



澳門管理專業協會  
Macau Management Association

20

**MMA**  
**ANNUAL**  
**REPORT**

19

**年度報告**



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# 會長的話

二零一九年，適逢祖國建國七十週年及澳門特別行政區成立二十週年，是意義非凡的一年。澳門第五屆領導班子亦於年末正式上任，帶領澳門協同奮進、變革創新。過去的一年，全球社會環境動盪，特區政府面對各種困難和挑戰，迎難而上，不斷優化各項民生政策措施，同時利用粵港澳大灣區的優勢，積極開拓區域合作新局面，力求社會經濟保持穩中求進的總基調，貫徹「一國兩制」的核心價值。我們堅信，在特區政府的領導下，澳門定能在新時代把握發展機遇，繼續繁榮安定。

澳門管理專業協會自成立以來，一直秉持創會宗旨，堅定不移地在本澳各個領域推廣管理學的理論、應用及發展，致力為本澳社會服務，並與各政府部門、企業和社團緊密合作，推出各類專業培訓、管理活動和學術課程等，透過多元化的服務及課程，提升本地管理專才的水平，為澳門的永續發展培育更多未來棟樑。

二零一九年亦是本會成立三十五週年的日子，為歡慶這個重要時刻，本會舉辦了三十五週年晚宴，邀請各界社會賢達歡聚一堂，共同見證及慶祝本會三十五年來推動管理學發展的成果，藉此感謝本會會員及各界人士的大力支持，以及向各理監事會成員的竭誠付出表達謝意。同時，我們繼續在穩定成長的道路上尋求突破。本會屬下的澳門管理學院與江門五邑大學合作開展設施管理專業模組人才培養專項，整合雙方優質教育培訓資源，致力培養粵港澳大灣區的專業人才。此外，管院亦與國際設施管理協會簽署合作協議，建立更緊密的合作關係，引進高質素的國際專業培訓模式。管院的工商管理學士學位（會計學專業）課程更於4月榮獲特許公認會計師公會(ACCA)認證，獲得最高豁免九科ACCA考試，印證了管院的課程內容及質量受到國際認可。日後，我們將會繼續配合社會發展的步伐，進一步推廣現代管理的專業知識和實踐。

多年來，承蒙政府部門、澳門基金會、友好機構與團體，以及各會員的鼎力支持，本會在會務上實現了穩步發展。展望未來，我們將乘風破浪，為澳門培育下一代管理俊傑，齊心推動澳門的和諧穩定和長足發展。



崔世昌  
會長

## MESSAGE FROM THE PRESIDENT

The year 2019 could be concluded as a year of extraordinary significance, we had not only celebrated the 70<sup>th</sup> Anniversary of our Nation but also the 20<sup>th</sup> Anniversary of Macao's Return to the Motherland. With the smooth transition to the fifth terms of the Chief Executive and Principal Officials of the Macao SAR, "Unity and Efforts, Change and Innovation" would be the cornerstone for the work to be carried out. In the past year, facing the global social unrest, with timely and effective policies and measures of the Macao SAR Government allowed us to overcome difficulties and challenges while sustaining economic development and maintaining our economic vibrancy, to actively explore new opportunities for cooperation, fully leverage the composite advantage of the Guangdong – Hong Kong – Macao Greater Bay Area and strived to adhere to the core values of implementing the policy of "One Country, Two Systems". Under the leadership of the Macao SAR Government, we surely can seize the unprecedented development opportunities in the new era, and to make further progress while ensuring stability.

With the main objective in promoting the principles and practices of modern management, Macao Management Association (MMA) has been dedicatedly at its utmost to providing training programs, workshops, academic programs, and consultancy service for the society in order to strengthen the quality of local management elites and cultivate future managers for achieving the sustainable development of the society.

