年增加了 16%，主要是與設施管理相關的企業提出諮詢，而產品檢測 / 認證的諮詢主要和口罩生產有關。代送外檢測服務方面，中心於去年一共處理了 2,201 個檢測申請個案<sup>16</sup>，比前一年上升約 7.2%。

### 3. 重點為中小企提供支援服務

一直以來，中心配合特區政府的施政目標，積極做好支援本地中小企發展的工作。去年，中心繼續和經濟及科技發展局合作，處理中小企業安裝防浸升降台、防洪門及水泵兩項資助計劃的申請。直至年底，中心共收到 703 宗<sup>17</sup>防浸升降台和 3,527 宗<sup>18</sup>防洪門及水泵的申請，現時兩項資助計劃的審批工作已接近完成。

為了協助中小企應對新業態，中心於去年新增了“中小企數碼轉型講座”，邀請了數碼營銷專家進行三場講座<sup>19</sup>，向中小企業分享案例和自身經驗，以協助他們理解從傳統營運模式向數碼方向轉型需作的準備。

中心繼續發揮義務顧問團隊的作用，向求助企業或個人提供諮詢服務。2020 年共處理了 81 宗服務個案，包括中小企業中介 / 顧問服務、《澳門日報》中小企服務平台及中小企採購專欄的

個案；又繼續透過電視節目“營商動力”、《澳門日報》專欄、手機軟件“SME360”<sup>20</sup>等渠道，讓中小企更簡易地獲得政府發佈的與中小企有關的資訊，並為大企業和中小企提供了良好的溝通平台。

應澳門物品編碼協會請求，中心於去年協助處理澳門產品目錄資訊電子平台的產品資料錄入工作，以推廣本澳約 200 家會員公司的品牌和產品，及配合國際物品編碼協會 (GS1) 建設全球產品註冊平台的重大工程，履行作為 GS1 成員的義務。

在加強區域合作方面，中心作為粵港澳大灣區生產力促進服務聯盟的發起單位之一並擔任副理事長單位，繼續積極參與聯盟工作。去年年底，中心接待了廣東省生產力促進中心代表團的到訪，和向澳門企業推廣由中國生產力促進中心協會舉辦的“生產力促進獎”<sup>21</sup>。







#### 4. 推動資訊科技行業發展

疫情令我們感受到科技應用在日常生活中變得極為重要，因此，中心更積極地推動資訊科技在各行業中的實際應用。2020年，合共提供了183個資訊系統及科技類課程<sup>22</sup>，學員達2,821人次；VUE考試中心為468名考生提供了證照考試服務，比上年增加4%。

除了持續透過提供多元化的課程、培訓及考試服務向中小企推廣資訊科技的應用外，中心還舉辦或組織參加各類比賽<sup>23</sup>，以提升青少年對科技的興趣和技能。其中，2020年度的港澳青少年網絡技能競賽改為以線上形式進行，初賽後，成績最好的20名中學生在中心進行賽前強化課程，最後於決賽中共奪得6金、1銀、5銅、4優異獎的佳績。

在最新資訊科技推廣及應用方面，中心因應疫情下的新趨勢，舉辦了三期不同的工作坊，主題包括“遠端辦公軟件介紹”及“平板電腦工作術”，藉此傳授資訊科技工具的應用技巧，並把所有工作坊上傳至中心的YouTube頻道供大眾觀看，反應十分熱烈。

中心繼續配合“區塊鏈開放平台 - 數碼文憑項目”的進行，利用區塊鏈技術，開發可驗證的學生電子證書功能，為未來無紙化電子證書、區塊鏈技術推廣、教務電子化等工作方向鋪路。預計項目正式推出後將整合至中心的學員資料庫系統，便於同事操作。





## 5. 推動時裝設計行業發展

中心持續以多元的方式去發掘及培養多元創意產業範疇的新生力量，包括：開辦課程<sup>24</sup>，以培養更多青年人投身行業；提供認證考試和培訓<sup>25</sup>，提高行業素質；組織學員參與境內外比賽<sup>26</sup>、舉辦各項線上講座<sup>27</sup>、展覽<sup>28</sup>、比賽<sup>29</sup>等，為時裝及創意設計領域儲備人才，推動本澳時裝設計行業的發展。

因應社會的發展趨勢及市場需求，中心於去年共開辦了 120 個時尚創意類課程，約 1,402 人次報讀。課程主要分為三個領域，分別是服飾設計及製作、形象設計和商品展示及營銷，當中包括受政府部門及機構委託<sup>30</sup>的課程，如與勞工局合辦的“帶津培訓”課程（美髮造型入門實務課程），為教育及青年發展局在路環石排灣 CN6A 地段的職業技術教育活動中心提供時裝、舞台、形象設計及文創產業範疇課程及供應設備等。去年，中心更首次與本澳國際品牌零售商 DFS COTAI LIMITADA 合作，開辦了“防曬及歐美潮流彩妝分享”工作坊，以提升化妝美容從業員的專業知識，讓旅客來澳時可享受更高水平的服務。

為協助本澳時尚品牌採取多元化的經營模式，實現數字化轉型升級，中心於去年開辦了網上營銷課程之“抖音應用與技巧課程”，報名情況踴躍，日後計劃籌辦更多有關網上營銷的課程。

2020 年，中心繼續和澳門貿易投資促進局合辦大型品牌活動

“澳門服裝節 2020”。服裝節假澳門威尼斯人展館 A 與第 25 屆“澳門國際貿易投資展覽會 (MIF)”同期舉行。因疫情關係，服裝節的焦點集中在大灣區重點城市，邀請深圳、廣州、香港及澳門地區的時裝設計師參與“開幕式暨時尚匯演”。本屆服裝節共舉辦了 11 場專業時裝表演，共 29 個設計師參與，更首次增設銷售專區“精品廊”，讓本澳中小企現場進行零售及宣傳推廣，吸引了 5,748 人次進場參觀，較 2019 年同期上升了約 50%。

不少國際性時裝週於去年改為以線上形式舉行。中心組織了 5 個本地品牌參加“中國國際時裝周”的線上活動，是次活動透過多個宣傳媒體的點擊率達 5,300 萬，宣傳效果理想；此外，又聯絡了 10 個本澳時裝及配飾品牌參加“CENTRESTAGE”長達一年的線上平台宣傳推廣。

秉持為時裝及創意相關人士實踐創作意念的理念，中心持續提供行業技術支援服務<sup>31</sup>。2020 年總體服務申請個案共 185 宗，製作近萬件成品，較去年分別上升 13% 及 370%；因多間本澳口罩生產商的出現，紡織成衣類別的代送外檢測服務接受及處理了 1,539 宗申請，較去年上升 42%。

中心與文化局合辦的澳門時尚廊，是集展覽、時裝藝術、銷售





及人才培養於一身的時尚創意空間。去年，時尚廊策劃了 7 個活動，推廣了 44 個時裝品牌，超過 13,000 人次參與。

以上是 2020 年度的工作報告。經歷了一年多的疫情，我們深深感受到工作、生活的方方面面都在改變。從商業管理到市場營銷，從政府服務到教育培訓，從購買到支付，都和以前大有不同。過往行之有效的傳統方法可能會在不久的將來被一一替代。展望 2021 年，中心將不忘初心，秉持宗旨，積極配合特

區政府的施政方針，為疫後經濟復甦注入新思維、新動力，致力把科技應用以更實際、更貼地的方式向各行各業、各個階層、各個群體大力推廣，讓市民真正感受到科技把生活變得更便捷、更高效、更美好。

最後，本人謹代表理事會，特別感謝特區政府的一直以來的支持，以及向全體社員、監事會、諮詢會、各委員會成員以及全體員工致以衷心的謝意。



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理事會主席  
楊俊文

## 附錄

- <sup>1</sup> 各專業範疇之課程學員人次分佈為：“營商及管理”課程佔 58.6%；“資訊科技”佔 17.8%；“商務語言”佔 15.2%；“時尚創意”佔 8.4%。
- <sup>2</sup> 公開培訓佔整體學員人次的 30.4%，機構委託培訓的學員人次則佔 69.6%。按客戶的行業分佈，538 個機構委託的培訓項目當中，公共部門佔 68.4%，商業機構佔 13.4%，教育機構佔 10.8%，非牟利社團佔 6.3%，內部項目佔 1.1%。
- <sup>3</sup> 主要包括：設施維護行業 - “設施維護技術培訓計劃”及“進修培訓”之“消防設備維修保養”課程、“酒店設備維修工程人員（木工）培訓課程”（應勞工事務局委託）、運輸行業 - 的士駕駛員專門培訓課程之“語言培訓”單元和“自我認識、情緒管理及個人素養”單元（應勞工事務局委託）、食品 / 餐飲行業 - “食品衛生督導課程”（與市政署食安中心合作）、房地產中介行業 - “房地產中介業務相關法律知識培訓課程”（與房屋局合作）、花藝行業 - 美國花藝設計師培訓系列及新增的款待行業 - “酒店及餐飲業職業素養課程”（應勞工事務局委託）。
- <sup>4</sup> 所涉及的行業有珠寶金飾、花藝設計、美容髮型、工程建築、職業治療。
- <sup>5</sup> 新增的課程有：“職前綜合輔導課程”之“個人和社會的發展”及“技術型產業概況和人際關係”課程；“青少年技能推廣計劃”之“消防設備維修保養技能體驗”課程；“技能提升及就業培訓計劃”和“就業導向帶津培訓計劃”之“零售業銷售員入門”、“零售業物流及倉務員入門”、“木工”及“美髮造型及入門實務”課程。
- <sup>6</sup> 各類別考試的考生人次分佈為：商務及管理類別佔 36.6%、資訊科技類別佔 28.8%、語言類別佔 20.9%、行業技能類別佔 9.4%、入學資格考試佔 4.3%。
- <sup>7</sup> 人力資源社會保障部在 2020 年 7 月發出通知，除了數項與公共安全、人身健康、生命財產安全等密切相關的水平評價類技能人員職業資格將被調整為准入類職業資格外，其餘的在 2020 年底前退出國家職業資格目錄，當中包括澳門居民熱報的中式烹調師、西式烹調師、中式麵點師、西式麵點師、保育員及電工項目。
- <sup>8</sup> “第 12 屆澳門學生 Office 軟件技能比賽”共有 16 間中學、218 名學生報名參加；“第 7 屆澳門大專學生多媒體設計軟件技能比賽”，共有來自 22 間學校的 51 名大專學生報名參加。
- <sup>9</sup> 個案分析及輔導：為每一個隊伍提供 1 小時的個別輔導，協助他們分析其創業計劃的“商業模式”，認清業務的獲利能力；Pitching 技巧工作坊：進行了兩場工作坊，目的是訓練各隊組員在 3 分鐘時間內作一個讓評審們印象深刻的簡報。
- <sup>10</sup> 有兩個核心單元課程（MG90.1 創業準備及計劃及 MG90.2 經營模式及開業須知，共 42 小時），以有志創業人士為主要對象。2020 年有 276 人次報讀“創業精要系列”之核心課程。
- <sup>11</sup> 課程可劃分為五大類（會計財務、營銷、行業經營、電子商務及法律），每項課程學時由 3 小時至 30+ 小時不等，以新創企業者為主要對象，目的是強化和鞏固他們的經營管理知識及技巧。2020 年共有 690 人次參與有關課程。
- <sup>12</sup> 如視「M 嘜」認證為採購澳門製造產品時其中一個主要考量因素、主動邀請「M 嘜」認證產品供應商加入供應商夥伴名單、嘉許「M 嘜」認證產品供應商等。
- <sup>13</sup> 當中保安 / 物業 / 清潔 / 設施管理和技術顧問服務等的服務業佔 62%、工程 / 建築佔 25%、非成衣製造業佔 11%（主要由食品手信或食品加工廠所帶動），以及公用事業佔 2%；所申請考取的認證主要是 ISO 9001 質量管理、ISO 14001 環境管理、ISO 45001 職安健管理，以及 HACCP/ISO 22000 食品安全管理認證。
- <sup>14</sup> 中心舉辦了“善用國際標準以管理組織的網絡風險”的網上研討會及“中小企跨過疫情 - 有效實施 ISO 9001 質量管理、提升競爭優勢”講座，吸引 140 名參與人次。

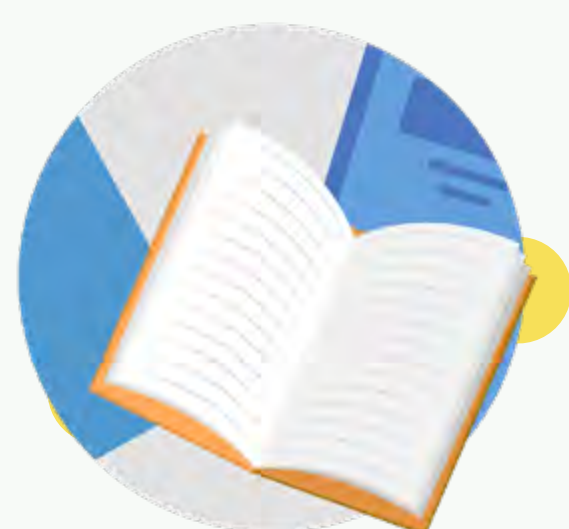


- <sup>15</sup> 45.7% 是有關國際管理系統、37.1% 為有關產品認證 / 測試。
- <sup>16</sup> 當中紡織成衣類佔 64.8%、食品類佔 24.5%、水泥及混凝土佔 4.9%、藥品佔 3.6%，以及電子產品佔 2.1%。
- <sup>17</sup> 116 宗已經發出同意安裝通知，其餘的大部分不符合申請條件，或自動放棄。
- <sup>18</sup> 2603 宗已經發出同意安裝通知，其餘的大部分不符合申請條件，或自動放棄。
- <sup>19</sup> 主題分別為“新零售・新餐飲的營銷趨勢”、“經營網店的技術”，以及“集客式營銷”，共 162 名人次參與。
- <sup>20</sup> 自推出至去年年底為止，“SME360” 應用程式在 App Store 下載人數共 556 次，在 Play Store 下載人數共 187 次。
- <sup>21</sup> 最後收到 2 份申請表，分別獲得二等獎及三等獎。
- <sup>22</sup> 包括“AutoCAD 公開課程”、“甲骨文 (Oracle) 數據庫課程”、“Microsoft Official Course 課程”、“Adobe 設計類課程”、“FISCO BCOS 區塊鏈課程”、“CISP( 註冊資訊安全專業人員 ) 安全認證培訓課程”等，BIM 管理培訓的 2 個課程由香港導師以線上會議形式授課，課室設有一位助理員協助學員。
- <sup>23</sup> 包括“全澳中學生創意 3D 物件設計比賽”、“全澳中學生資訊科技知識問答比賽”、承辦科學技術發展基金的“2020 澳門科普微視頻大賽”、“第三屆全澳大專生 / 中學生手機網站設計技能比賽”。
- <sup>24</sup> 包括第 18 屆“時裝設計及製作文憑課程”、與聖若瑟大學籌辦的“時裝設計學士學位課程”、與中葡職業技術學校合辦的“創意時裝設計及製作課程”、與 6 間中學合辦多元技能餘暇課程、與教青局合辦了 63 班暑期活動課程等。
- <sup>25</sup> 如髮型設計、剪髮技巧、時尚化妝系列、美容護理系列、嫁接睫毛系列、美甲系列等課程。
- <sup>26</sup> 包括“大連杯”國際青年服裝設計大賽、“漢帛獎”第 28 屆中國國際青年設計師時裝作品大賽、“虎門杯”國際青年服裝設計 ( 女裝 ) 大賽。
- <sup>27</sup> 包括“布料新趨勢 4：環保及功能布料應用”線上講座、“Fashion Snoops-2021 春夏時尚趨勢預測”線上講座、“3D 服裝設計：CLO 應用及發展趨勢”線上講座、布料新趨勢 5：紡織廢料回收再造科技及系統”線上講座。
- <sup>28</sup> 包括“時尚聯動—穗港澳深創意服飾展”、“2020 品牌的故事—澳門原創服裝展之一、二、三、四、五”。
- <sup>29</sup> 包括協辦“2020 年 ( 第十一屆 ) 穗港澳蓉青年技能競賽”和“第三屆澳門殘疾人士技能競賽”，主辦“第 11 屆澳門時裝畫藝術大賽”和“非遺在身邊 — 澳門創意絲巾及領帶設計比賽”，與體育局合辦“澳門特別行政區體育代表團運動服裝設計比賽”、與永利合辦“童夢畫灣區・立志繪藍圖 -- 暢想我心中的未來”時尚匯演、與新濠合辦“新濠利是封設計比賽”及“新濠口罩設計比賽”。
- <sup>30</sup> 包括與教育暨青年局合辦美甲技巧、皮革飾品製作的課程、為第三屆澳門殘疾人士技能競賽開辦“美甲服務操作工作坊”、為 MaConsef 2020 時裝孵化計劃開辦“成本控制”及“服裝生產基礎知識及生產辦單製作”的強化課程、為第 11 屆澳門時裝畫藝術大賽開辦“時裝畫描繪技巧分享工作坊”、與望德堂區創意產業促進會合辦“馬交影藝新思維專業課程”等。
- <sup>31</sup> 包括數碼印花服務、電腦繡花起辦服務、布料激光切割服務、服裝起辦服務、製衣電腦輔助生產系統顧問及服務、製衣設備使用服務。

## 2.1

## The Chairman's Report

2020 was a year full of challenges. Under COVID-19 pandemic, our services, especially open courses and external services ones, were affected to varying degrees. At the beginning of the pandemic, courses and seminars were suspended. Subsequently, class sizes were reduced by half to comply with Health Bureau's guidelines. Furthermore, we could neither resume large-scale examinations until September, nor organize small- and medium-sized enterprises (SMEs) to participate in overseas exhibitions. Despite all these difficulties, we constantly seek alternative modus operandi and search for new development directions, especially in popularizing information technology (IT) and improving our community's DQ (digital intelligent quotient). In line with Macao SAR Government's policies, we continue to provide our diversified services with flexibility, in order to promote the development of industries and to support SMEs to strive in adversity. In particular, various IT was applied to improve the quality of human resources and to enhance SMEs' management skills. With the dedication and cooperation of all departments, some achievements were made last year. These could be summarized into 5 main areas:



858

Courses/seminars



17,861

Enrollments



30%

Decrease in the level of training activities

## 1. Optimizing the Quality of Human Resources

For the year under review, we provided a total of 858 courses and seminars/workshops in four major training areas<sup>1</sup>, totaling 17,861 enrollments<sup>2</sup> and 15,594 training hours. 538 corporate in-house courses were offered and the number of students accounted for 69.6% of the total enrollment. Due to the impact of the pandemic, the number of corporate in-house courses dropped significantly. Year-on-year comparison showed approximately 30% decrease in in-house courses, enrollments, as well as training hours.

Seeing the need to work from home, work remotely and hold online meetings because of the pandemic, we organized 6 courses in "Video Conferencing and Online Tutoring", to help SMEs utilize IT for holding online conferences anytime and anywhere. At the same time, some courses/seminars taught by Hong Kong instructors were switched to

online with good effect.

We continued to organize 2 programs. First, the "Industrial Development Training Series"<sup>3</sup> organized with various industrial associations and related organizations, for improving the professional skillset of their employees. Second, the "Scheme for Enhancing the Overall Competitiveness of Industries – Human Resources Training Program", in which SMEs not only received financial support, but also technical support in curriculum design and course preparation. The number of applications for this second scheme jumped from 10 in 2019 to 21<sup>4</sup> last year, reflecting the desire of SMEs to improve and make preparation for the coming of the post-covid era.

