



Briefing Session on Business-School Partnership Programme

Let young people understand the long-term success of retail



The Education Bureau's **Business-School Partnership Programme (BSPP)** aims to promote better co-operation between the business sector and schools. Through activities provided by business sector, students will be able to know about different careers and understand the requirements of employers, develop correct work attitude and values.

The Association invites member companies to sign up as one of the BSPP partners, providing chances for young people to understand the long-term success of retail industry. Through job shadowing programme, workplace visit and career talk, retail employers can **enhance the public image of their enterprise**, and at the same time **introduce retail industry to students, parents and teachers by building a positive image**, so as to **attract more new blood to join the retail sector** to help alleviate the manpower shortage problem.

The Association invited **representatives from the Education Bureau** to give an introduction of the BSPP. **Ms. Sam Chan, Learning & Development Manager of The Dairy Farm Company, Limited – IKEA Hong Kong**, will also share the successful experience of IKEA's student ambassador campaign, which brought many benefits to the students and the company.

Date : 19 August 2015 (Wednesday)

Time : 4:00 pm – 6:00 pm

Venue : HKRMA Conference Room

10/F, First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong

Target: HR Managers, PR & Communications Managers, Area / District Managers

Language : Cantonese

Fee : Free of Charge

Speakers : Mr. Victor Kwok, Senior School Development Officer, Education Bureau

Ms. Cynthia Woo, School Development Officer, Education Bureau

Ms. Sam Chan, Learning & Development Manager of The Dairy Farm Company, Limited – IKEA Hong Kong

About the Session :

- Introduce "Business-School Partnership Programme"(BSPP)
- How retail employers can enhance their public image through BSPP activities?
- Sharing of successful cases in BSPP

Enquiry : 2866-8311 Ms. Ng

Free of Charge
Registration by 3 Aug



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION

香港零售管理協會



Business - School
Partnership Programme
Education Bureau

Briefing Session on Business-School Partnership Programme

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ENROLMENT FORM 參加表格

Company 公司名稱	:	_____
Contact Person (Mr./Ms.) 聯絡人 (先生/女士)	:	_____
Tel 電話	:	_____
Email 電郵地址	:	_____
	Position 職位	:
	Fax 傳真	:

The following person(s) will attend the captioned seminar 出席者如下:

<u>Name 姓名</u> (Mr.先生/Ms.女士)*	<u>Position 職位</u>	<u>E-mail 電郵</u>
_____	_____	_____
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Signature 簽署	_____	Company Chop 公司蓋印	_____
Name 姓名	_____		_____
Title 職位	_____	Date 日期	_____

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