The year 2019 also marked MMA's 35<sup>th</sup> Anniversary. The 35<sup>th</sup> Anniversary Dinner was held to celebrate this meaningful moment, with over hundreds of guests participating and witnessing our achievements in the past 35 years. We are thankful for the support from our members and the community, as well as our council members. Meanwhile, we keep on seeking breakthroughs along the track to steady growth. Macau Institute of Management (MIM) and Wuyi University had signed a Collaboration Agreement on Facility Management Professional Module Talent Training Project, aiming to fully integrate the educational resources of both parties, and cultivate Facility Management talents in the Greater Bay Area. Also, MIM and International Facility Management Association (IFMA) had signed a Strategic Partnership Agreement so as to build a closer co-operative relationship, and introduce high-quality international professional training models to Macao. Moreover, the Bachelor of Business Administration (Accounting) programme offered by MIM had been accredited by The Association of Chartered Certified Accountants (ACCA) in April. Graduates are eligible to claim exemptions from nine papers, which illustrate that the course content and quality of MIM are internationally recognized. In the future, we will keep abreast of the social development, and further promote the professional knowledge and practice of modern management.

For years, we are grateful to have the strong support from the Macao Government, Macao Foundation, and our fellow associations which contribute to the success we have achieved today. Looking ahead, we will continue to seize opportunities from different challenges, nurture the next generation of management elites, and strive for a better tomorrow for Macao.



Chui Sai Cheong  
President

# 組織 架構

ORGANIZATION STRUCTURE  
AND SERVICES

# MMA組織架構及功能

## MMA Organization Structure and Services



澳門管理專業協會成立三十五周年  
The 35<sup>th</sup> Anniversary of Macau Management Association  
慶祝澳門回歸二十週年暨第十八屆理監事就職晚宴  
14 · 10 · 2019

### 澳門管理專業協會第十八屆 (2019 - 2021) 會員大會、監事會及理事會名單 LIST OF BOARD MEMBERS FOR THE 18<sup>TH</sup> COUNCIL (2019 - 2021) GENERAL ASSEMBLY, SUPERVISORY BOARD & COUNCIL

**名譽會長 Honorary President** 廖澤雲 Mr. Liu Chak Wan

#### 會員大會 General Assembly

會長	President	崔世昌	Mr. Chui Sai Cheong
副會長	Vice-President	林金城 黃如楷 梁華權 霍慧芬 鄧君明 謝思訓	Mr. Peter Lam Mr. Eddie Wong Mr. Bernie Leong Ms. Winnie Fok Mr. Jose Tang Mr. Paul Tse

#### 監事會 Supervisory Board

監事長	Chairman	徐偉坤	Mr. Jackson Tsui
副監事長	Vice-Chairman	李佳鳴 區偉時	Ms. Amber, Jiaming Li Mr. Carlos Cid Álvares
監事	Member	甘沛霖 李展鴻 黃景禧 黃浩彪 鍾國榮 蘇展航	Mr. Fernando Kam Lopez Mr. Alex Li Mr. Vong Keng Hei Mr. Vong Hou Piu Mr. Chong Coc Veng Mr. Su Zhan Hang

#### 理事會 Council

理事長	Chairman	劉永誠	Mr. Lau Veng Seng, Tommy
副理事長 (兼名譽秘書長 & Honorary Secretary General) (兼名譽司庫 & Honorary Treasurer)	Vice-Chairman	陳澤武 黃顯輝 包敬熹 莫志偉	Mr. Chan Chak Mo Mr. Vong Hin Fai Mr. Raymond Bao Mr. Alex Mok