Besides providing professional training for adults, we also offered vocational training and career planning services to secondary and





tertiary school students for the enhancement of their employability. We cooperated with the Labor Affairs Bureau and added new courses including "Pre-employment Comprehensive Counseling", "Youth Skills Promotion" and "Subsidized Training Program (Employment-oriented Training Program)"<sup>5</sup>. Training programs for special groups were also organized, including the continuation of the "Free Enrollment Training Scheme for the Unemployed" and the newly added "Training Program for Fishermen during the Fishing Moratorium".

As reported, our large-scale examinations only resumed in September. 3,258 candidates<sup>6</sup> signed up for various types of public and professional exams resulting in approximately a 39% decrease in comparison with the year before. New exams were added during the year. They were: "Financial Risk Manager (FRM) Exam" and "Energy Risk Professional (ERP) Exam" of Global Association of Risk

Professionals (GARP), and "International Board Certified Lactation Consultants (IBCLC) Exam" of International Board of Lactation Consultant Examiners. It is unfortunate that the National Vocational Qualification Directory has decided to withdraw the certification for "Chinese Chef", "Western Chef", "Chinese Pastry Chef", "Western Pastry Chef" at the end of 2021<sup>7</sup>. In view of this, we strove to conduct one final round of these examinations for the 109 candidates enrolled.

"The 12th Office Software Skill Competition for Macao Secondary Students" and "The 7th Multimedia Design Software Skills Competition for Macao Tertiary Students" were delayed until school resumption in early May. The number of participants in these two competitions was the largest ever<sup>8</sup>. However, as the organizer Certiport canceled the 2020 Microsoft Office Specialist (MOS) World Championship, our winning students missed the opportunity to compete in the United States.

## 2. Enhancing the Management Skills of Start-ups and Existing Enterprises

Commissioned by the Economic and Technological Development Bureau, CPTTM helped carry out the "Distinctive Shops Program" last year, providing training for 100 shops in the form of consultations and interactive seminars/workshops. By the end of last year, we had provided corporate consulting services for 49 shops in Central and Southern District of Macao, and held 2 seminars/workshops: on "Strategic Responses for Retail and Catering Business Owners in the New Economy", and on "Dianping Advertising Strategies". Consulting services for the remaining shops and 4 seminars/workshops will continue during the first quarter of 2021.

In order to strengthen business knowledge and skills of aspiring entrepreneurs, we continued to provide trainings such as the "Youth Entrepreneurship Innovation and Cultivation Program 2020", in which we combined "Case Analysis and Counseling" and "Pitching Skills Workshop"<sup>9</sup> for 2 groups in the National Youth Entrepreneurship and Innovation Competition for the first time. Although the series of courses for the "Essentials of Entrepreneurship"<sup>10</sup> and the "Entrepreneurship/SME Operation"<sup>11</sup> only resumed in May, they were filled up quickly. 56 training courses were offered in these two series

with 966 students enrolled. An encouraging result in deed.

The "M-Mark Macao Product Quality Certification Scheme" (MPQC) jointly organized by CPTTM and the Industrial Association of Macao recorded 13 applications last year, an increase of about 44.4% compared with 2019. Since the scheme was launched in September 2018, a total of 25 applications were received and 18 certificates were issued, mainly for the categories of food and healthcare products. Last year, we obtained support from 5 integrated tourism and leisure enterprises, in promoting their SME suppliers to obtain the "M-Mark" product certification<sup>12</sup>. Furthermore, we cooperated with the "M-Mark Promotion Group" of the Industrial Association of Macao's Youth Committee, to explain the "M-Mark" application process to local manufacturers.

As the only local organization in Macao to promote and provide subsidies to enterprises seeking International Organization for Standardization (ISO) certifications, we recorded a total of 63 applications<sup>13</sup> in 2020, an increase of 57.5% compared with 2019. As of the end of 2020, a cumulative total of 470 ISO certificates had been attained by local enterprises. To better advertise the standard



management systems, certification and testing, we published regularly in newspaper columns, produced a short TV series "Driving Force for Business" on TDM, and added the "ISO One Minute" section. In addition, seminars and lectures<sup>14</sup> were also held to promote relevant information.

CPTTM continued to provide management consulting and technical support services for enterprises in need. In 2020, a total of 116

consulting cases<sup>15</sup> were processed, an increase of 16% from the previous year. The consulting cases were mainly from enterprises related to facility management, while consulting cases related to product testing/certification was mainly about mask production. Additionally, our "Lab Test Delivery Service" received a total of 2,201 applications<sup>16</sup> last year, an increase of approximately 7.2% on the previous year.

### 3. Providing Support Services to the SMEs

In accordance with Macao SAR Government's policies, we dedicated our work to support the development of SMEs. Last year, we continued to work closely with the Economic and Technological Development Bureau in processing the applications for the two funding schemes: installation of anti-flood lifting platforms, and installation of flood-resistant gates and water pumps. As of year-end, we received a total of 703<sup>17</sup> and 3,527<sup>18</sup> applications respectively. Currently, the final stage of approving these applications is nearing completion.

To assist SMEs in responding to the new trend of operating business, we added the "Seminar on Digital Transformation for SMEs" last year. A digital marketing expert was invited to hold three seminars<sup>19</sup>, in which he shared examples and first-hand experiences with SMEs, giving them insights on the necessary preparation for transforming traditional business operation to digital models.

We continue to provide advisory services to enterprises and individuals in need. A total of 81 cases were received through our SME consulting/advisory service, as well as Macao Daily News's SME Service Platform and SME Procurement Column. In addition, through

TV program "Driving Force for Business", Macao Daily News columns, and mobile phone application "SME360"<sup>20</sup>, we continued to facilitate SMEs' access to the information announced by the government as well as a platform for effective communication between large enterprises and SMEs.

Upon the request of GS1 (Global Standard 1) Macao, CPTTM assisted in handling the product data entry work for the Macao Product Catalogue e-platform last year, to promote the brands and products of around 200 GS1-affiliated companies in Macao, and to work in line with GS1 on its key project of building a global product registration platform.

For strengthening regional cooperation, we joined the Guangdong-Hong Kong-Macao Greater Bay Area Productivity Promotion Service Alliance as a founding member and became the deputy director-general in 2018. In late 2020, we had received a delegation from the Guangdong Productivity Promotion Center and help publicized the "Productivity Promotion Award"<sup>21</sup> hosted by the China Association of Productivity Promotion Centers, to local enterprises.





## 4. Promoting the Development of the IT Industry

The pandemic made us realize how indispensable the application of technology has become in our daily life. In this regard, we stepped up our efforts to promote the practical application of IT to the business community. A total of 183 information system and technology-related courses<sup>22</sup> were offered, attracting 2,821 enrollments. The VUE Center provided certification examinations for 468 candidates, representing a 4% increase from the year before.

In order to popularize the application of IT among SMEs, we have been providing various courses, trainings, and examinations. These aside, we have organized or called for participation in all kinds of competitions<sup>23</sup>, in order to strengthen young people's interests in technology area. I would like to highlight the Hong Kong-Macao Youth Networking Skills Competition, which was held online last year. The 20 best-performing high school students in the preliminary round were given trainings in our center. They won 6 golds, 1 silver, 5 bronzes, and 4 merit awards in the finals. These students should be congratulated

for their achievements.

To counter the effects of the pandemic to the business community, we initiated 3 workshop sessions. The themes of the workshops included "Introduction to Teleworking Software" and "Tablet Working Techniques". These popular workshops aimed to disseminate the skills needed for using IT tools. All of the workshops were uploaded to CPTTM's YouTube channel for public viewing and on-line learning.

CPTTM continued to work on the "Blockchain Registry Open Platform – Digital Certificate Project". We applied blockchain technology to develop a function verifying e-certification, paving the way for future developments such as paperless e-certification, blockchain technology dissemination, and digitalizing administrative work. It was expected that the above mentioned function would be incorporated into the CPTTM student data repository system after the official launch of the project.





## 5. Promoting the Development of the Fashion & Creative Industry

CPTTM continued to build a talent pool for Macao's fashion and creative industry through multiple means, including offering courses<sup>24</sup> to cultivate more young talents, providing certification exams and trainings<sup>25</sup> to enhance the professional skills of those already working in the industry, organizing students to participate in domestic and foreign competitions<sup>26</sup>, and holding various online seminars<sup>27</sup>, exhibitions<sup>28</sup> and competitions<sup>29</sup>.

Keeping up with the trend and market demands, 120 courses were offered on fashion and creative design last year, with approximately 1,402 enrollments. The courses were mainly divided into three categories: fashion design & production, image design, and merchandise display & marketing. Some courses were organized for governmental agencies and corporations<sup>30</sup>, including firstly, the "Subsidized Training Program" (Introductory Course on Hairdressing and Styling) co-organized with the Labor Affairs Bureau, and secondly, courses on fashion, stage, image design and cultural & creative industries as well as related equipment were provided for the Vocational and Technical Education Activities Center of the Education and Youth Development Bureau in lot CN6A in Seac Pai Van, Coloane. Last year, we also collaborated with DFS COTAI LIMITADA for the first time, holding a workshop on "Sun Protection Strategies and 2020 European Makeup Trend Look", which aimed to enhance the professional knowledge of makeup and beauty practitioners in Macao.

In a bid to help local fashion brands adopt diversified business models to achieve digital transformation and upgrading, we launched the Digital Marketing Course for "TikTok Application and Skills" last year, which resulted in enthusiastic enrollment. We are planning to organize more digital marketing courses in the future.

Last year, we continued to co-organize Macao's signature event "Macao Fashion Festival 2020" with Macao Trade and Investment Promotion Institute (IPIM). The festival was held during the "25th Macao International Trade and Investment Fair (MIF)" at Hall A in Venetian Macao. Due to the pandemic, the festival mainly focused on key cities in the Greater Bay Area. We invited fashion designers from Shenzhen, Guangzhou, Hong Kong, and Macao to participate in the "Opening Ceremony and Fashion Show". A total of 11 professional fashion shows were held and 29 designers participated. A sales area named "Boutique Gallery" was introduced for the first time, so that SMEs can sell and promote their products on site. The festival attracted 5,748 visitors in total, an increase of 50% compared to 2019.

Many international fashion weeks were held online last year. CPTTM organized for five local brands to participate in the online event of "China Fashion Week", which received a hit rate of up to 53 million through multiple media. In addition, we contacted 10 local fashion and accessory brands to participate in the year-long online promotion of "CENTRESTAGE" platform.

To transform creative ideas into products, we continued to provide technical support services<sup>31</sup>. In 2020, a total of 185 cases were handled, and nearly 10,000 products were produced, up 13% and 370% respectively from 2019. Due to the emergence of local mask manufacturers, 1,539 applications for "Lab Test Delivery Service for textiles & garments" were accepted, an increase of 42% from 2019.

The Macao Fashion Gallery (MFG), jointly operated by CPTTM and the Cultural Affairs Bureau (ICM), is a place for integrating exhibitions, fashion art, sales, and talent training. Last year, MFG held 7 events to promote 44 fashion brands, which attracted more than 13,000 visitors.







Above is the report for the year under review. Living under the pandemic for over a year, we see many changes in our society from business management to marketing, from government services to trainings, from purchases to payments and everything seems very different from before. Traditional methods that have worked in the past may be modified and replaced in the near future. Looking forward, we will adhere to our mission and will actively cooperate with the Macao SAR Government in implementing policies, injecting new thinking and impetus into the post-pandemic economic recovery, and striving to promote technological applications to all walks of life in a practical and realistic manner. It is our hope that our citizens will one day agree that

technology has made our livelihood more convenient, more efficient, and better for the years to come.

In closing, on behalf of the Board of Directors, I would like to extend my special thanks to the Macao SAR Government for her continuous support and express my heartfelt gratitude to all the members of the Supervisory Board, the Advisory Board, various functional committees, and our loyal staff for their support. Without their valuable advice and hard work, CPTTM would not have been able to enjoy its popularity as a user-friendly service facilitator and provider in Macao.

Eric Yeung, Ph.D.  
Chairman of the Board of Directors



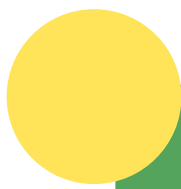
## Notes

- <sup>1</sup> Distribution of enrollments in the four areas: the area of "Business Operation & Management" accounted for 58.6%; "Information Technology" 17.8%; "Business Languages" 15.2%; and "Fashion & Creativity" 8.4%.
- <sup>2</sup> Enrollments in public courses accounted for 30.4% of total enrollments, while corporate in-house training courses accounted for 69.6%. 538 corporate in-house courses were offered, and these can be broken down into public departments (68.4%), business establishments (13.4%), educational institutions (10.8%), non-profit organizations (6.3%), and our internal programs (1.1%).
- <sup>3</sup> Including the following: installation maintenance sector – "Installation Maintenance Techniques Training Program" and "Training Courses" on "Fire Safety Equipment Maintenance", training course on "Hotel Equipment Maintenance Engineer (Carpentry)" (commissioned by the Labor Affairs Bureau); transportation sector – the "Language Training" module and the "Self-awareness, Emotional Management and Personal Literacy" module of the "Specific Training Courses for Taxi Services" (commissioned by the Labour Affairs Bureau); food/catering sector – "Food Hygiene Supervisor Training" (in collaboration with the Department of Food Safety of the Municipal Affairs Bureau); real estate intermediaries – "Legal Knowledge Training on Macau Real Estate Intermediary Activities" (in collaboration with the Housing Bureau); floral industry – The American Institute of Floral Designers Training Program; and hospitality sector (newly added) – "Courses on Hotel and Catering Industry Professional Literacy" (commissioned by the Labour Affairs Bureau).
- <sup>4</sup> Including the following industries: jewelry and gold ornaments, floral design, beauty therapy and hairdressing, engineering and construction, and occupational therapy.
- <sup>5</sup> The newly added courses were: "Pre-employment Comprehensive Counseling Courses" – "Personal and Social Development" and "Technical Industry Overview and Interpersonal Relations"; "Youth Skills Promotion Program" – "Fire Safety Equipment Maintenance Skills Experience"; "Skills Upgrading and Employment Training Program" and "Subsidized Training Program (Employment-oriented Training Program)" – "Introduction to Retail Salesperson Services", "Introduction to Retail Industry Logistics and Warehouse Clerk Services", "Carpentry", and "Hairdressing Styling and Fundamental Practices".
- <sup>6</sup> Among the examinations, those related to Business & Management accounted for 36.6%, Information Technology 28.8%, Languages 20.9%, Occupational Skills 9.4%, and school admission test 4.3%.
- <sup>7</sup> The Ministry of Human Resources and Social Security issued a notice in July 2020 that several professional qualifications for level assessment skills closely related to public safety, personal health, life and property safety, etc., would be adjusted to entry-level professional qualifications. Others would be withdrawn from the National Vocational Qualification Directory before the end of 2020, including the "Chinese Chef", "Western Chef", "Chinese Pastry Chef", "Western Pastry Chef", "Childcare Workers" and "Electrician" that were popular among Macau residents.
- <sup>8</sup> A total of 16 secondary schools and 218 students signed up for "The 12th Office Software Skill Competition for Macao Secondary Students"; while a total of 51 students from 22 tertiary schools signed up for "The 7th Multimedia Design Software Skills Competition for Macao Tertiary Students".
- <sup>9</sup> Case Analysis and Counseling: provided each team with one hour of individual counseling to help them analyze the "business model" of their entrepreneurial plan and recognize the profitability of the business; Pitching Skills Workshop: conducted two workshops with the purpose to train the team members to deliver a pitch that impressed the judges within 3 minutes.
- <sup>10</sup> There were two core unit courses (MG90.1 Entrepreneurship Preparation and Planning and MG90.2 Operation Model and Instruction for Starting a Business, 42 teaching hours in total), mainly for aspiring entrepreneurs. In 2020, 276 enrollments were recorded in the core courses of the "Essentials of Entrepreneurship" series.
- <sup>11</sup> Courses can be divided into five major categories: accounting & finance, marketing, industry management, e-commerce, and law. The duration of each course ranged from 3 hours to 30+ hours. Courses were mainly for aspiring entrepreneurs, to strengthen their management knowledge and skills. In 2020, a total of 690 enrollments were recorded in the relevant courses.
- <sup>12</sup> For example, make "M-Mark" certification one of the main considerations when purchasing products made in Macao; actively invite "M-Mark" certified product suppliers to join the supplier partner list; and commend "M-Mark" certified product suppliers, etc.
- <sup>13</sup> Among the applications, the service sector (including security/ property management/ cleaning/facility management and technical consulting services) accounted for 62%, engineering/ construction 25%, non-manufacturing industry (mainly driven by food souvenirs or food processing factory) 11%, and public utilities



- 2%. The certifications applied for were mainly ISO 9001 Quality Management, ISO 14001 Environmental Management, ISO 45001 Occupational Safety and Health Management, and HACCP/ISO 22000 Food Safety Management certifications.
- <sup>14</sup> CPTTM held an online seminar on “Managing your Cybersecurity Risks with International Standards” and a seminar on “Beyond the Pandemic: SMEs Leveraging ISO 9001 Quality Management for Competitive Advantage”, attracting 140 attendees.
- <sup>15</sup> 45.7% were related to international management systems and 37.1% were related to product certification/testing.
- <sup>16</sup> Among them, textiles and apparel products accounted for 64.8%, food products 24.5%, cement and concrete 4.9%, medical products 3.6%, and electronic products 2.1%.
- <sup>17</sup> 116 notifications for installation were issued. For the rest, a majority could not meet the application criteria or were abandoned applications.
- <sup>18</sup> 2,603 notifications for installation were issued. For the rest, a majority could not meet the application criteria or were abandoned applications.
- <sup>19</sup> The themes were: “Marketing Trends in the Era of New Retail and F&B”, “Understanding the Technical Aspects of an Online Shop”, and “Inbound Marketing”, attracting 162 attendees.
- <sup>20</sup> The “SME360” app was downloaded 556 and 187 times from App Store and Play Store respectively within the period between its launch date and the end of last year.
- <sup>21</sup> Two applications were received. One got the second prize of the award and the other the third prize.
- <sup>22</sup> Including “AutoCAD Open Course”, “Oracle Database Course”, “Microsoft Official Course”, “Adobe Design Course”, “FISCO BCOS Blockchain Course”, “CISP (Certified Information Security Professional) Security Certification Training Course”, etc. Two BIM management training courses were conducted by a Hong Kong instructor by way of online conferencing, and an assistant was arranged to assist students in the classroom during the courses.
- <sup>23</sup> Including “The Creative 3D Models Design Competition for Macao Secondary Students”, “The IT Knowledge Quiz Competition for Macao Secondary Students”, “2020 Science Popularization Micro Video Competition” organized by the Science and Technology Development Fund (FDCT), “The 3rd Macao Higher Education Students/Secondary Students Mobile Web Design Skill Competition”.
- <sup>24</sup> Including the “18th Diploma Program in Fashion Design and Manufacture”, the “Bachelor of Fashion Design” jointly organized with the University of St Joseph, the “Fashion Design and Manufacturing Training Program” jointly organized with the Escola Luso-Chinesa Técnico-Profissional, extra-curricular courses co-organized with six secondary schools and 63 summer courses jointly offered with the Education and Youth Affairs Bureau.
- <sup>25</sup> Such as courses on hairstyling, haircutting skills, fashion makeup, beauty therapy, eyelash extension, manicure, etc.
- <sup>26</sup> Including “The Dalian Cup” International Youth Fashion Design Contest, “The Hempel Award” The 28th China International Young Fashion Designers Contest, “The Humen Cup” International Youth Design Contest (Women's Wear).
- <sup>27</sup> Including the following online seminars: “Fabric Trends Seminar 4: Application of Recycled and Functional Fabric”, “Seminar on Fashion Snoops – Fashion Trends S/S 2021”, “Seminar on 3D Fashion Design: CLO Application and Development Trend”, “Fabric Trends Seminar 5: Textile Waste Biological Recycling Technology and System”.
- <sup>28</sup> Including “Fashion Linkage – Guangzhou, Hong Kong, Macao and Shenzhen Creative Clothing Exhibition”, “Brand Story 2020 – Macao’s Original Clothing Exhibition 1/2/3/4/5”.
- <sup>29</sup> Including the following: Co-organized the “The 11th Guangzhou/Hong Kong/Macao/Chengdu Youth Skills Competition 2020” and the “3rd Macau Amilympics”, organized the “11th Macao Fashion Illustration Contest” and the “Wearable Intangible Cultural Heritage – Creative Macao Scarves and Ties Design Competition”, co-organized the “The Sports Uniform Design Competition for the Macao SAR Selection Team” with the Sports Bureau, jointly organized “My Greater Bay Area Dream – Drawing the future in my heart” fashion show with Wynn, and hosted the “Melco Red Packet Design Competition” and “Melco Mask Design Competition” with Melco.
- <sup>30</sup> Including courses on manicure skills and leather accessories making cooperated with the Education and Youth Affairs Bureau, “Manicure Service Operation Workshop” for the 3rd Macau Amilympics, intensive courses on “Cost Control” and “Basic Knowledge of Garment Production and Making Production Order” for CPTTM Fashion Incubation Program 2020 (MaConsef), “Fashion Sketching Techniques Workshop” for The 11th Macao Fashion Illustration Contest, “Macao New Thinking in Film Art – a Filmmaker Training Course” co-organized with the Creative Industries Promotion Association of St. Lazarus Church District, etc.
- <sup>31</sup> Including services related to digital printing, computer embroidery, fabric laser cutting, finishing apparel, computer-aided production systems for clothing, and utilization of clothing equipment.





# 2.2

# 理事長 財政帳目報告

## Financial Report of the Director-General

### 摘要及指標 Summary and Indicators

財務報表摘要 (單位：萬澳門元) Summary of Financial Statements (in MOP 10,000s)	2020	2019
項目及活動收入 Revenue of projects and activities	8,480	9,686
項目及活動毛利 Gross profit of projects and activities	1,332	1,485
已從政府撥款彌補的年度虧損 Annual loss compensated by government funding	5,443	4,985
現金及現金等價物 Cash and cash equivalents	8,127	6,640
資本 Capital	2,475	2,475
總資產 Total assets	10,681	9,832
主要績效指標 Key Performance Indicators		
平均投放於每學員人次 * 之政府資助 (單位：澳門元) Average amount of government subsidy per enrollment* (MOP)	3,131	2,038
學員人次 * Number of enrollments*	17,861	24,436
本身經費收入佔經費運用總額之比例 Self-generated income as a percentage of the total amount of funds used	60.7%	66.5%
政府年度撥款佔經費運用總額之比例 Annual government funding as a percentage of the total amount of funds used	39.5%	38.2%
機構委託培訓課程的學員人次佔總學員人次 * 之比例 Number of enrollments in corporate training courses as a percentage of total enrollments*	69.6%	71.3%

\* 包括公開培訓課程、機構委託培訓課程及研討會  
Including public courses, corporate training courses and seminars.



## 項目及活動

受新冠疫情影響，中心於 2020 年度的活動相對減少，帶動“項目及活動”收入下調 12.5% 至 8,480 萬 (澳門元、下同)。在扣除直接成本後，錄得的“毛利”亦減少 10% 至 1,332 萬。但有效的成本控制，帶動毛利率從 2019 年的 15% 提升至 16%。

## 人事費用

為彌補通脹帶來的影響，中心自 2020 年 1 月起，跟隨澳門公務員薪酬調整幅度，將每薪俸點的薪酬調升 3.4%，加上職位晉升等各項因素，帶動 2020 年度整體人事費用增加 7% 至 5,221 萬。值得一提的是，中心人員的薪酬一直低於公務員，但在每年的薪俸點調整幅度上是與公務員一致的。

## 折舊及攤銷費用

隨著資產的增加，2020 年度的“折舊及攤銷費用”相應較 2019 年度上升 16% 至 357 萬。

## 其他經營費用

主要包括中心各辦事處的租金、水電費、維修保養、清潔費、保安服務及辦公室用品等日常開支。由於防疫關係，中心在 2020 年內為各個辦事處加強了清潔及保安服務，帶動 2020 年度整體的其他經營費用上升 5% 至 1,071 萬。

## 其他開支

“其他開支”主要包括一系列針對本地業界及個人的資助及獎勵計劃<sup>1</sup>。該開支較 2019 年度減少約 21% 至 281 萬。主要是由於部份活動因應疫情關係而取消。

## Projects and Activities

Due to COVID-19, CPTTM held fewer activities in 2020, leading to a 12.5% reduction in the revenue generated from “Projects and Activities”, down to MOP84.8 million. After deducting direct costs, a 10% decrease in gross profit to MOP13.32 million was recorded in 2020. Nevertheless, effective cost control drove up the gross profit margin from 15% in 2019 to 16% in 2020.

## Personnel Expenses

To compensate for the impact of inflation, CPTTM adopted the size of pay adjustment of civil service and increased the salary index by 3.4% with effect from January 2020. Coupled with staff promotion and other factors, the total personnel expenditure increased to MOP52.21 million in 2020, up by 7%. It is worth noting that although the employees of CPTTM enjoyed the same size of increase in salary index as that of civil service, their level of salary has always been below that of civil service.

## Depreciation and Amortization Expenses

As a result of an increase in total assets, the “Depreciation and Amortization Expenses” in 2020 went up 16% to MOP3.57 million as compared to 2019.

## Other Operating Expenses

“Other Operating Expenses” mainly comprised office rental, water and electricity fees, repair and maintenance fees, cleaning fees, security service fees and office stationery fees, among other daily expenses. For pandemic prevention, CPTTM stepped up security and cleaning at every office location, resulting in an increase in overall amount of “Other Operating Expenses” by 5% to MOP10.71 million in 2020.

## Other Expenses

“Other Expenses” mainly comprised a series of subsidy and incentive schemes to support local industries and individuals<sup>1</sup>. As a number of activities were cancelled due to the pandemic, the total amount of “Other Expenses” dropped by approximately 21% to MOP2.81 million as compared to 2019.

<sup>1</sup> 包括「澳門產品優質認證計劃」(約 145 萬)、「國際管理系統標準首次認證資助計劃」(約 105 萬)、「全澳學生 Office 及 Adobe 軟件技能比賽」(約 21 萬)、「職業英語比賽」(約 2 萬 5 千)、「獎勵時裝創意教育獎學金計劃」(約 7 萬 2 千)、「資助大專院校獎學金」(約 4 千)。

<sup>1</sup> Including the “Macau Product Quality Certification Scheme” (approximately MOP1.45 million), the “Incentive Scheme for First-time Certification to International Management System Standards” (approximately MOP1.05 million), the “Microsoft Office and Adobe Competitions for Macao Students” (approximately MOP210,000), the “Macao Vocational English Contest” (approximately MOP25,000), the “Scholarship for Higher Education in Fashion Design & Creativity” (approximately MOP72,000), and the “Scholarship for Tertiary Education Institutions” (approximately MOP4,000).



## 財務費用

“財務費用”主要是銀行收取的手續費<sup>2</sup>。年內，該開支隨著收支交易量減少而下降約 5% 至 13 萬 6 千元。

## 其他收入

“其他收入”包括“利息收入”約 72 萬及“兌換收益”約 96 萬。由於定期存款利率於年內稍有所下降，帶動定期存款利息收入亦減少約 2%。同時，人民幣匯率於年內回升，亦令人民幣定期存款產生兌換收益。

## 營運結果

在上述各項主要因素帶動下，2020 年度錄得的賬面虧損較 2019 年度上調約 9% 至 5,443 萬，該項虧損在年內已全數透過政府資助彌補。直至 2020 年底，中心的資本維持完整，共 2,475 萬。

## 經費之來源及運用分析

年內，中心的經費來源總額約 1 億 8 千 7 百多萬，當中 54% 是來自政府撥款<sup>3</sup>，其餘 46% 是來自本身收入。2020 年度的經費運用總額約 1 億 4 千 2 百多萬，當中 52% 用作項目活動、37% 用作人事開支、8% 用作一般行政，其餘 3% 用作資本開支。在 2020 年底，中心尚有經費結餘約 4,545 萬，將留作下一財政年度運用。

## 績效回顧

回顧中心歷年的表現，一直貫徹審慎理財、量入為出的宗旨運用政府資源服務社會。因應社會經濟發展的最新形勢，切實為本澳的企業及個人提升競爭力，回歸至今每年的財務狀況都表現穩健。儘管在 2020 年受新冠疫情影響，但各項指標仍控制在預算範圍內，現簡介如下：

## Financial Expenses

“Financial Expenses” were primarily bank charges<sup>2</sup>. With the decrease in the number of transactions, the amount of “Financial Expenses” dropped by 5% to MOP136,000 as compared to 2019.

## Other Revenues

“Other Revenues” included “Interest Income” (about MOP 720,000) and “Gain on Currency Exchange” (about MOP960,000). The slight decline in interest rates for time deposits during the year caused a reduction in “Interest Income” by approximately 2%. Meanwhile, the RMB exchange rate recovered during the year and resulted in a gain on currency exchange from RMB time deposits.

## Operating Results

Driven by the above factors, a book loss of MOP54.43 million was recorded in 2020, up by 9% as compared to 2019. This book loss was fully compensated by government funding received during the year. As of the end of 2020, the capital of CPTTM of MOP24.75 million remained intact.

## Analysis of the Sources and Applications of Funds

During the year, CPTTM received a total amount of around MOP187 million, of which 54% was government funding<sup>3</sup> and the remaining 46% was self-generated income. The total amount of application of funds was MOP142 million in 2020, of which 52% was for projects and activities, 37% for personnel expenses, 8% for general administration and the remaining 3% for capital expenditures. As of the end of 2020, CPTTM had a positive balance of MOP45.45 million, which will be reserved for use in the next financial year.

## Performance Review

In retrospect, CPTTM has always exercised prudent financial management in the use of government resources to serve the community. Since the handover of Macao, CPTTM has been striving to enhance the competitiveness of local enterprises and individuals in line with the latest socioeconomic trends while maintaining solid financial performance year after year. Although impacted by COVID-19 in 2020, all indicators were still within the budget, as summarized below:

<sup>2</sup> 包括匯款及信用卡交易等之手續費。

<sup>2</sup> Including fees charged by banks for remittance and credit card transactions.

<sup>3</sup> 包括年初結餘 4,513 萬及年度撥款 5,625 萬

<sup>3</sup> Including a balance of MOP45.13 million brought forward from the previous year and annual government funding of MOP56.25 million.



## 善用資源確保營運效率維持生產力

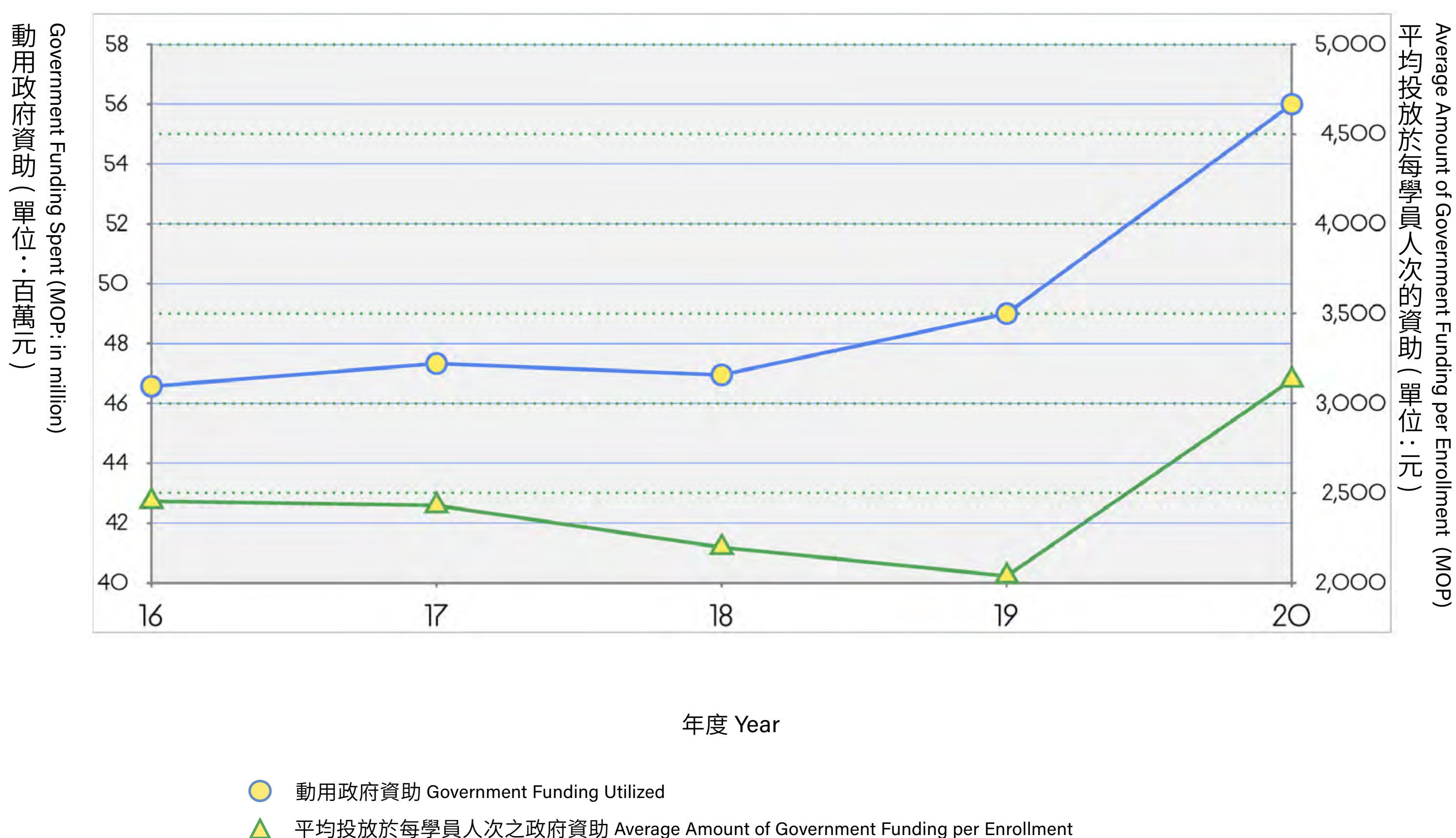
考慮到中心所提供的主要服務為培訓課程，我們採用“平均投放於每學員人次之政府資助”作為一個衡量營運效率的指標。最近 5 年，該指標從 2016 年的 2,400 元水平持續下降至 2019 年的 2,000 元水平。在 2020 年因疫情影響令學員人次減少，帶動該指標上調至 3,100 元水平。

## The Effective Use of Resources to Ensuring Operational Efficiency and Maintaining Productivity

Considering that the key service provided by CPTTM is training, we have adopted the “average amount of government funding per enrollment” as an indicator of operational efficiency. This indicator was in continuous decline during the past five years, from 2,400 in 2016 down to 2,000 in 2019. Due to the decrease in enrollments caused by the pandemic, it rose to 3,100 in 2020.

### 動用政府資助及平均投放於每學員人次之政府資助

Government Funding Utilized and Average Amount of Government Funding per Enrollment



## 提升本身收入

最近 5 年，來自中心本身的經費收入<sup>4</sup>佔經費運用總額的比例，自 2016 年的 45% 持續上升至 2019 年的約 66%。受疫情影響，該指標在 2020 年下調至約 61%。

## Increase in Self-generated Income

The proportion of self-generated income<sup>4</sup> relative to the total amount of funds used grew continuously from 45% in 2016 to about 66% in 2019. Due to the pandemic, this indicator fell to about 61% in 2020.