## 澳門管理學院校董會 Macau Institute of Management (MIM) Board of Directors

顧問	Advisor	廖澤雲 崔世昌 黃如楷	Mr. Liu Chak Wan Mr. Chui Sai Cheong Mr. Eddie Wong
主席	President	謝思訓	Mr. Paul Tse
副主席	Vice-President	莫志偉	Mr. Alex Mok
司庫	Treasurer	鄭堅立	Mr. Cheang Kin Lap Keegan
委員	Member	劉永誠 鄧君明 霍慧芬 黃顯輝 馬浩賓 吳皆妍 高錦輝	Mr. Lau Veng Seng, Tommy Mr. Jose Tang Ms. Winnie Fok Mr. Vong Hin Fai Dr. Albano Martins Ms. Catherine Ng Mr. Kou Kam Fai
院長	President	鄭慶雲	Mr. Cheng Hing Wan
學術及教學委員會代表	Representative of the Academic and Teaching Committee	包敬燾	Mr. Raymond Bao
管理及行政委員會代表	Representative of the Management and Administrative Committee	何小敏	Ms. Simone Ho
專業人士	Professional	梁華權	Mr. Bernie Leong
具聲望的人士	Recognized Individual	徐偉坤	Mr. Jackson Tsui
公認傑出的人士	Prestigious Individual	李向玉	Mr. Lei Heong lok
宗旨屬高教範疇的團體代表	Representative of a higher education association	尹一橋	Ms. Van lat Kio

## 學術委員會 Academic Committee

顧問	Advisor	鄧君明 吳皆妍	Mr. Jose Tang Ms. Catherine Ng
主席	Chairman	包敬燾	Mr. Raymond Bao
副主席	Vice-Chairman	黃中原	Mr. Wong Chung Yuen
委員	Member	馮富麗 覃伯德 周嘉進 杜琪新	Ms. Fung Fu Lai Mr. Chum Pak Tak Mr. Chao Ka Chon Mr. Tou Kei San, Sam

## 理事 Member

馬浩賓 吳皆妍 何小敏 鄭堅立	Dr. Albano Martins Ms. Catherine Ng Ms. Simone Ho Mr. Cheang Kin Lap Keegan
潘志輝 安棟樑 陳曉平 林孜 羅安達 歐陽耀光 潘福禧 劉伯雄 楊道匡 莫家棟 馬志達 關施敏 黃中原 譚繼祖 覃伯德 李藻森 黃若禮 黃慶添 林家偉 李秀雯 李柱坤 潘樂祺 何偉業 關小冰 廖啟承 李傑志 李向玉 高錦輝 黃立峰 譚立武	Dr. Antonio Jose Felix Pontes Eng. Joao Manuel Costa Antunes Mr. Chan Hio Peng Ms. Lin Zi Eng. Lourenco Antonio do Rosario Mr. Au leong lu Kong Mr. Poon Fuk Hei, Vandy Mr. Lau Pak Hung Mr. leong Tou Hong Mr. Jose Morgado Mr. Joao Ma Ms. Isabel Celeste Jorge Mr. Wong Chung Yuen Mr. Alan Tam Kai Cho Mr. Chum Pak Tak Mr. Lei C. S. Sam Mr. Alan Wong Mr. Frederick Wong Mr. Carlos Lam Ms. Doris Lei Mr. Chu Kwan Li Mr. Lock Kee, Rocky Poon Mr. Ho Wai Ip Ms. Nacky Kuan Mr. Liu Cai Seng Mr. Lei Kit Chi Mr. Lei Heong lok Mr. Kou Kam Fai Mr. Vong Lap Fong Mr. Tam Lap Mou

## 顧問委員會 Advisory Board

主席	Chairman	譚伯源	Mr. Tam Pak Yuen
委員	Member	曹其真 吳榮格 楊俊文 陳永棋 左立基 陳麗敏 施綺蓮 盧景昭 黃國勝 孟仕達 馬秀立 廖僖芸 戴明揚	Ms. Susana Chou Mr. Vitor Ng Dr. Eric Tsun Man Yeung Mr. Chan Wing Kee Dr. Nuno Maria Rogue Jorge Dra. Florinda Chan Dra. Maria Edith da Silva Mr. Lo King Chiu Mr. Vong Kok Seng Mr. Jose Mesquita Mr. Ma Sao Lap Mr. Liu Hei Wan Mr. Jose Manuel de Oliveira Rodrigues

### 活動及傳訊委員會 Events & Communications Committee

顧問	Advisor	何小敏	Ms. Simone Ho
主席	Chairman	黃慶添	Mr. Frederick Wong
副主席	Vice-Chairman	薛碧嫻	Ms. Pat Sit
委員	Member	鮑家玉 李柱坤 潘樂祺	Ms. Margaret Bou Mr. Chu Kwan Li Mr. Lock Kee, Rocky Poon