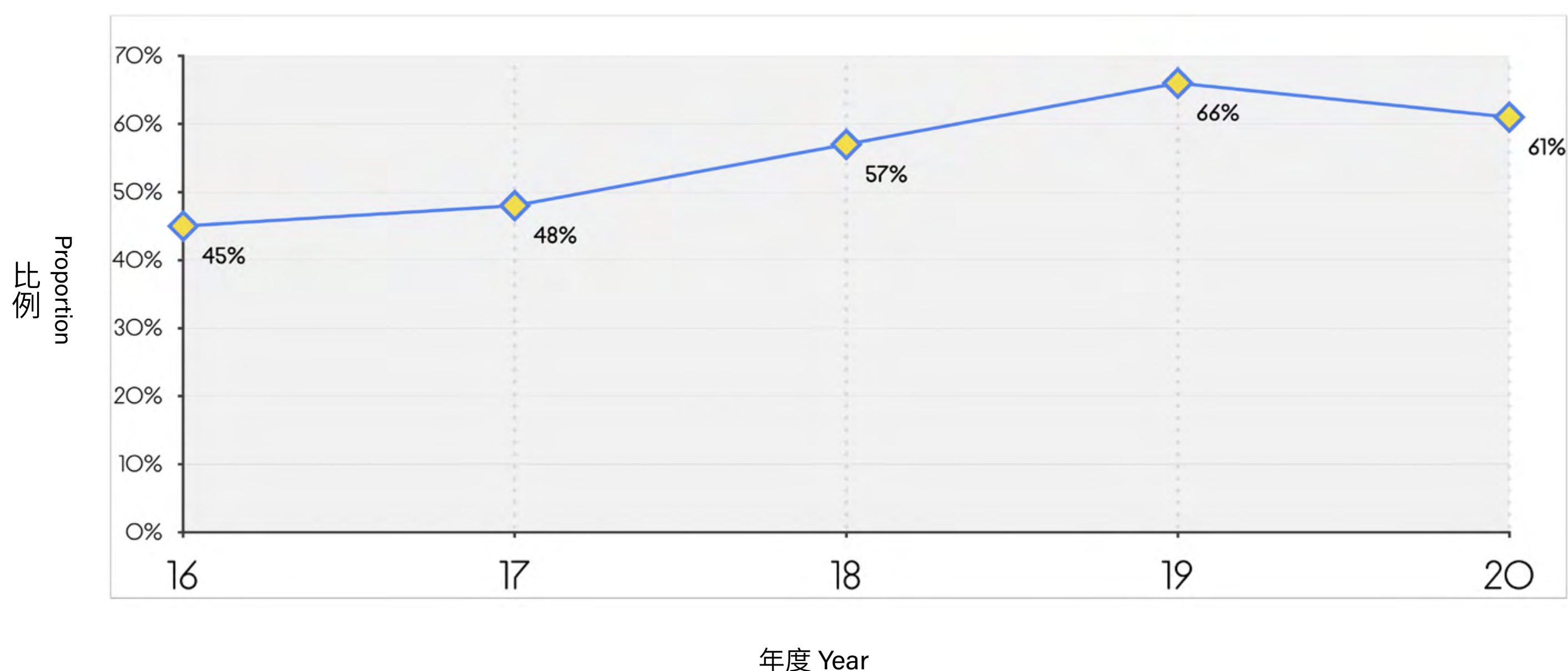
<sup>4</sup> 不包括政府資助。

<sup>4</sup> Excluding the government funding



### 本身收入佔經費運用總額之比例

Proportion of Self-generated Income Relative to the Total Amount of Funds Used



### 減低對政府撥款的依賴

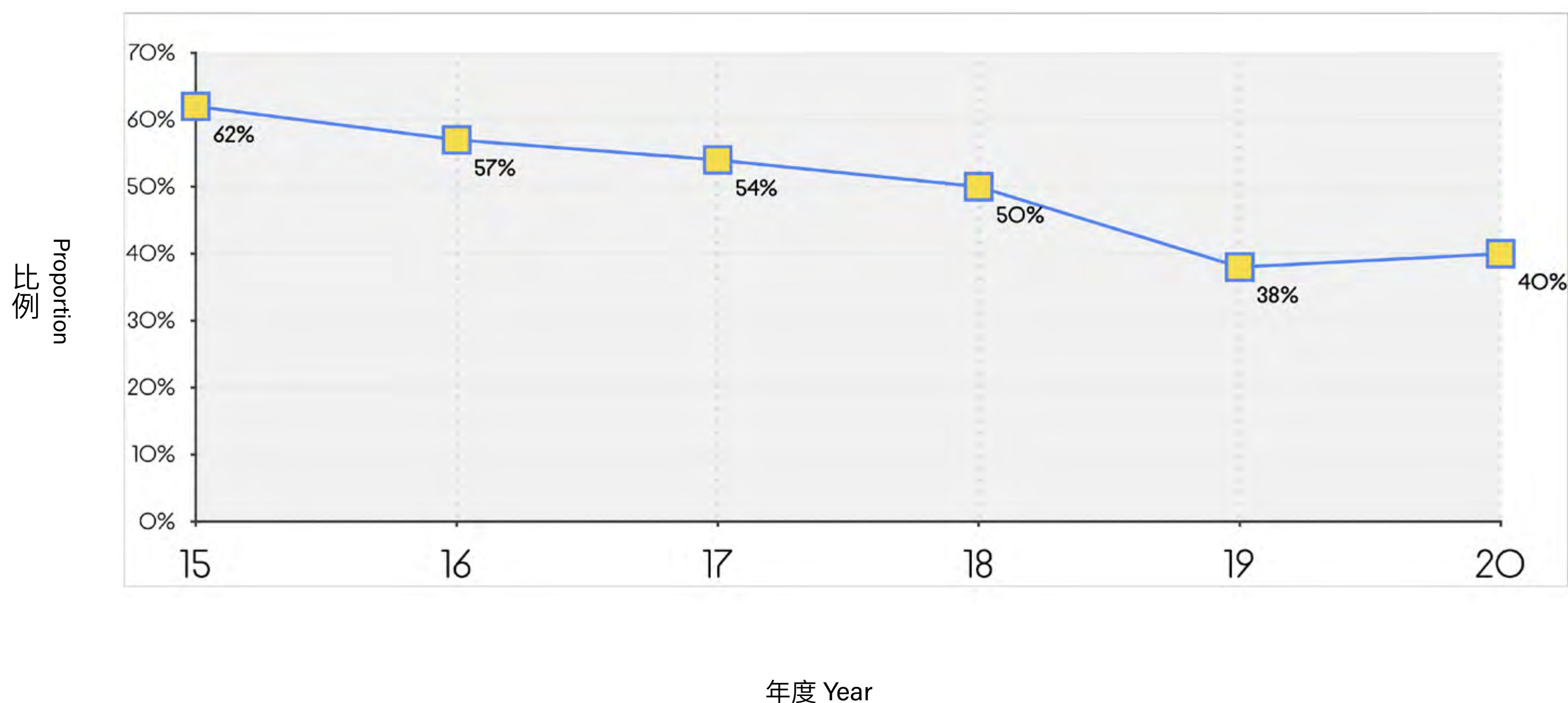
中心一直致力減低對政府撥款的依賴，這可反映在近年政府年度撥款佔經費運用總額的比例，從 2015 年的 62% 持續下降至 2019 年度的約 38%。受疫情影響，該指標在 2020 年稍微上調至約 40%。

### Reducing Reliance on Government Funding

CPTTM has been striving to reduce its reliance on government funding, evidenced by the continuous decline in the proportion of annual government funding relative to the total amount of funds used from 62% in 2015 to around 38% in 2019. Due to the pandemic, this indicator rose slightly to about 40% in 2020.

### 政府年度撥款佔經費運用總額的比例

Percentage of Annual Government Funding Relative to the Total Amount of Funds Used







## 持續發展培訓提升人力資源

近5年來，中心學員人次從2016年的約1萬9千人次持續上升至2019年的約2萬4千人次高峰。2020年度因受疫情影響而回落至1萬7千人次左右。

## Continuous Development of Training Services to Upgrade Human Resources

The number of enrollments rose steadily from about 19,000 in 2016 to a peak of about 24,000 in 2019 during the past five years. Affected by COVID-19 in 2020, the figure fell to approximately 17,000.

## 促進在職培訓提升本地機構競爭力

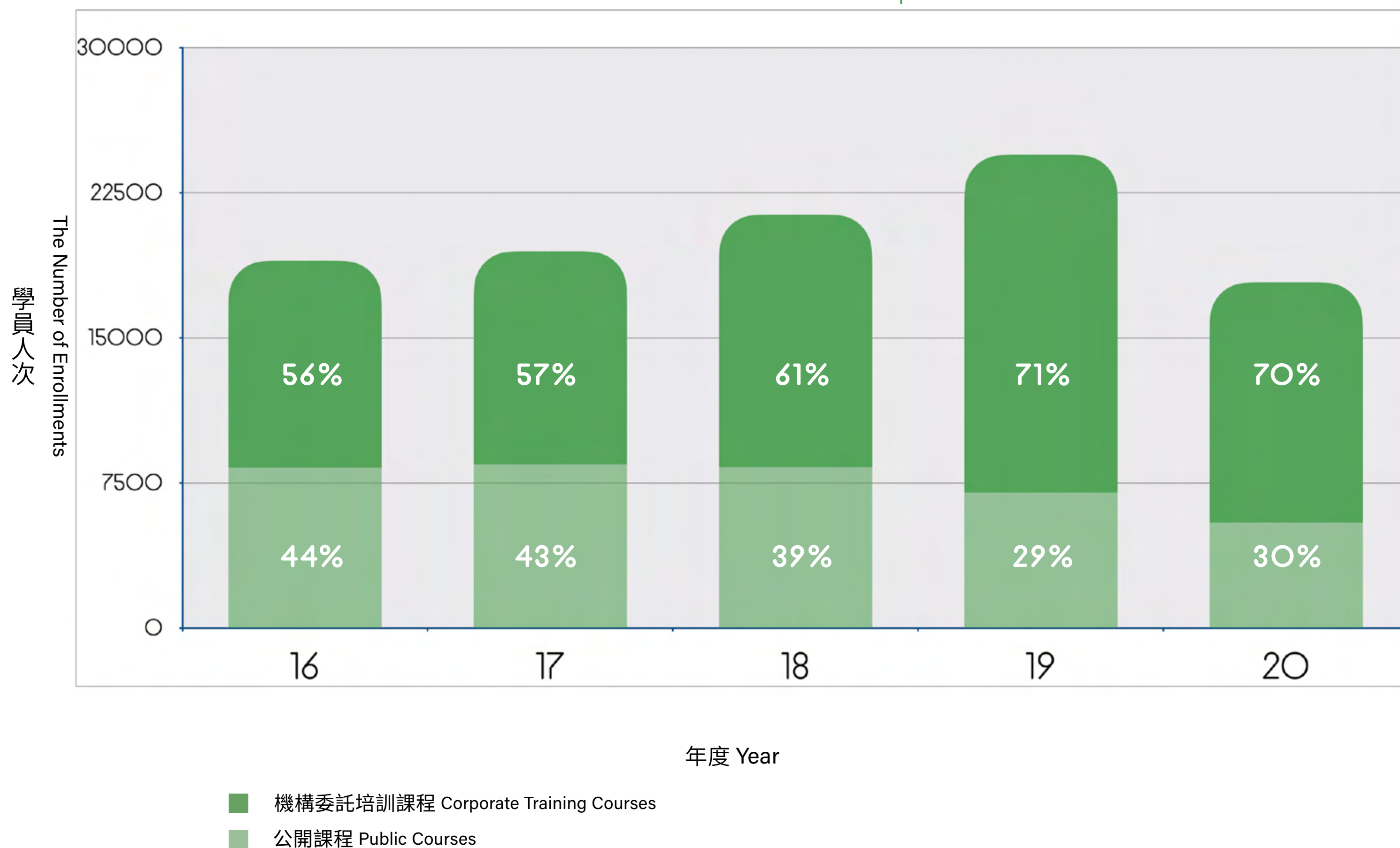
近5年來，參與“機構委託培訓課程”的學員人次佔總課程學員人次的比例自2016年的56%持續上升至2019年的約71%，在2020年亦接近70%。

## Fostering Corporate Training to Enhance Competitiveness of Local Organizations

The proportion of enrollments in corporate training courses relative to total enrollments climbed steadily during the past five years, from 56% in 2016 to around 71% in 2019; the figure remained close to 70% in 2020.

### 學員人次及比例

Total Number of Enrollments and the Proportion







## 展望

為配合本地經濟的持續發展，來年，我們將致力優化培訓課程和各項服務活動的素質。我們的團隊，會用創新的思維，透過不斷檢討和學習，繼續提升中心的績效，致力貢獻社會。

## 致意

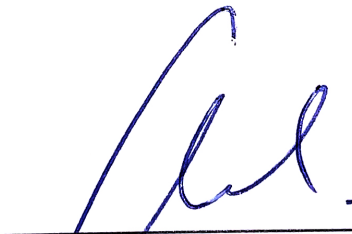
中心能順利開展各項服務及活動、妥善管理內部行政及提升營運績效，實有賴領導團隊的功勞。在此，特別感謝澳門特別行政區政府及本中心全體社員多年來的支持；感謝理事會、監事會、諮詢會及其各委員會成員，所付出的寶貴時間與專業才能，使中心受惠良多；最後，感謝全體職員所付出的承擔和努力，使中心發展至成熟的管理水平及順利開展各項配合中心宗旨及展望的工作。

## Outlook

In the upcoming year, we will strive to enhance our training courses and services to support the continuous development of the local economy. Through innovative thinking and continuous improvement and learning, our team will strive for higher performance to better serve the community.

## Acknowledgement

The ability of CPTTM to deliver various services and activities, ensure proper internal administration and improve operational performance owes much to the efforts of the management team. I would like to give special thanks to the Macao SAR Government and all the Associates of CPTTM for their years of continued support; to the Board of Directors, the Supervisory Board, the Advisory Board and the members of various Committees for their valuable contribution in time and expertise. Last but not least, to all CPTTM staff members for their commitment and efforts, which have brought CPTTM to a level of management maturity that enables it to undertake various initiatives in line with its mission and vision.

  
 理事長 Director - General  
 孫家雄 Shuen Ka Hung





澳門生產力暨科技轉移中心  
CENTRO DE PRODUTIVIDADE E TRANSFERÊNCIA DE TECNOLOGIA DE MACAU  
MACAU PRODUCTIVITY AND TECHNOLOGY TRANSFER CENTER

## 監事會意見書

社員大會主席、

各位社員：

過去的一年，生產力中心在理事會的領導和努力開拓、全體社員的積極參與下，工作得以順利開展，財務健全，運作正常。按照中心章程，監事會審慎監察了中心二零二零年度的理事會工作報告以及財務報告，亦審閱了由核數師所提交之審核報告。監事會對理事會的工作予以充分肯定。

監事會報告完畢，多謝各位！

二零二一年三月三十一日，於澳門。

主席

何佩芬

澳門中華總商會代表

監事

鍾聖心

澳門特區政府代表

監事

朱廣義

南粵(集團)有限公司代表

總辦事處  
Head Office  
成衣技術匯點  
House of Apparel Technology  
數碼匯點  
Cyber-Lab

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Rua de Xangai 175, Edif. ACM, 6º andar, Macau  
澳門 漁翁街海洋工業中心第二期十樓  
Rua dos Pescadores, Edif. Industrial Ocean, Fase II, 10º andar, Macau  
澳門 馬統領街廠商會大廈三樓  
Rua Comandante Mata e Oliveira, Edif. Associação Industrial, 3º andar, Macau  
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Fax: (853) 2831 2079  
Tel : (853) 8898 0601  
Fax: (853) 2837 3085







澳門生產力暨科技轉移中心  
CENTRO DE PRODUTIVIDADE E TRANSFERÊNCIA DE TECNOLOGIA DE MACAU  
MACAU PRODUCTIVITY AND TECHNOLOGY TRANSFER CENTER

## Parecer do Conselho Fiscal

Senhor Presidente da Assembleia Geral,

Caros Associados,

Com a liderança e empenho da Direcção no desenvolvimento e a participação activa dos Associados, os trabalhos do CPTTM no ano passado foram realizados com sucesso, com a contabilidade em ordem e a operação normal. Em conformidade com os Estatutos do CPTTM, o Conselho Fiscal examinou criteriosamente o Relatório de Trabalhos e as Contas do CPTTM relativos ao ano 2020, elaborados pela Direcção, e apreciou o Relatório Financeiro apresentado pelo auditor. O Conselho Fiscal dá um parecer plenamente afirmativo aos trabalhos da Direcção.

Terminado o Parecer do Conselho Fiscal. Obrigado!

Macau, aos 31 de Março de 2021.

Presidente

Ho Pui Fan

Representante da

Associação Comercial de Macau

Vogal

Chong Seng Sam

Representante do

Governo da R.A.E.M.

Vogal

Zhu Guang Yi

Representante de

Nam Yue (Group) Co. Ltd.

總辦事處  
Head Office  
成衣技術匯點  
House of Apparel Technology  
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## 崔世昌會計師事務所

### CSC & ASSOCIADOS – Sociedade de Auditores

Avenida da Praia Grande, n.º 517, Edifício Comercial Nam Tung, 8.º andar, A-B, Macau

澳門南灣大馬路 517 號南通商業大廈 8 樓 A-B 座 電話 Tel: (853)28322121 (5 lines) 傳真 Fax: (853)28355212

#### 核數師報告書

#### 致澳門生產力暨科技轉移中心各股東

本核數師(以下簡稱「我們」)已審核隨附載於第5頁至第21頁澳門生產力暨科技轉移中心(「本中心」)的財務報表，該財務報表由二零二零年十二月三十一日的資產負債表以及截至該日止年度的收支表組成，亦包括重大會計政策的摘要和解釋附註。

#### 管理層對財務報表的責任

根據澳門特別行政區之《一般財務報告準則》之規定編製和呈報財務報表是管理層的責任。這些責任包括：設計、實施和維持適當的內部控制，以避免因舞弊或錯誤而導致在編製及呈報財務報表方面出現重大誤報；選擇和運用適當的會計政策；作出合理的會計估計；以及保存適當和正確的會計紀錄。

#### 核數師的責任

我們的責任是在實施核數工作的基礎上對上述財務報表發表意見，並根據聘任條款僅向整體股東報告，除此之外本報告別無其他目的。我們不會就本報告的內容對任何其他人士負責或承擔責任。

我們按照澳門特別行政區之《核數準則》和《核數實務準則》實施了核數工作，該準則要求核數師遵守有關職業道德的規範，以及要求核數師計劃和實施核數工作，以合理確信財務報表是否不存在重大誤報。

核數工作包括實施適當的核數程序，以獲取支持財務報表內的金額及披露內容的核數證據。這些程序依據核數師的專業判斷來作出選擇，包括對舞弊或錯誤而引致的財務報表存在重大誤報的風險所作的評估。在對這些風險作出評估時，核數師考慮了與被審核實體財務報表的編製及呈報相關的內部控制，以便設計適當的核數程序，但並非為了對被審核實體內部控制的有效性發表意見。核數工作亦包括評價管理層所採用的會計政策的適當性和會計估計的合理性，以及評價財務報表的整體反映。

我們相信，我們已獲得了充分和適當的核數證據，為發表核數意見提供了合理的基礎。

#### 核數意見

我們認為，上述的財務報表符合澳門特別行政區之《一般財務報告準則》，在所有重要方面真實和恰當地反映了澳門生產力暨科技轉移中心於二零二零年十二月三十一日的財務狀況以及截至該日止年度的經營結果。

李慕士



李慕士執業會計師  
崔世昌會計師事務所

澳門，二零二一年二月十八日



## 崔世昌會計師事務所

### CSC & Associados – Sociedade de Auditores

Avenida da Praia Grande, n.º 517, Edifício Comercial Nam Tung, 8.º andar, A-B, Macau

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#### Report of the Auditors

To the members of

**Centro de Produtividade e Transferência de Tecnologia de Macau**

We have audited the accompanying financial statements of Centro de Produtividade e Transferência de Tecnologia de Macau (the “Center”) set out on pages 5 to 21 which comprise the balance sheet as of 31 December 2020, and the income and expenditure account for the year then ended, and a summary of significant accounting policies and other explanatory notes.

#### Management’s responsibility for the financial statements

The management is responsible for the preparation and the true and proper presentation of these financial statements in accordance with the General Financial Reporting Standards of Macao. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and the true and proper presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

#### Auditor’s responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. This report is made solely to you, as a body, in accordance with the terms of our engagement, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

We conducted our audit in accordance with Macao Auditing Standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

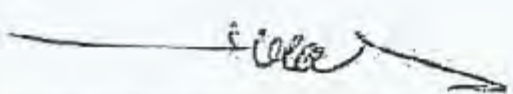
An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation and true and proper presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

#### Opinion

In our opinion, the financial statements give a true and proper view, in all material aspects, of the financial position of the Center as of 31 December 2020, and of the results of its operations for the year then ended in accordance with the General Financial Reporting Standards of Macao.



  
Mário Corrêa de Lemos, CPA  
for CSC & Associados, Certified Public Accountants

Macao  
18 February 2021





3

年度回顧

Annual Review



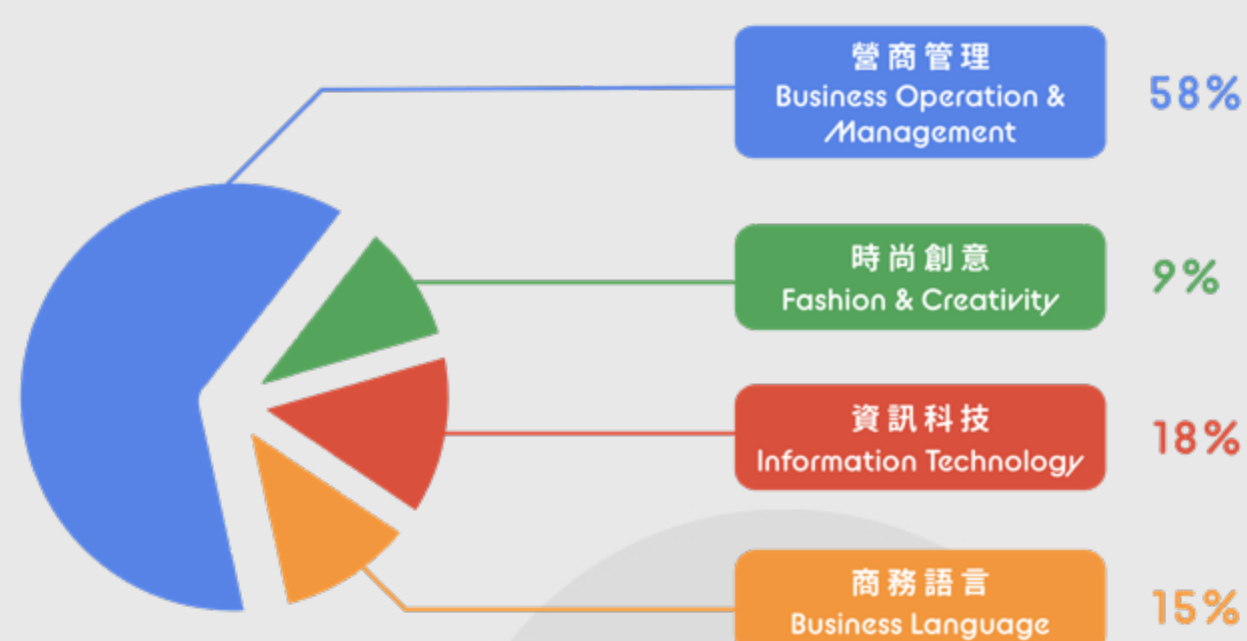
# 3.1 進修・實踐終身學習

## Continuing Education - The Practice of Lifelong Learning

### 整體表現 Overall Performance

2020 年 Year 2020	公開課程及研討會 Public Courses & Seminars		機構委託培訓課程 Corporate Training		總計 Total	
課程數目 No. of courses	320	37.30%	538	62.70%	858	100%
學員人次 No. of enrollments	5,424	30.37%	12,437	69.63%	17,861	100%
學時 No. of training hours	6,540	41.94%	9,053	58.06%	15,594	100%

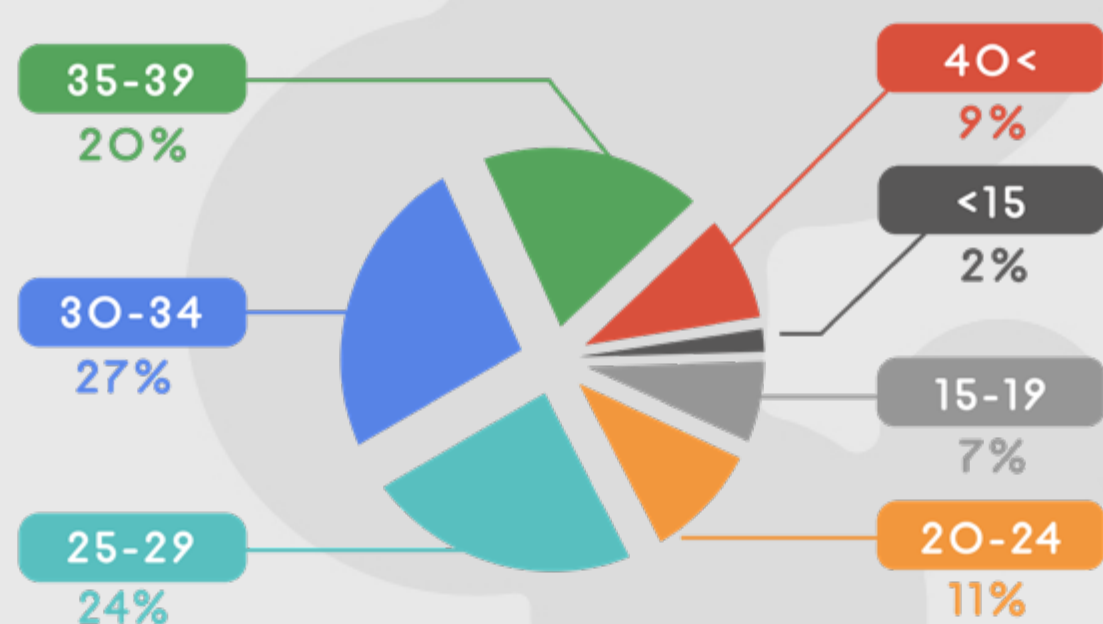
培訓範疇 - 學員人次分佈  
Training Areas - Distribution of Enrollments (2020)



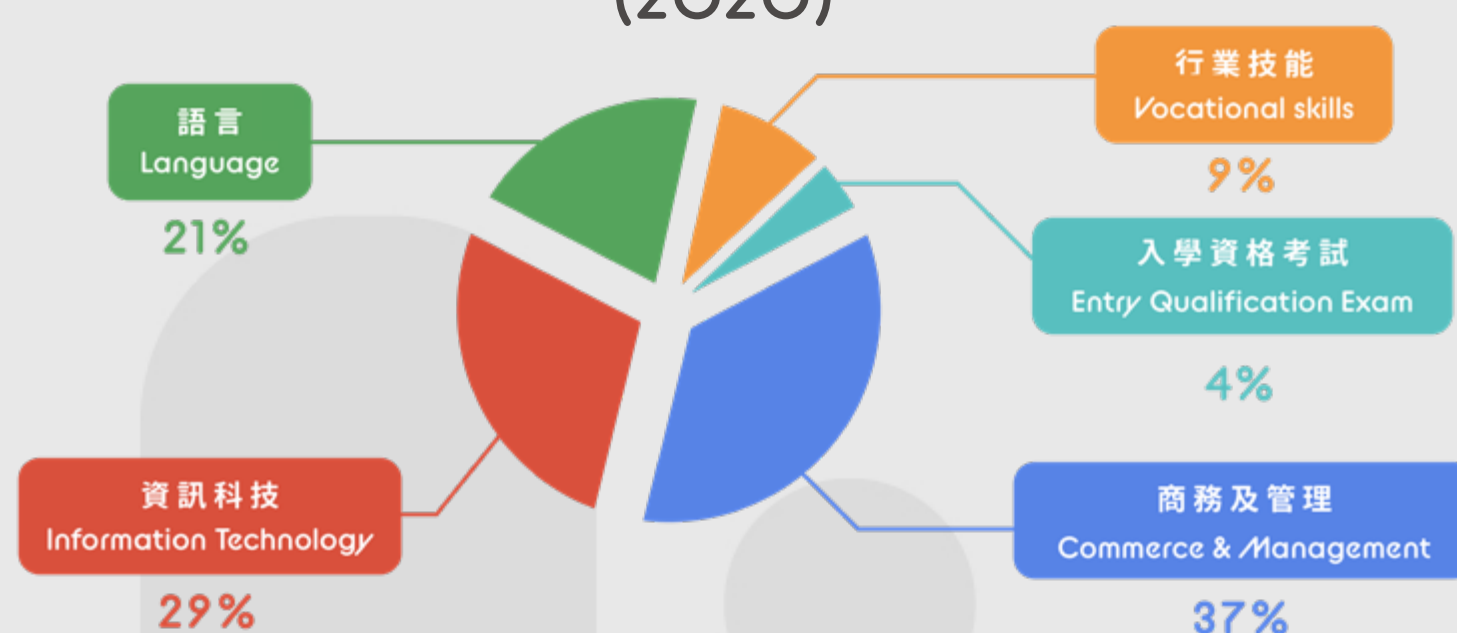
公開課程 VS 機構委託課程 - 學員人次分佈  
Public Courses VS Corporate Training - Distribution of Enrollments (2020)



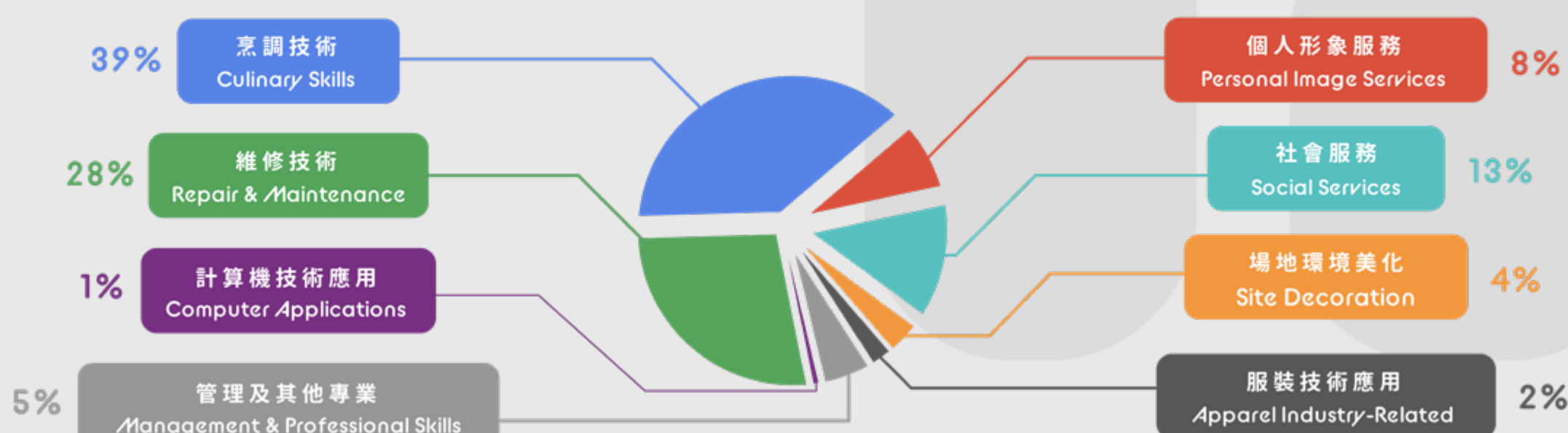
學員年齡分佈  
Training Course Enrollments - Age Distribution (2020)



專業考試服務 - 報考類別分佈  
Distribution of Candidates for Professional Examination Service (2020)



國家職業資格考試  
China National Vocational Qualification Assessment (2005/10 - 2020/12)





## 促進在職人士持續進修

### Promoting Professional Development



零售業物流及倉務員入門課程

Introduction to Retail Logistics and Warehousing



消防設備維修保養課程

Course on Fire Safety Equipment Maintenance

## 啓發青年人創意及職業志向

### Inspiring Creativity and Career Aspiration of the Youth



《青少年技能推廣計劃》之消防設備維修保養技能體驗課程

"Youth Skills Promotion Program" – Experiential Learning Course on Fire Safety Equipment Maintenance



參加青年就業博覽會

CPTM participated in the Youth Career Expo

## 以競賽提升青少年的職業技能

### Enhancing the Youth's Vocational Skills through Competition



全澳大專生手機網站設計技能比賽及全澳中學生手機網站設計技能比賽

Macao Higher Education Students Mobile Web Design Skill Competition and Macao Secondary Students Mobile Web Design Skill Competition



澳門學生 Office 軟件技能比賽及澳門大專學生多媒體設計軟件技能比賽頒獎儀式

The Award Ceremony for Office Skills Competition" & Multimedia Design Skills Competition" for Macao Students



## 年度回顧 Annual Review



澳門時裝畫藝術大賽作品展  
Macao Fashion Illustration Contest Exhibition



全澳中學生資訊科技知識問答比賽  
Macao Secondary Students Information Technology Knowledge Quiz Contest

### 與其他團體合辦行業進修課程 Co-organizing Professional Training Programs with Other Organizations



「酒店設備維修工程人員（木工）培訓課程」（勞工事務局委託）  
“Training Course on Hotel Equipment Maintenance Engineer (Carpentry)”  
(commissioned by the Labour Affairs Bureau)



「食品衛生督導課程」（與市政署食安中心合作）  
“Food Hygiene Supervisor Training” (in collaboration with the Department of  
Food Safety of the Municipal Affairs Bureau)

### 鼓勵在職人士持續進修及爭取專業認證 Encouraging the Employed to Pursue Training & Professional Certification



游泳救生員（初級）國家職業資格實操考試  
Operational test of the national vocational qualification examination for  
swimming lifeguards (elementary)



中式烹調師（初級）國家職業資格實操考試  
Operational test of the national vocational qualification examination for  
Chinese Cooking (elementary)



## 服務中小企 Serving SMEs

多方位服務本澳中小企，舉辦電子支付體驗日，推動中小微企普及電子支付；透過「澳門產品目錄資訊電子平台」推廣澳門品牌和產品；切實執行中小企業安裝防浸升降台資助計劃及中小企業安裝防洪門及水泵資助計劃；生產力論壇專頁。

Provide diverse services for local SMEs, e.g. organize the E-payment Experience Day, promote Macao brands and products through the "Macao Product Catalogue E-Platform", implement the SME Funding Scheme for Lifting Platforms against Flood Damage and the SME Funding Scheme for Flood Gates and Water Pumps against Flood Damage, Productivity Forum@CPTM



風暴來襲前，中心人員提醒中小企準備採取防洪抗災措施  
CPTM staff remind SMEs to take flood prevention measures before the storm



風暴後往訪低窪地區商戶，了解安裝防洪門後的改善情況  
Visit local SMEs in low-lying areas after the storm to learn about the improvements made after the installation of flood gates



將本澳約 200 家會員公司的品牌和產品錄入「澳門產品目錄資訊電子平台」  
Include the brands and products of about 200 member companies in the "Macao Product Catalogue E-Platform"



中小微企電子支付體驗日  
E-payment Experience Day for SMEs



生產力論壇專頁推介中心服務及工作  
Promoting CPTM's services and work on the page of productivity Forum



於中小企採購專頁從生產力角度提優化建議及措施  
Provide optimization suggestions and measures from the perspective of productivity on Macao SME Page for procurement



## 為中小企營商培訓

Providing training for the SMEs



中小企數碼轉型講座  
SMEs Seminar on Digital Transformation



了解「特色店」在線上推廣營銷的準備  
Learn about the preparation of online marketing for "Distinctive Shops"



與專家顧問實地往訪特色店商戶提供輔導式培訓服務  
Conduct site visits with consultants to provide the distinctive shops' owners with advice and training



為商企檢視業務並作數碼轉型分析和提建議  
Provide analysis of and suggestions on digital transformation for enterprises after business inspection



舉辦線上線下講解會，協助中小企逐步融入數碼營商時代  
Hold hybrid seminars to help SMEs keep up with digital business trends



掃碼觀看「生產力中心助力中小企發展」短片  
Scan the code and watch the video "CPTTM Helps SMEs Grow"  
<https://youtu.be/-Ej/MbLAFqYk>



## 3.2 時尚・創意的搖籃

### Fashion – Cradle of Creative Arts

#### 學以致用

#### From Theory to Practice

開辦時裝設計及製作文憑課程、推行時裝孵化計劃、鼓勵青年人修讀時裝設計學士學位課程並提供獎學金、支持設計師參與本地及外地時裝設計展覽活動。

CPTTM continued to offer the “Diploma Program in Fashion Design and Manufacture” and the “CPTTM Fashion Incubation Program”, as well as scholarships to young people taking bachelor’s degree programs in fashion design, and encouraged fashion designers to participate more actively in local and foreign fashion design exhibitions and activities.



時裝設計及製作文憑課程持續為業界培養新血

The “Diploma Program in Fashion Design and Manufacture” continued to develop professionals for the fashion industry.



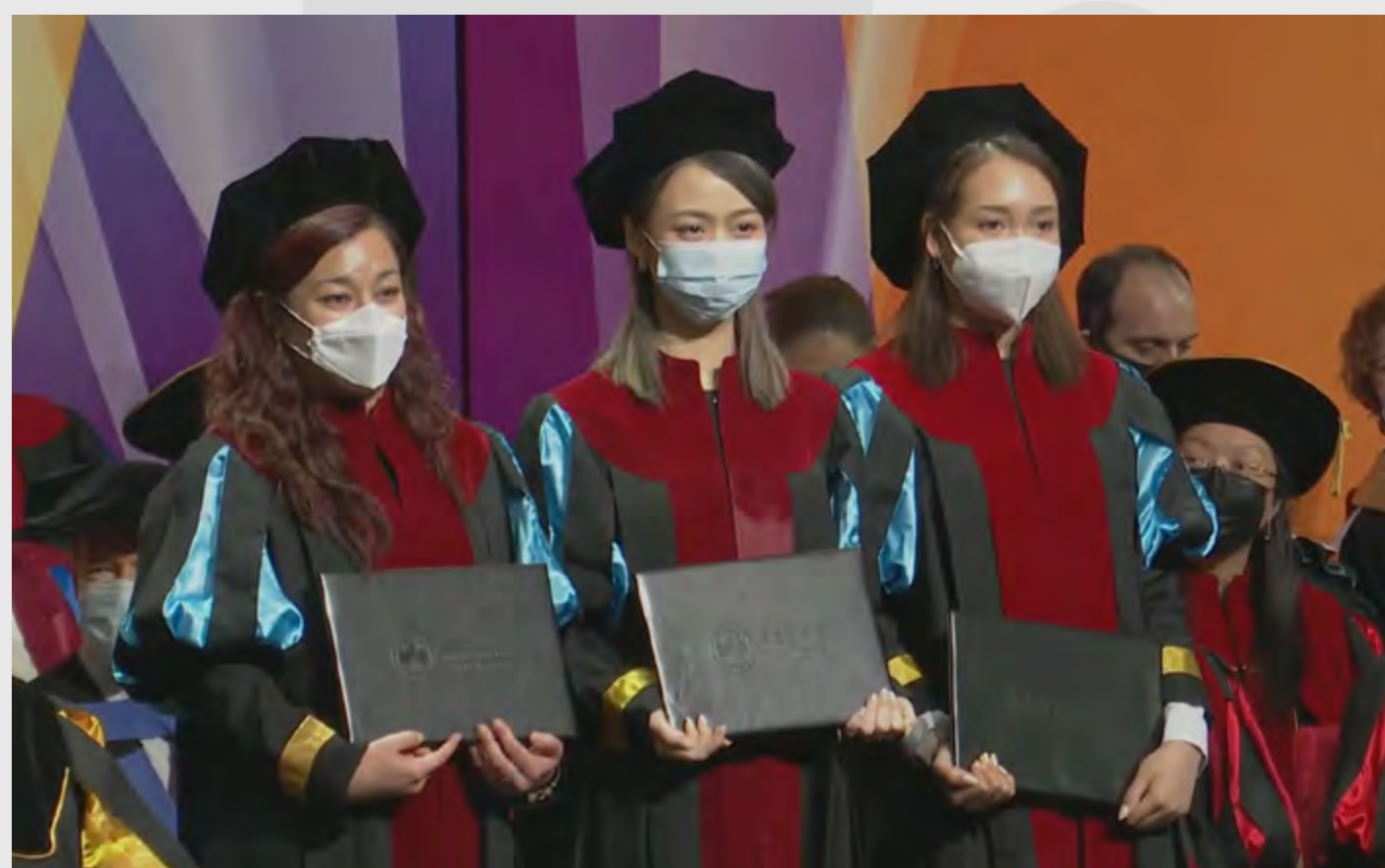
學員周穎珊的設計作品「孕生」獲得第一名

Chao Weng San’s collection “Coming Into Being” is awarded the 1st Overall Winner



畢業學員於世貿蓮花廳的設計作品時裝表演

Graduating students’ fashion show held at the Lotus Room of the World Trade Centre



鼓勵年青人修讀時裝設計學士學位並提供獎學金

Encourage young people to pursue a bachelor’s degree in fashion design and grant scholarships



MaConsef 2020 時裝孵化計劃強化課程

Intensive Course on Fashion Incubation Program



透過舉辦課程及專業認證考試,提高化妝造型及美甲從業員的水平

Courses and professional certification examinations were held to improve the skills of cosmeticians, stylists and manicurists.