### 編輯委員會 Editorial Committee

顧問	Advisor	馬浩賓	Dr. Albano Martins
主席	Chairman	李藻森	Mr. Lei C. S. Sam
副主席	Vice-Chairman	梁文雁 黎志偉	Ms. Helena Leong Mr. Roger Lai
委員	Member	盧孟睿 陳婉屏 陳慧敏	Ms. Sara Lou Ms. Viana Chan Ms. Kital Chan

### 人力資源工作者俱樂部 Human Resources Professionals Club

顧問	Advisor	吳皆妍	Ms. Catherine Ng
主席	Chairman	鄭堅立	Mr. Cheang Kin Lap Keegan
副主席	Vice-Chairman	區華安 劉嘉蕊	Mr. Au Va On Ms. Claudia Lau
委員	Member	顧美琪 李健平	Ms. Bonny Ku Mr. Lei Kin Peng

### 年青行政人員俱樂部 Young Managers' Club

顧問	Advisor	黃若禮 譚繼祖	Mr. Alan Wong Mr. Alan Tam Kai Cho
主席	Chairman	覃伯德	Mr. Chum Pak Tak
副主席	Vice-Chairman	李秀雯 何偉業	Ms. Doris Lei Mr. Ho Wai Ip
秘書	Secretary	何華	Mr. Joe Ho
委員	Member	馬志達 何影儀 周兆偉 馮文安 崔柏釗 潘耀榮 李仲誠	Mr. Joao Ma Ms. Linda Ho Mr. Alberto Chau Mr. Martin Fong Mr. Albert Chui Mr. Irwin Poon Mr. Lei Chong Seng

教育  
服務  
ACADEMIC SERVICES

# 澳門管理學院

## MACAU INSTITUTE OF MANAGEMENT

澳門管理學院 (Macau Institute of Management – MIM) 於1988年創辦，是澳門管理專業協會 (Macau Management Association – MMA) 屬下專責高等教育服務機構。管院於2000年7月獲澳門特別行政區政府批准，正式升格為一所高等院校，為本澳各行各業提供更全面的管理、會計及設施管理課程，並以致力培育工商界人才為目標。

Established in 1988, Macau Institute of Management (MIM) is the academic arm of Macau Management Association (MMA). In July 2000, MIM was approved by the Macao SAR Government to be upgraded as a Higher Educational Institution. It aims to provide management, accounting and facility management programmes and to develop talents in commercial and business fields in Macao.

## 澳門管理學院提供之課程:

### PROGRAMMES PROVIDED BY MIM:

## 學位課程

### DEGREE PROGRAM

#### 1. 碩士學位課程 (18個月)

##### Master of Business Administration (18 months)

與美國夏威夷夏曼納德大學合作開辦「商業管理碩士學位課程」。課程採用彈性學習模式 (70%網上學習，輔以30%面授課)  
Cooperate with Chaminade University of Honolulu. Flexible learning mode (70% online study and 30% face to face lecture).

#### 2. 工商管理學士學位課程 (4年制，融合式學習)，共分以下5個專業： Bachelor of Business Administration (4 years Blended Learning), with 5 professional streams:

- ✓ 會計學  
Major in Accountancy
- ✓ 銀行與財務管理  
Major in Banking and Finance
- ✓ 設施管理  
Major in Facility Management
- ✓ 人力資源管理  
Major in Human Resources Management
- ✓ 管理學  
Major in Management

\*澳門管理學院工商管理學士學位 (會計學專業) 課程於2019年4月榮獲特許公認會計師公會 (The Association of Chartered Certified Accountants, ACCA) 授予4年學制入學的工商管理學士會計學專業畢業生 (2019年1月1日至2023年12月31日期間畢業生) 九張考卷免試資格 (此屬最高豁免科目數量)。

In April 2019, The Association of Chartered Certified Accountants (ACCA) granted exemption for students from the Bachelor of Business Administration (Accounting) programme at Macau Institute of Management. Accounting graduates (Date of graduation between January 1, 2019 and December 31, 2023) will have nine papers (the maximum number) exemption from ACCA.