ITEC 專業化妝證書課程和考試  
ITEC Certificate in Make-up Course and Exam



美甲培訓  
Training on manicure

為本地時裝設計及品牌打造發展平台

Build a Development Platform for Local Fashion Designers and Brands



澳門服裝節 2020 是本地服裝界的年度最大型盛事

Macao Fashion Festival 2020 is the biggest annual event for the local fashion industry







新設的精品廊讓時尚愛好者即場選購時裝新品

The new Boutique Gallery allows fashion lovers to shop for new fashion items on the spot



瑰麗的珠寶匯演令全場閃爍生輝

A glittering jewelry show



個性化服裝節紀念品受公眾歡迎，人流絡繹不絕

Personalized souvenirs are popular among the public and attract a lot of visitors



## 年度回顧 Annual Review



與不同單位合作,舉辦時裝表演及設計比賽,扶育品牌發展成長

In cooperation with different entities, CPTTM held a series of fashion shows and design competitions to promote brand growth.



組織本地品牌參加內地的服裝專業設計週,協助品牌擴大知名度。

Arrange for local brands to participate in the fashion weeks in Mainland China to increase brand publicity



## 澳門時尚廊 Macao Fashion Gallery

### 品牌的故事—澳門原創服裝展之一

2020 Brand Story - Macao Original Fashion Exhibition I



中心與文化局合營澳門時尚廊，持續舉辦本地品牌的服裝展覽、品牌集合店，並舉行戶外時裝表演等。

CPTM continued to co-operate with the Cultural Affairs Bureau to run the Macao Fashion Gallery (MFG), involving Macao Brand exhibitions, “Showroom” and outdoor fashion show etc.

### 品牌的故事—澳門原創服裝展之二

2020 Brand Story - Macao Original Fashion Exhibition II



### 品牌的故事—澳門原創服裝展之三

2020 Brand Story - Macao Original Fashion Exhibition III



### 品牌的故事—澳門原創服裝展之四

2020 Brand Story - Macao Original Fashion Exhibition IV



### 品牌的故事—澳門原創服裝展之五

2020 Brand Story - Macao Original Fashion Exhibition V



品牌集合店匯集數十個品牌的设计衣飾，方便公眾選購

The “Showroom” gathers dozens of brands for the public to choose from



## 提供技術支援服務 Providing Technical Support services



疫情期間以線上線下模式為服裝行業舉辦講座  
Hold hybrid seminars for the fashion industry during the pandemic

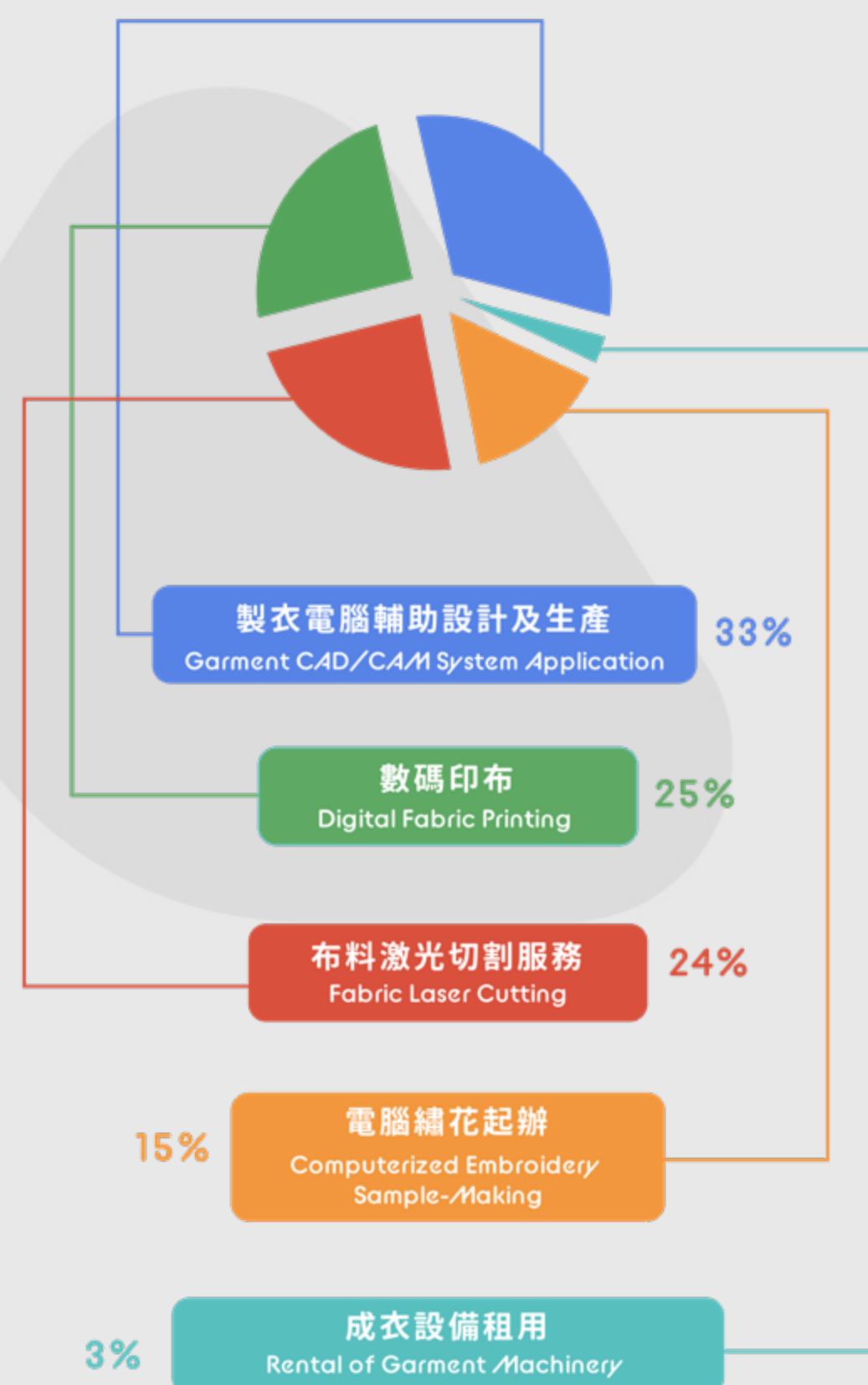


布料激光切割服務  
Fabric Laser Cutting Service



電腦繡花起辦服務  
Computerized Embroidery Sample Making Service

服裝及創意工業支援服務之個案分佈  
Distribution of Support Services for  
Apparel & Creative Industries  
(2020)



數碼印花服務  
Digital Fabric Printing Service



## 甄選及支援本地年青人參加標誌性時裝設計比賽

Select and support local young people to participate in iconic fashion design contests

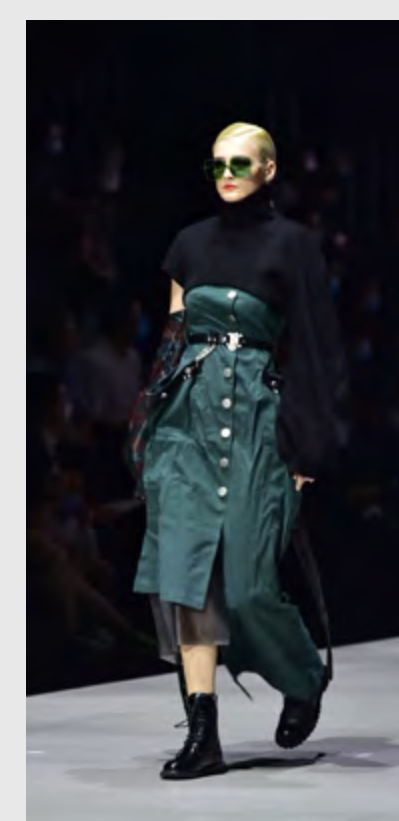
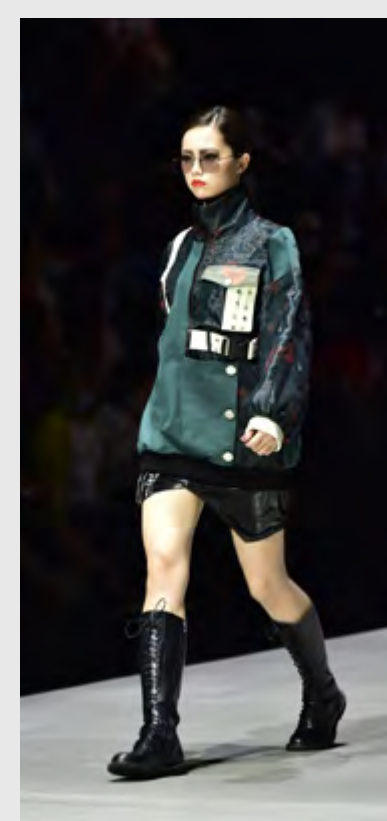


馮俊傑憑作品《生還者》晉身「虎門杯」國際青年設計(女裝)大賽決賽

Fong Chon Kit enters the final of the "Humen Cup" International Youth Design Contest (Women's Wear) with his collection "Survivor"

丁珍憑作品《緣》競逐「大連杯」國際青年服裝設計大賽的決賽桂冠

Ding Zhen competes for the Gold Award at the final of the "Dalian Cup" International Youth Fashion Design Contest with her collection "Fate"



趙崇智憑作品《嚮》於「漢帛獎」中國青年設計師時裝作品大賽躋身決賽

Chio Song Chi enters the final of the "Hempel Award" China International Young Fashion Designers Contest with his collection "Yearn"



## 時尚及行業資訊

## Providing Fashion and Industry Information

中心定期刊物《衣訊》，及向澳門日報供稿的〈特區衣飾〉專頁  
CPTM's regular publication "CFI Newsletter" and special column "Clothes in Macao SAR" on Macao Daily News



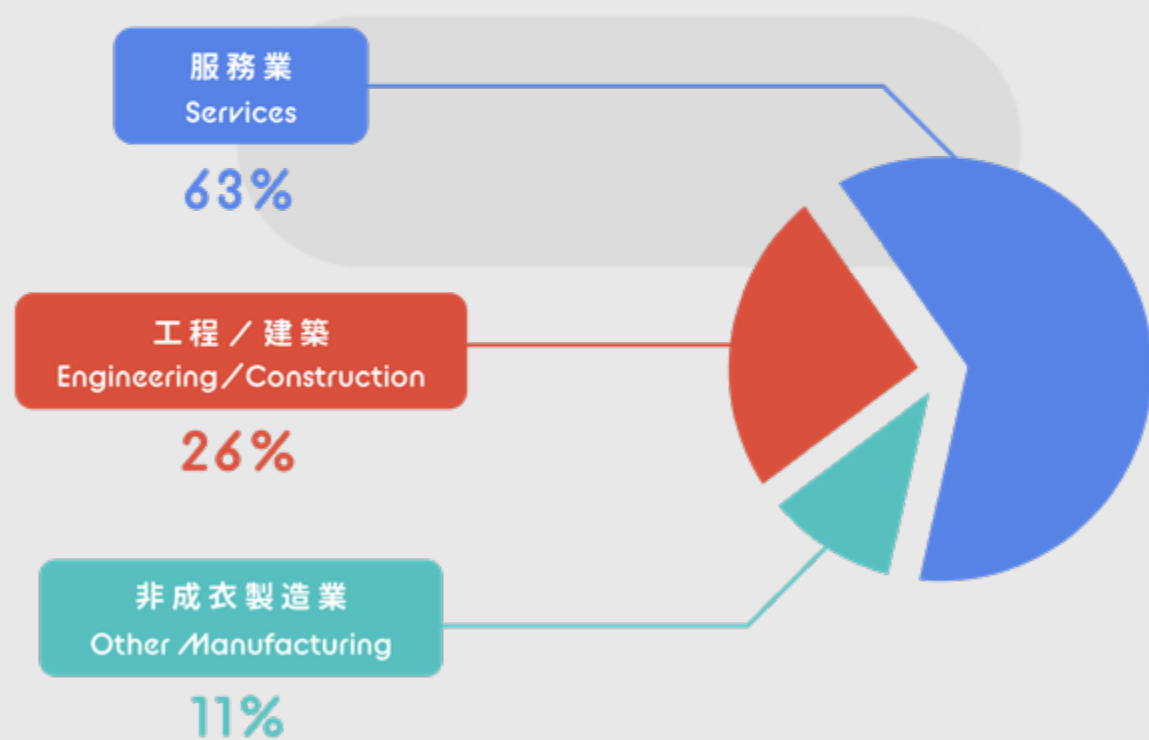


## 3.3 企業・提升競爭力

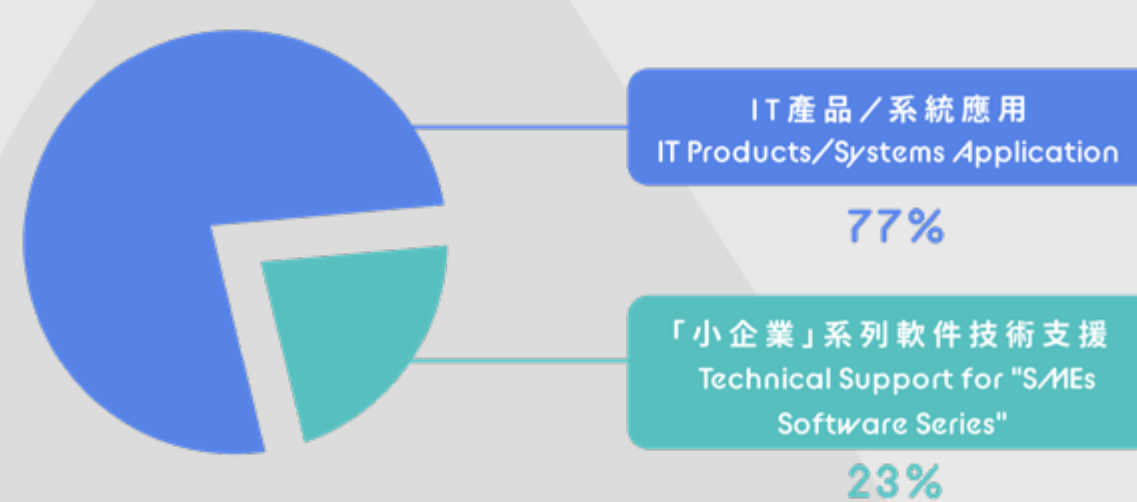
### Enterprises – Enhancing Competitiveness

#### 國際管理系統認證資助計劃 - 按申請機構的行業分佈

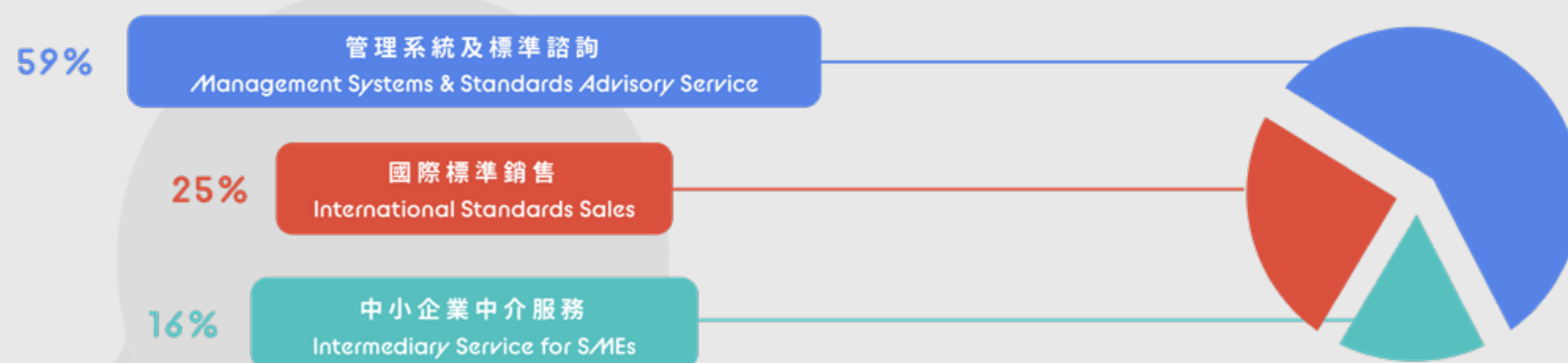
Subsidy Scheme for Certification to  
International Management Standards -  
Distribution of Application by Industry Sectors  
(2020)



#### 資訊科技支援 Information Technology (IT) Support Service (2020)



#### 管理及技術諮詢服務分佈 Distribution of Management & Technical Advisory Services (2020)



### 行業綜合競爭力提升計劃

#### Incentive Scheme for Upgrading Overall Competitiveness of Macau Business Sectors

促進本澳工商金融及各行各業專業團體，為其行業內之中小企業舉辦提升企業管理、營運和技術水平的課程，協助中小企業應對新業態和澳門未來發展需要。

The scheme aimed to promote professional groups in the local industrial, commercial, financial and other sectors, providing S/MEs in these sectors with courses to improve business management, operational and technical skills and assisting them in addressing new forms of business and Macao's future development needs.



珠寶培訓課程  
Training course on jewelry

影視演藝化妝師  
專業培訓課程  
Professional Training  
Course for Make-up  
Artists in Film, Television  
and Performing Arts





## 提供創業及營商培訓系列

### Providing Training Series on Entrepreneurship and Business Operation



網上營銷之“抖音應用與技巧課程”  
Digital Marketing Course of “TikTok Application and Skills”



美國花藝設計師培訓系列  
The American Institute of Floral Designers Training Program

## 為企業「度身訂造」的培訓課程

### Customized Training Programs for Enterprises



關鍵信息基礎設施安全保障能力暨註冊信息安全專業人員 (CISP) 認證培訓班開課儀式  
Opening ceremony of the Certification Training Course on Critical Information Infrastructure Security Assurance Capability and Certified Information Security Professional (CISP)



食品衛生督導員課程  
Food Hygiene Supervisor Training

## 研討會及學習交流活動

### Seminars, Learning & Exchange Activities



智慧支付與虛擬銀行助力升級澳門餐飲零售業研討會  
Seminar on “Smart Pay and Virtual Bank Assist to Improve Catering Industry and Retail Industry”



中小企數碼轉型講座系列  
SMEs Seminar Series on Digital Transformation



## 提供管理諮詢

### Provide Management Advisory Service

2020 年,「管理諮詢及技術支援服務」處理了 116 宗諮詢個案

In 2020, the “Management Consultation and Technical Support Services” tackled a total of 116 cases of consultation.

## 應用資訊科技

### Applying Information Technology (IT)



向企業推廣使用 SME360

Promote the use of SME360 to enterprises



## 支持企業實行系統化管理、爭取國際認證

### Supporting Enterprise in Implementation of a Systematic Approach to Management and Attainment of International Certification



出版品質管理系統工具書,協助中小企優化管理  
Publish reference books on Quality Management System to help SMEs optimize their management

## 促進澳門產品質量及安全

### Promoting Quality and Safety of Macao Products

「代送外檢測服務」現時的服務範圍包括紡織成衣、食品、藥品、水泥及混凝土、電子產品、合成機油、清潔衛生用品、防火隔音建材、其他傢俱、環保產品共十個類別的測試。

CPTTM provides a “Lab Test Delivery Service” that currently covers 10 product categories: textile & apparel, food products, pharmaceuticals, cement & concrete, electronics/electrical products, synthetic oil, cleaning & sanitary products, fire & sound proof construction materials, furniture, and green products.



2020 年共處理了 2,201 宗申請個案。

In 2020, having processed of 2,201 applications



## 澳門產品優質認證計劃

## Macau Product Quality Certification Scheme (MPQC)



為澳門廠商舉辦“M嘜”產品認證申請須知講解會  
Hold seminars on Macau Product Quality Certification Scheme (MPQC) for Macao manufacturers



掃碼觀看 M嘜宣導影片  
Scan the code and watch the video MPQC  
<https://youtu.be/cKfslP-GyIs>



製作宣導短片加強推廣 M嘜, 單位領導現身介紹

A video is created to promote MPQC, and the department head introduces it in person



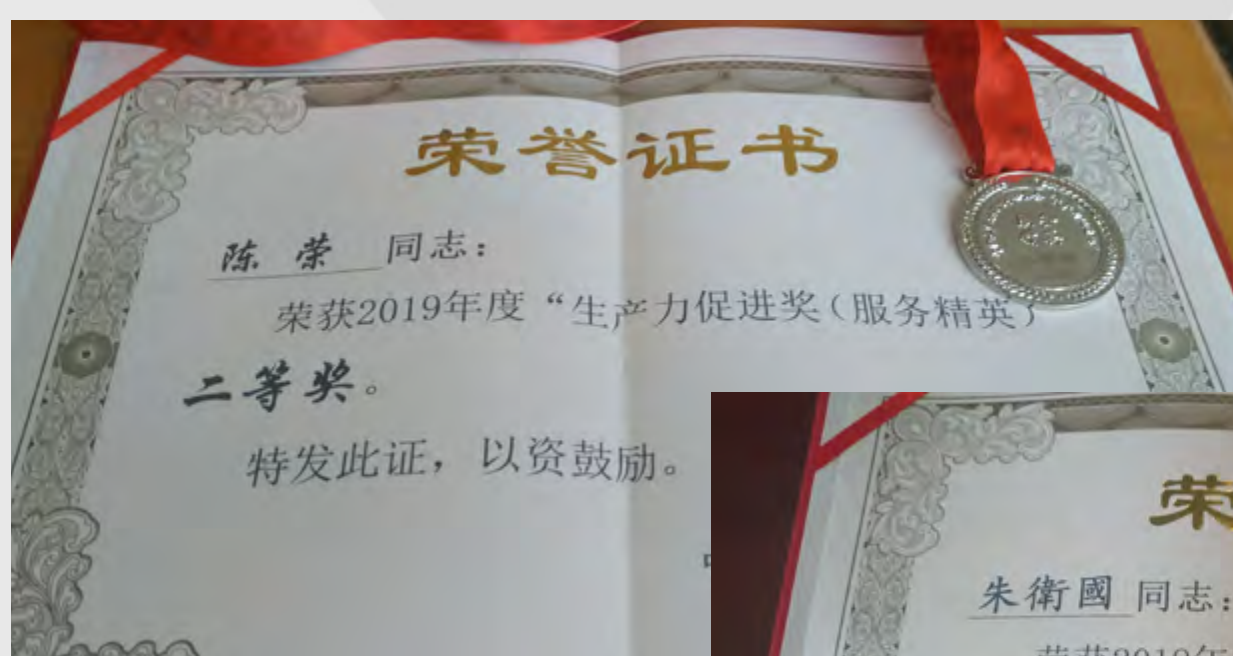
## 粵港澳大灣區生產力促進服務聯盟

## Alliance for Productivity Promotion Services in the Guangdong-Hong Kong-Macao Greater Bay Area



粵港澳大灣區生產力促進服務聯盟理事長率團訪中心

The Chairman of the Guangdong-Hong Kong-Macao Greater Bay Area Productivity Promotion Service Alliance (GBAPA) leads a delegation to visit CPTTM



中醫藥創新發展國際論壇暨粵港澳大灣區中醫藥產業科技成果對接會在廣州召開

The International Forum on Innovative Development of Traditional Chinese Medicine and Matching Meeting on Scientific and Technological Achievements of Traditional Chinese Medicine Industry in the Guangdong-Hong Kong-Macao Greater Bay Area held in Guangzhou

由中心推薦的兩名澳門專家，獲中國生產力促進中心協會頒發生產力促進獎

Two Macao experts recommended by CPTTM are awarded the Productivity Promotion Award by the China Association of Productivity Promotion Centers (CAPPCC)



## 透過不同媒體 推介生產力的服務

Collaboration with various social media for promotion



與電視台共同製作節目「營商動力」推廣中心的服務及資訊；同時也利用手機程式、微信及臉書等多個媒體推介。

CPTTM promoted services and information through the TV program “Business Drivers”, mobile apps, WeChat and Facebook.



關治平副理事長應邀出席電台節目“澳門講場”介紹中心的職能及服務

Victoria Kuan, Deputy Director General is invited onto the radio program “Macau Forum” to introduce the functions and services of CPTTM



# 3.4 社會責任 · 為可持續發展

## Social Responsibility – Seeking Sustainable Development

### 兒童環保行動

#### The EnviroKids Program

向小學生推行的兒童環保行動已舉辦至第十五屆。

The "EnviroKids Program", geared towards primary pupils, has entered its 15<sup>th</sup> edition.



「環保小先鋒」向新一代灌輸保護環境的意識

The "EnviroKids Program" instills environmental awareness in the new generation



# 3.5 員工・分享

## Staff • Sharing



中心人員梁美嬋榮獲2020優秀長者僱員(社工局及勞工事務局合辦)  
Staff of CPTTM, Leong Mei Sim, is awarded the "2020 Outstanding Senior Employee Award" (co-organized by the Social Welfare Bureau and the Labour Affairs Bureau)



中心獲“聘僱耆才僱主嘉許”(社工局及勞工事務局合辦)  
CPTTM is awarded the "Employer's Award for Employing Senior Citizens" (co-organized by the Social Welfare Bureau and the Labour Affairs Bureau)



人事及總務部高級經理賈利安榮休餞別  
Bid farewell to Antonio Carion, Senior Manager of Human Resources and General Affairs Department, on his retirement



溫故知新深入認識基本法  
Gain new insights through restudying the Basic Law in depth



為中心人員提供溝通技巧專業培訓  
Provide training on professional communication skills to the staff of CPTTM



加強危機意識, 學習使用滅火裝置  
Enhance crisis awareness and learn to use fire extinguishing equipment



# 3.6 現行服務及項目

## Existing Services and Projects

### 培訓及考試服務 Training & Examination Services

服務 Services	部門／單位 Department／Unit
專業進修培訓 (包括公開課程及機構委託課程) Professional Training Courses (including public courses and corporate training courses)	標準、管理及培訓考試部 Standard, Management, Training & Assessment Department
專業／公開考試服務 Professional/Public Examination Service <ul style="list-style-type: none"><li>資訊科技 (IT 專業技術、Office 軟件應用、中文輸入法、多媒體設計、電腦輔助設計、資訊保安、全國計算機技術與軟件專業技術資格 (水平) 考試等) Information Technology (professional competencies, Office software, Chinese input method, multimedia design, computer-aided design, information security, National Computer and Software Technology Qualifications Exams, etc)</li><li>商務及管理 (ISO 國際管理標準認識水平及評審、項目管理、培訓及評審、商務資格、會計專業資格、風險管理) Commerce &amp; Management (ISO international management standards knowledge &amp; auditing, project management, training &amp; assessment, business qualifications, Certified Professional Accountants, Risk Management)</li><li>行業技能 (時裝、美容、化妝、甲藝、美髮、商品展示、客戶服務、衝突處理、銷售、食品安全、葡萄酒及清酒知識、花藝設計、泌乳顧問、國家職業資格考試) Occupational Skills (fashion, beauty therapy, make-up, nail art, hair styling, visual merchandising, customer service, conflicts handling, selling, food safety, wine and sake knowledge, floral design, lactation consultant and China National Vocational Qualification Assessment)</li><li>語言水平 (英語、日語) Language Proficiency (English, Japanese)</li><li>標準化入學測試 (海外大專院校) Standardized Entry Tests (for overseas tertiary educational institutions)</li></ul>	專業考試資源中心 Professional Examination Resources Unit
圖書借閱服務 Library Service	總辦事處 - 圖書角 Library Corner at Head Office  成衣技術匯點 - 時裝資訊站 Fashion Information Gallery at House of Apparel Technology



管理及技術諮詢 Management & Technical Advisory Services

服務 Services	部門／單位 Department／Unit
中小企業綜合服務 Support Services for SMEs	對外合作及拓展部 External Cooperation & Marketing Department
中小企業安裝防浸升降台資助計劃 SME Funding Scheme for Lifting Platform Against Flood Damage	
中小企業安裝防洪門及水泵資助計劃 SME Funding Scheme for Flood Gates & Water Pumps against Flood Damage	
管理諮詢及技術支援服務（包括資料查詢、管理系統差距分析、風險評估及內部審核等） Management Advisory & Technical Support Service (including information enquiry, gap analysis, risk assessment and internal auditing for management systems, etc)	標準、管理及培訓考試部 Standard, Management, Training & Assessment Department
標準搜尋及銷售（包括 ISO 標準、中國國家標準等） Standards Search & Sales Service (including ISO standards, China National Standards, etc)	
代送外檢測服務 Lab Test Delivery Service	標準、管理及培訓考試部 Standard, Management, Training & Assessment Department  時裝及形象創意部 Creative Fashion & Image Department

資訊科技支援 Information Technology Support Services

服務 Services	部門／單位 Department／Unit
資訊系統應用支援（包括軟件系統、數碼產品、數碼文件／圖像處理及輸出等） IS Application Advisory Service (including software systems, digital products, digital document & image-processing and outputting, etc)	資訊系統推廣室 Information System Promotion Unit
自由軟件推廣 Open Source Software Promotion	
「小企業・會計易」軟件及支援（包括提供自由軟件及使用輔導班） Open Source Accounting Software for SMEs & Technical Support (including provision of software and tutorial session)	
「小企業・計糧易」軟件及支援（包括提供自由軟件及使用輔導班） Open Source Employee Information Management System (EI/MS) & Technical Support (including provision of software and tutorial session)	
「小企業・零售易」軟件及支援（包括提供自由軟件及使用輔導班） POS System & Technical Support (including provision of software and tutorial session)	



服裝及創意工業支援 Support Services for Apparel & Creative Industries

服務 Services	部門／單位 Department／Unit
電腦輔助生產 (CAD/CAM) 系統顧問及服務 Supporting Services for Garment CAD/CAM Systems	時裝及形象創意部 Creative Fashion & Image Department
製衣設備使用服務 Garment Equipment Usage Service	
數碼印花服務 Digital Fabric Printing Service	
電腦繡花起辦服務 Embroidery Service	
服裝起辦服務 Proto Sample Making Service	
布料激光切割服務 Fabric Laser Cutting Service	
CPTTM 時裝孵化計劃 (MaConsef) CPTTM Fashion Incubation Program (MaConsef)	
提供 Worth Global Style Network (WGSN) 網上資訊平台 Provide Web-based Fashion Information Platform - Worth Global Style Network (WGSN)	
提供 Fashion Snoops 網上資訊平台 Provide Web-based Fashion Information Platform - Fashion Snoops	
提供 Tranoi Link 線上宣傳平台 Provide Tranoi Link online promote platform	
提供中國時裝設計師協會網上服裝品牌宣傳 Provide fashion brand online promotion on China Fashion Association	



鼓勵計劃 Incentive Schemes

服務 Services	部門／單位 Department／Unit
時裝創意教育獎學金 Scholarship for Higher Education in Fashion Design & Creativity	時裝及形象創意部 Creative Fashion & Image Department
國際管理系統標準認證資助計劃 Subsidy Scheme for Certification to International Management System Standards	標準、管理及培訓考試部 Standard, Management, Training & Assessment Department
實驗室認可資助計劃 Subsidy Scheme for Laboratory Accreditation	
M 嘜－澳門產品優質認證計劃 M Mark - Macau Quality Product Certification Scheme	
失業人士免費就讀計劃 Free-of-Charge Training for The Unemployed	
核心技能水平測試推廣計劃 - Microsoft Office Specialist 認證 Core Competency Assessment Promotion Scheme - Microsoft Office Specialist Certification	
行業綜合競爭力提升計劃 - 人力資源培訓項目 Incentive Scheme for Upgrading Overall Competitiveness of Macau Business Sectors - The Human Resources Training Initiative	

銷售 / 派發中的書刊 Publications Currently Available for Sale/Distribution

服務 Services	部門／單位 Department／Unit
服裝從業員實用指南 Garment Handbook	時裝及形象創意部 Creative Fashion & Image Department
服裝生產計劃與管理運籌 Guidebook for Garment Production & Operation Management	
良好管理指南之「食品安全管理工具書」( 三冊 ) Good Management Guidebook - Food Safety Management Toolkit (3 volumes)	標準、管理及培訓考試部 Standard, Management, Training & Assessment Department
良好管理指南之「零售商店管理工具書」 Good Management Guidebook - Retail Shop Management Toolkit	
良好管理指南之「會議活動管理工具書」 Good Management Guidebook - Conference & Event Management Toolkit	
良好管理指南之「中小企 ISO 9001 質量管理工具書」(兩冊) Good Management Guidebook - ISO 9001 Quality Management Toolkit for SMEs (2 volumes)	
綠色學校環境管理指南 Environmental Management Guidebook for Green Schools	



通訊 Newsletters

服務 Services	部門／單位 Department／Unit
生產力論壇 (半月刊,刊登於澳門日報) Productivity Forum (semimonthly; published in Macao Daily News)	生產力論壇編輯小組 Productivity Forum Editorial Group
生產力快訊 (半月期,電郵發送) CPTTM Newsletter (Semimonthly; sent by E-mail)	
國際管理標準動向 (季刊) International Management Standards Updates (quarterly)	標準、管理及培訓考試部 Standard, Management, Training & Assessment Department
檢測標準訊息 (月刊) Testing Standards Updates (monthly)	
「衣訊」- 成衣技術通訊 (半年刊) Apparel Technology Newsletter (semiannually)	時裝及形象創意部 Creative Fashion & Image Department
IT 通訊 (半年刊) IT Newsletter (semiannually)	資訊系統及科技部 Information System and Technology Department

其他為可持續發展的項目 Other Projects for Sustainable Development

服務 Services	部門／單位 Department／Unit
兒童環保行動 - 環保小先鋒 (包括環保須知小冊子、習作簿及組織學習活動) The EnviroKids Program (including Environmental Awareness Booklet, Workbook and organizing learning activities)	標準、管理及培訓考試部 Standard, Management, Training & Assessment Department



## 3.7 研討會及工作坊

### Seminars and Workshops

由中心主辦 Hosted by CPTTM

標準及認證	Standards & Certification
善用國際標準以管理組織的網絡風險	Managing your Cybersecurity Risks with International Standards
中小企跨過疫情 - 有效實施 ISO 9001 質量管理、提升競爭優勢	Beyond the Pandemic : SMEs Leveraging ISO 9001 Quality Management for Competitive Advantage

創意時裝及形象	Creative Fashion & Image
布料新趨勢： <ul style="list-style-type: none"> <li>● 環保及功能布料應用 (4)</li> <li>● 紡織廢料回收再造科技及系統 (5)</li> </ul>	Fabric Trends: <ul style="list-style-type: none"> <li>● Application of Recycled and Functional Fabrics (4)</li> <li>● Textile Waste Recycling Technology and System (5)</li> </ul>
Fashion Snoops - 2021 春夏時尚趨勢預測	Fashion Snoops - Fashion Trends S/S 2021
3D 服裝設計 : CLO 應用及發展趨勢	The Latest Trends and Application of CLO 3D Garment Technology
創意應用示範會系列 <ul style="list-style-type: none"> <li>● 布料激光切割</li> <li>● 數碼印花</li> <li>● 3D 打印</li> </ul>	Demonstration and Application of <ul style="list-style-type: none"> <li>● Fabric Laser Cutting</li> <li>● Digital Fabric Printing</li> <li>● 3D Printing</li> </ul>
時尚形象提升系列工作坊 <ul style="list-style-type: none"> <li>● 實用護膚指南及 2020 日韓潮流彩妝分享</li> <li>● 防曬全攻略及 2020 歐美潮流彩妝分享</li> </ul>	Trendy Image Enhancement Workshop Series <ul style="list-style-type: none"> <li>● Practical Skin Care Guide and 2020 Japanese or Korean Makeup Trend Look</li> <li>● Sun Protection Strategies and 2020 European Makeup Trend Look</li> </ul>
時裝畫描繪技巧分享工作坊	Fashion Illustration Workshop

資訊科技	Information Technology
智慧支付與虛擬銀行助力升級澳門餐飲零售業	Upgrading the Food & Beverage Industry with Smart Pay & Virtual Banking
資訊科技工具應用工作坊 <ul style="list-style-type: none"> <li>● 第一期 - 遠端辦公軟件介紹</li> <li>● 第二期 - 平板電腦工作術</li> <li>● 第三期 - 針對中小企業的平板電腦影片編輯</li> </ul>	Application of Information & Communication Technology Tools <ul style="list-style-type: none"> <li>● Session 1 - Introduction of Remote Working Softwares</li> <li>● Session 2 - Techniques for Working with Tablets</li> <li>● Session 3 - Video Editing (using tablets) for SMEs</li> </ul>



營商及管理	Enterprise Operation & Management
中小企數碼轉型講座系列 <ul style="list-style-type: none"><li>● 新零售 · 新餐飲的營銷趨勢</li><li>● 經營網店的技術</li><li>● 集客式營銷</li></ul>	SMEs Seminar Series on Digital Transformation: <ul style="list-style-type: none"><li>● Marketing Trends in the Era of New Retail and F &amp; B</li><li>● Understanding the Technical Aspects of an Online Shop</li><li>● Inbound Marketing</li></ul>
澳門中區南區中小企業電子支付體驗日	E-payment Experience Day for South Central District SMEs

應外界機構委託舉辦 As Appointed by External Organizations

智慧旅遊與開放數據應用	Smart Tourism and Open Data Application
專為“特色店計劃”而設 <ul style="list-style-type: none"><li>● 新經濟下零售及餐飲企業主的策略應對</li><li>● 大眾點評廣告攻略</li></ul>	Specially designed for the “Distinctive Shops Programme”: <ul style="list-style-type: none"><li>● Strategic Moves for Owner-Managers of Retail &amp; F&amp;B Enterprises in the New Economy</li><li>● Tactics for Advertising on the Dazhong Dianping Platform</li></ul>



3.8 專業培訓範疇

Scope of Professional Training

範疇 Scope	分類 Categories	系列 Series
商務語言 Business Languages	中文 Chinese	普通話 Putonghua
		商業寫作 Business Writing
		外國人普通話／廣東話 Putonghua/Cantonese for Foreigners
	英語 English	英語會話 Spoken English
		商業寫作 Business Writing
		專為行政人員而設 For Executives
		專業考試系列 Professional Exam-related
	葡語 Portuguese	基礎 Foundation
	韓語 Korean	基礎 Foundation
	德語 German	基礎 Foundation
	日語 Japanese	基礎 Foundation
		商務應用 Business Applications
營商及管理 Enterprise Operation & Management	創業及中小企營商 Entrepreneurship & SMEs Management	創業 Business Startup
		貿易管理 Import/Export Business
		會計及財務管理 Accounting & Financial Management
		營銷及品牌管理 Marketing & Brand Management
		採購及存貨管理 Purchasing & Inventory Management
		零售、商業銷售 Retail Operation; Business Selling
		電商管理 e-Business Management