## 文憑課程

### DIPLOMA PROGRAMME

#### 1. 工商管理副學士文憑課程 (2年制，融合式學習)，共分以下5個專業：

##### Associate of Business Administration Diploma Programme (2 years Blended Learning), with 5 professional streams:

- ✓ 會計  
Major in Accountancy
- ✓ 銀行與財務管理  
Major in Banking and Finance
- ✓ 設施管理  
Major in Facility Management
- ✓ 人力資源管理  
Major in Human Resources Management
- ✓ 管理學  
Major in Management

#### 2. 5個專業文憑課程 (1年制，融合式學習)：

##### Five Professional Diploma Programme (1 year Blended Learning)

- ✓ 會計  
Major in Accountancy
- ✓ 銀行與財務管理  
Major in Banking and Finance
- ✓ 設施管理  
Major in Facility Management
- ✓ 人力資源管理  
Major in Human Resources Management
- ✓ 管理學  
Major in Management

## 持續進修課程

### CONTINUING EDUCATION PROGRAMME

#### 專業課題工作坊

#### Professional Workshop

#### 證書課程與博雅班

#### Certificate Programme and Leisure Course



# 畢業生

## GRADUATES

從2001年開始，本院累計學位課程畢業生共1,770位，2018/2019學年畢業生共75位。當中包括工商管理學士學位課程、工商管理副學士文憑課程及專業文憑。

Since 2001, we have accumulated a total of 1,770 graduates. For 2018/2019, we have a total of 75 graduates, including graduates from BBA Degree Programme, Associate Degree of Business Administration Diploma Programme and Professional Diploma Programme.



## 2018/2019 學年畢業典禮暨獎學金頒發儀式

### 2018/2019 MIM GRADUATION & SCHOLARSHIP PRESENTATION CEREMONY

澳門管理學院「2018/2019學年畢業典禮暨獎學金頒發儀式」已於12月7日（星期六）在澳門科學館舉行，邀請到澳門特別行政區社會文化司司長代表、高等教育局副局長曾冠雄先生擔任主禮嘉賓。今屆共有75位畢業生獲頒授「工商管理學士學位課程」、「工商管理副學士文憑課程」及「專業文憑課程」證書。典禮當日亦邀請到17間獎/助學金贊助機構出席並頒發獎助學金予44位同學。是次典禮共有近300名嘉賓出席。

The MIM 2018/2019 Graduation and Scholarship Presentation Ceremony was held on December 7 at Macao Science Center. We honorably had Mr. Chang Kun Hong, Deputy Director of Higher Education Bureau, Representative of Secretary for Social Affairs and Culture of Macau S.A.R., to be our guest of honor. 75 graduates were awarded from BBA Degree Programme, Associate of Business Administration Degree Programme, and Professional Diploma Programme. Representatives of 17 sponsoring organizations were also invited to present the scholarship to 44 students. There were around 300 guests attended the ceremony.



## 澳門管理學院獎 / 助學金計劃

### MIM FINANCIAL AWARD SYSTEM

在本澳機構的慷慨資助下，本院於2001年成功創立獎/助學金計劃，從而獎勵成績優異的學生及幫助經濟有困難但有志繼續深造的人士，讓他們得以完成學位課程。從2001年至今共有668位成績優異的學生獲得獎學金，122位經濟困難的學生獲頒助學金。過往至今曾參與機構共有30間，總贊助金額超過澳門幣420萬元。

With the generous sponsorship from local organizations, we have successfully established our Financial Award System in 2001. The system is to award students who have outstanding academic performance and to support those students who have financial difficulties. Since 2001, we have already gained the support of 30 organizations to sponsor a total of MOP 4,200,000 to our Financial Award System. There are 668 students have received scholarship and 122 students have received grants.