範疇 Scope	分類 Categories	系列 Series
營商及管理 Enterprise Operation & Management	行政及管理技巧 Executive & Managerial Skills	行政實務 For Administrative Professionals
		辦公室／商務軟件應用 Office/Business Software Applications
		管理技巧 Managerial Techniques
		演說技巧 Presentation Techniques
		教練技巧 Coaching Techniques
		導師技巧 Train-the-Trainers
		風險及危機管理 Risk & Crisis Management
		專業文憑 Professional Diploma
	人力資源管理 Human Resources Management	專業文憑 Professional Diploma
		辦公室／商務軟件應用 Office/Business Software Applications
	活動及項目管理 Event & Project Management	活動管理 Event Management
		項目管理 Project Management
	行業技能及管理 Occupational Skills & Management in Specific Sectors	房地產中介 Real Estate Brokerage
		房地產評估 Real Estate Valuation
		服務業 Service Sector
		屋宇裝備工程 Building Services
		零售業 Retail Sector
		款待業 Hospitality Sector
		花藝設計行業 Floral Design Sector
		物業／設施管理 Property/Facility Management
		會展管理 Convention & Exhibition Management
		餐飲業 Food & Beverage Sector



範疇 Scope	分類 Categories	系列 Series
營商及管理 Enterprise Operation & Management	國際管理標準 International Management Standards	優質管理 Quality Management
		綠色管理 Green Management
		職業健康及安全管理 Occupational Health & Safety Management
		服務管理 Service Management
		能源管理 Energy Management
		資產管理 Asset Management
		設施管理 Facility Management
		供應鏈管理 Supply Chain Management
		資訊服務及安全管理 IT Service & Security Management
		食品安全管理 Food Safety Management
		風險管理 Risk Management
		持續改善 Continuous Improvement
		可持續發展 Sustainable Development
		實驗室管理 Laboratory Management
		綜合管理 Integrated Management
資訊科技 Information Technology	數據庫 Database	MySQL
		微軟 Microsoft
		甲骨文 Oracle
	系統及網絡 Systems & Networking	H3C
		Linux
		VMWare
		微軟 Microsoft
		思科 Cisco
		網絡安全 Network Security



範疇 Scope	分類 Categories	系列 Series
資訊科技 Information Technology	網頁設計及開發 Web Design & Development	UI 設計 UI Design
		網頁設計 Web Design
		網頁開發 Web Development
	設計軟件應用 Design Software Applications	Adobe 軟件 Adobe Applications
		Autodesk 軟件 Autodesk Applications
		3D 建模及打印 3D Modeling & Printing
	資訊科技管理 IT Management	IT 服務管理 IT Service Management
		數據中心 Data Centers
		資訊安全 Information Security
	軟件開發 Software Development	流動應用程式開發 Mobile Apps Development
		編程語言 Programming Languages
		開發工具 Development Tools
資訊科技 Information Technology	智慧城市 Smart City	人工智能 Artificial Intelligence
		區塊鏈技術 Blockchain Technology
		大數據 Big Data
		雲運算 Cloud Computing
	中小企 IT 應用	“小企業”軟件系列 (會計易、計糧易、零售易) SMEs Software Series (Easy Accounting, Easy Salary Calculation, Easy POS)
		網上工具 / 平台 Online Tools/Platforms
時尚及創意 Fashion & Creativity	服裝工藝 Apparel Making	時裝製作 Fashion Making
		服裝配料 Garment Accessories
		男 / 女裝製作 Dressmaking for Menswear/ Womenswear
		童裝製作 Kids' Wear Making
		男 / 女裝紙樣製作 Pattern Making for Menswear/ Womenswear
		CLO 3D 紙樣軟件基礎課程 Fundamental of CLO 3D Pattern Software
		生產圖繪製技巧 Garment Production Drawing Technique



範疇 Scope	分類 Categories	系列 Series
時尚及創意 Fashion & Creativity	時尚設計 Fashion Design	服裝設計及製作 Fashion Design & Manufacturing
		晚裝設計 Evening Wear Design
		制服設計 Uniform Design
		描繪／繪畫 Illustration/Drawing
		手錶基礎設計 Watch Design Fundamentals
		時裝數碼攝影 Digital Fashion Photography
		布藝設計及製作 Fabric Design & Making
		飾物製作 Costume Jewelry Making
		皮革飾品製作 Leather Accessories Making
		模特兒技巧 Modeling Techniques
	個人形象設計 Personal Image Design	化妝 Make-up
		ITEC 專業化妝證書課程 ITEC Certificate in Make-up
		美容護理 Beauty Therapy
		嫁接睫毛 Basic Eyelash Extension
		髮藝 Hairdressing
		甲藝 Nail Art
	時尚零售及採購 Fashion Retail & Merchandising	時尚零售 Fashion Retail
		招牌／櫥窗設計 Signboard Design/Window Display
		商品數碼攝影 Digital Product Photography
		網上營銷課程之“抖音應用與技巧” Digital Marketing Course of “TikTok Application and Skills”
其他 Others	---	手語 Sign Language
		STEAM 教育（老師培訓） STEAM Education (teachers' training)
		青少年創意及技能培訓 Creativity & Skills Training for Youth





4

附錄  
Appendices



## 附錄一：組織架構 (2018 - 2020)

### Appendix I: Organizational Chart (2018 – 2020)

#### 社員大會主席團 *General Assembly*

主席	President
澳門出入口商會 (徐偉坤先生)	Macau Importers & Exporters Association (Mr Tsui Wai Kwan)
副主席	Vice-President
澳門廠商聯合會 (馮信堅先生)	Industrial Association of Macau (Mr Fong Son Kin)
利昌製衣廠有限公司 (黃嘉豪先生)	Fábrica de Artigos de Vestuário Lee Cheung, Lda. (Mr Wong Garrick Jorge Kar Ho)
秘書	Secretary
保利達洋行有限公司 (陳細鈿先生)	Polytex Corporation Ltd. (Mr Chan Sai Tin)
澳門特別行政區政府 (莫苑梨女士)	Macao SAR Government (Ms Mok Iun Lei)

#### 理事會 *Board of Directors*

主席	Chairman
寶法德玩具有限公司 (楊俊文博士)	Empresa Industrial Perfekta Toys, Lda. (Dr Yeung Tsun Man Eric)
副主席	Vice-Chairman
澳門特別行政區政府 (孫家雄博士 - 兼理事長)	Macao SAR Government (Dr Shuen Ka Hung - Director General)
理事	Member
澳門特別行政區政府 (關治平女士 - 兼副理事長)	Macao SAR Government (Ms Victoria Alexa Kuan Chan - Deputy Director General)
南光集團有限公司 (王波先生)	Nam Kwong Group Company Ltd. (Mr Wang Bo)
何桂鈴女士	Ms Ho Kuai Leng
嘉明洋行有限公司 (鄧君明先生)	Agência Comercial Carmen (Imp. & Exp.), Lda. (Mr Tang Kuan Meng José)
僑光集團有限公司 (王世民先生)	Chiao Kuang Group Ltd. (Mr Wang Sai Man)
澳門特別行政區政府 (陳漢生先生)	Macao SAR Government (Mr Chan Hon Sang)
澳門特別行政區政府 (黃若禮先生)	Macao SAR Government (Mr Wong Yeuk Lai Alan)

#### 監事會 *Supervisory Board*

主席	Chairman
澳門中華總商會 (何佩芬女士)	Macau Chamber of Commerce (Ms Ho Pui Fan)
監事	Member
南粵 (集團) 有限公司 (朱廣義先生)	Nam Yue (Group) Co. Ltd. (Mr Zhu Guangyi)
澳門特別行政區政府 (鍾聖心女士)	Macao SAR Government (Ms Chong Seng Sam)



諮詢會 *Advisory Board*

主席	Chairman
澳門特別行政區政府 (劉藝良先生)	Macao SAR Government ( Mr Lao Ngai Leong )
委員	Member
中國銀行 - 澳門分行 (陳曉平先生)	Bank of China - Macau Branch ( Mr Chan Hio Peng )
香港上海匯豐銀行 (王譯博女士)	HSBC ( Ms Karen Wang )
大西洋銀行 (歐偉時先生)	Banco Nacional Ultramarino, SA ( Mr Sobral Cid da Costa Álvares, Carlos Manuel )
澳門貿易投資促進局 (劉偉明先生)	Macao Trade and Investment Promotion Institute ( IPI/M ) ( Mr Lau Wai Meng )
澳門基金會 (區榮智先生)	Macao Foundation ( Mr Au Weng Chi )
崔世昌先生	Mr Chui Sai Cheong
蕭志偉先生	Mr Sio Chi Wai
葉榮發先生	Mr Yip Wing Fat Frederick
澳門電訊有限公司 (潘福禧先生)	Companhia de Telecomunicações de Macau, SARL (CTM) ( Mr Poon Fuk Hei )
澳門旅遊娛樂股份有限公司 (何超瓊女士)	Sociedade de Turismo e Diversões de Macau, SA (STD/M) ( Ms Ho, Pansy Catilina Chiu King )
德昌洋行有限公司 (李俊鳴先生)	Agência Comercial Glória, Lda. ( Mr Lei, Alberto )
姚繼光先生	Mr Yiu Kai Kwong
科學技術發展基金 (陳允熙先生)	Science and Technology Development Fund ( Mr Chan Wan Hei )
林金城先生	Mr Lam Kam Seng Peter
羅德明先生	Mr Law Tak Meng
蕭婉儀女士	Ms Sio Un I
澳門電力股份有限公司 (梁華權先生)	Companhia de Electricidade de Macau – CE/M, SA ( Mr Leong Wa Kun )
關恩賜先生	Mr Kwan Yany Yan Chi
施利華工程師	Eng° Eduardo Jorge Armas Tavares da Silva
甄雅芬女士	Ms Ian Nga Fan
澳門特別行政區政府 (黃志雄先生)	Macao SAR Government ( Mr Wong Chi Hong )
澳門特別行政區政府 (林香生先生)	Macao SAR Government ( Mr Lam Heong Sang )
澳門特別行政區政府 (黃國勝先生)	Macao SAR Government ( Mr Vong Kok Seng )
澳門特別行政區政府 (林浩然先生)	Macao SAR Government ( Mr Lam Hou lun )



附錄二：社員名錄  
Appendix II: List of Associates

政府及公共部門 Government & Public Sector

澳門特別行政區政府	Macao SAR Government
澳門基金會	Macao Foundation
工商業發展基金	Industrial & Commercial Development Fund
澳門貿易投資促進局	Macao Trade and Investment Promotion Institute
澳門大學	University of Macau
澳門理工學院	Macao Polytechnic Institute
科學技術發展基金	Science & Technology Development Fund
澳門工業園區發展有限公司	Macao Industrial Parks Development Co., Ltd.

基金會及商會 Foundations & Associations \*

澳門繁榮促進會	Associação Promotora do Desenvolvimento de Macau
澳門葡國台灣貿易商會	Câmara de Comércio Portugal-Macau-Taiwan
東方基金會	Fundação Oriente
澳門廠商聯合會	Industrial Association of Macau
澳門中華總商會	Macao Chamber of Commerce
澳門出入口商會	Macao Importers & Exporters Association
澳門紡織商會	Macao Textile Merchants Association

銀行業 Banking Sector \*

澳門商業銀行	Banco Comercial de Macau, SA
大西洋銀行	Banco Nacional Ultramarino, SA
中國銀行 - 澳門分行	Bank of China - Macau Branch
匯豐	HSBC

工業 Industrial Sector \*

嘉明洋行（出入口）有限公司	Agência Comercial Carmen (Imp. e Exp.), Lda.
德昌洋行有限公司	Agência Comercial Glória, Lda.
僑光集團有限公司	Chiao Kuang Group Ltd.



寶法德玩具有限公司	Empresa Industrial Perfekta Toys, Lda.
開明製衣廠有限公司	Fábrica de Artigos de Vestuário Hoi Meng, Lda.
鴻昌製衣廠有限公司	Fábrica de Artigos de Vestuário Hong Cheong, Lda.
利昌製衣廠有限公司	Fábrica de Artigos de Vestuário Lee Cheung, Lda.
橫濱製衣廠有限公司	Fábrica de Artigos de Vestuário Pan Pan, Lda.
德祥製衣廠有限公司	Fábrica de Artigos de Vestuário Tac Cheong, Lda.
大地置業有限公司	Goodland Ltd.
豪運工業有限公司	Indústrias Têxteis Belo Horizonte, Lda.
元成興實業有限公司	Iun Seng Heng Indústria e Comércio, Lda.
鑑隆實業有限公司	Kam Long Industrial Co. Ltd.
康澤工商	Liu's - Comércio e Indústria, Lda.
澳門光電儀器有限公司	Macau Electro-Optics Instrument Co., Ltd.
保利達洋行有限公司	Polytex Corporation Ltd.
新時製衣廠有限公司	Sans Clothing Factory Ltd.

服務業 Service Sector \*

Agência Nacional de Inovação, SA	Agência Nacional de Inovação, SA
澳門國際機場專營股份有限公司	CAM - Sociedade do Aeroporto Internacional de Macau, S.A.R.L.
中智澳門有限公司	Chong Jyh Macau Ltd.
中天有限公司	Chung Tien Co., Ltd.
澳門電力股份有限公司	Companhia de Electricidade de Macau - CEM, SA
澳門電訊有限公司	Companhia de Telecomunicações de Macau, SARL
殷理基集團有限公司	Grupo HN, Lda.
	INESC Portugal - Instituto de Engenharia de Sistemas e Computadores
	ISQ - Instituto de Soldadura e Qualidade
南光（集團）有限公司	Nam Kwong (Group) Co. Ltd.
南粵（集團）有限公司	Nam Yue (Group) Co., Ltd.
澳門旅遊娛樂股份有限公司	Sociedade de Turismo e Diversões de Macau, SA
天渭投資有限公司	Tenways Investments Ltd.
永興業股份有限公司	Weng Heng Yip, SA



個人 *Individuals* \*

陳志強先生	Mr Chan Che Keung
張志豪先生（由黎仲勳先生代表）	Mr Lai Chung Fun, o/b of Mr Cheong Chi Hou
崔樂其先生（已故）	Mr Roque Choi (deceased)
崔世昌先生	Mr Chui Sai Cheong
崔煜林先生	Mr Chui Yuk Lum António
賀寧一女士	Ms Ho Neng lat
何桂鈴女士	Ms Ho Kuai Leng
何華添先生	Mr Ho Va Tim
關恩賜先生	Mr Kwan Yany Yan Chi
林金城先生	Mr Lam Kam Seng Peter
羅德明先生	Mr Law Tak Meng
梁維特先生	Mr Leong Vai Tac
馬有禮先生	Mr Ma lao Lai
馬萬祺先生（已故）	Mr Ma Man Kei (deceased)
吳皆俊先生	Mr Ng Kai Chon
余日璽先生（已故）	Mr Shea Yat Sai (deceased)
施利華工程師	Eng° Eduardo Jorge Armas Tavares da Silva
蕭志偉先生	Mr Sio Chi Wai
鄧子榮先生	Mr Tang Chi Veng
黃如楷先生	Mr Eddie Yue Kai Wong

\* 按團體英文名稱或個人英文姓氏排序

In English alphabetical order according to names of organizations or last names of individuals



## 附錄三：經費來源及運用

### Appendix III: Sources and Application of Funds

(單位：萬澳門元)  
(Unit: Ten Thousand MOP)

	2020				2019
	百分比 Percentage	實際 Actual	預算 * Budget*	執行率 Implementation Rate	實際 Actual
經費來源 Sources of Funds					
年初經費結餘 Balance at the Beginning of the Year	24%	4,513	3,521	128%	3,816
政府年度撥款 Annual Government Funding	30%	5,625	5,625	100%	5,625
本身收入 Self-generated Income	46%	8,647	10,331	84%	9,797
總額 Total (1)	100%	18,785	19,477	96%	19,238
經費運用 Application of Funds					
項目活動 Projects and Activities	52%	7,429	11,924	62%	8,526
人事開支 Personnel Expenses	37%	5,221	5,283	99%	4,864
一般行政 General Administration	8%	1,084	1,157	94%	1,033
資本開支 Capital Expenditure	3%	506	1,113	45%	302
總額 Total (2)	100%	14,240	19,477	73%	14,725
年底營運經費結餘(1)-(2) Balance at the End of the Year (1) - (2)		4,545	0		4,513

\* 包括從上年度結餘內預留之預算、本年度調整薪酬預算、“中小企業安裝防洪門及水泵資助計劃”及“中小企業安裝升降台資助計劃”預算。  
Including the reserved budget in the balance brought forward from 2019, the budget for salary adjustment for 2020, and the budget for the “SME Funding Scheme for Flood Gates & Water Pumps against Flood Damage” and the “SME Funding Scheme for Lifting Platforms against Flood Damage”.



## 附錄四：中心參與的機構

### Appendix IV: Participation of CPTTM in other Institutions

#### 澳門物品編碼協會

澳門生產力暨科技轉移中心在澳門特區政府和工商界的支持下，於 2000 年註冊成立了澳門物品編碼協會 (GS1 Macau)，並向國際物品編碼協會取得 958 為澳門地區代號。澳門物品編碼協會是國際物品編碼協會 (GS1) 的地方會員，是澳門唯一獲授權簽發和管理 GS1 條碼的機構。自成立以來，協會致力推動國際條碼及其相關技術的應用，藉此提升本地企業的營運效率，從而提升其競爭力。目前，澳門地區的公司會員 (用戶) 已超過 180 名，遍及 10 多個行業。

#### GS1 Macau

Initiated by Macau Productivity and Technology Transfer Center, GS1 Macau (formerly EAN) was established in 2000, with the support from the Macao SAR Government and the local business community, and was allocated the prefix 958 for Macao by GS1.

As a member organization of GS1, GS1 Macau is the only organization that is authorized to assign and administer GS1 barcodes locally. Since its establishment, GS1 Macau has been dedicated to the promotion of GS1 barcode application and related technologies so as to improve the efficiency of the local enterprises thus increasing their competitiveness. There are more than 150 corporate members (users) in Macao currently in over 10 industries.

#### 澳門發展及質量研究所

澳門發展及質量研究所是一個以歐洲先進科技知識及技能作後盾的非牟利科學及技術組織，主要功能是向本澳及鄰近地區的工業提供優質價廉的專業檢測服務。

#### IDQ – The Institute for the Development and Quality, Macau

IDQ is a non-profit institute for science and technology, backed by advanced European know-how and expertise. Its key role is to provide high-quality, cost-effective testing and inspection services for the industrial sectors of Macao and nearby regions.

#### 澳門科學館股份有限公司

澳門科學館股份有限公司股東包括澳門基金會、科學技術發展基金和澳門生產力暨科技轉移中心，主要負責澳門科學館的營運和管理工作。

#### The Macao Science Center Limited

The shareholders of the Macao Science Center Limited include the Macao Foundation, the Science and Technology Development Fund and CPTTM. The Macao Science Center Limited is responsible for the operation and management of the Macao Science Center.



# 澳門生產力暨科技轉移中心

Macau Productivity and Technology Transfer Center

## 總辦事處

## Head Office

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對外合作及拓展部

External Cooperation & Marketing Department

資訊系統及科技部

Information System and Technology Department

標準、管理及培訓考試部

Standard, Management, Training & Assessment Department

圖書閣

Library Corner

財務部

Finance Department

綜合協調部

General Coordination Department

人事及總務部

Human Resources and General Affairs Department

## 成衣技術匯點

## House of Apparel Technology

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Rua dos Pescadores, Edf. Industrial Ocean, II Fase, 10º Andar, Macau

## 數碼匯點

## CyberLab

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