#### 2019年度17個獎/助學金計劃的項目及機構包括（按字母順序排列）： Sponsors for 2019 Financial Award System (in alphabetical order)

1. 嘉明洋行有限公司  
Agencia Comercial Carmen (Import & Export) Lda.
2. 積臣洋行有限公司  
Agencia Comercial Jackson Lda.
3. 大西洋銀行  
Banco Nacional Ultramarino, S.A.
4. 中國銀行獎學金  
Bank of China Scholarship
5. 崔德勝紀念基金  
Chui Tak Seng Foundation
6. 大益建築置業有限公司  
Cia De Construção e Investimento Predial Tai Iec Lda.
7. 澳門電力股份有限公司  
Companhia de Electricidade de Macau – CEM, S.A.
8. 黃如楷建築設計有限公司  
Eddie Wong & Associates Ltd.
9. 澳門霍英東基金會  
Fundação Henry Fok
10. 金山發展有限公司  
Golden Crown Development Ltd.
11. 劉豪世紀紀念獎學金  
Lau Hou Sai Memorial Scholarship
12. 澳門基金會  
Macao Foundation
13. 信興製衣廠有限公司  
Son Hing Garment Factory Ltd.
14. 香港上海滙豐銀行有限公司  
The Hongkong and Shanghai Banking Corporation Ltd.
15. 鉅高百利有限公司  
The Nekoberri House Limited
16. 澳門新福利公共汽車有限公司  
Transmac – Transportes Urbanos de Macau, S.A.R.L.
17. 威尼斯人澳門股份有限公司  
Venetian Cotai Limited



## 2019內地與澳門高等教育展

### MAINLAND AND MACAO HIGHER EDUCATION EXPO 2019

由澳門基金會資助，澳門管理學院於10月18日至20日參與了「2019內地與澳門高等教育展」，是次教育展假澳門教業中學禮堂舉行，吸引了大批學生入場參觀。是次參展有澳門高等院校及內地院校，期間還舉辦了一系列的升學講座，向參加者介紹各校概況、辦學理念、課程特色及就業前景等，加深師生和家長對各院校的認識和了解。

Sponsored by Macao Foundation, "Mainland and Macao Higher Education and Careers Exposition 2019" was organized by DSES which invited all Macao Higher Education Institutions and related organizations to participate. The exposition was held on October 18-20 at the Escola Kao Yip. The objective of this exposition was to let Macao students and their parents understand the articulation pathways in Macao and Mainland China. A series of seminars had been organized to introduce the general situation and vision of the institutes, their curriculum features, and students' career prospects, etc.



## 舉辦2019管理論壇

### MIM ANNUAL MANAGEMENT FORUM 2019

由澳門管理學院主辦、澳門基金會資助的2019年度管理論壇於11月8日舉行，主題為「大數據時代人力資源面對的挑戰」。論壇邀請到大灣區知名企業的高層管理人和學者，從技術及管理兩個層面出發進行探索及討論，分享他們在大數據時代人才發展的一些寶貴經驗和真知灼見。是次研討會參與人數約120人。

Sponsored by Macao Foundation, MIM forum "Human Resources Challenges in the Age of Big Data" was held on November 8. We had invited scholars and senior management personnel of well-known companies from the Greater Bay Area to discuss Human Resources issues in two perspectives – technology and management. They shared their precious experiences and insights to the audience. There were about 120 participants attended the forum.

## 2019大灣區探索學習交流團

### MIM GREATER BAY AREA STUDY DELEGATION 2019

由澳門基金會資助，澳門管理學院於11月13至16日組織了「大灣區探索學習交流團」，由冼道明老師擔任團長，團員共十八人，造訪了多間大灣區高等院校以及機構：深圳大學、廣州華南理工大學經濟貿易學院、江門市的五邑大學、深圳騰訊創眾空間、中國進出口商品交易會（廣交會）的展覽館及江門市崖門新財富環保工業有限公司。通過是次交流學習，團員們加強了管院師生與內地青年間的交流，拓展視野。

Sponsored by Macao Foundation, a study tour with academic focus was being held on November 13-16. A group of 18 MIM students and staff visited universities and corporations in the Greater Bay Area: Shenzhen University, School of Economics and Commerce - South China University of Technology, Wuyi University in Jiangmen; Tencent Westart Space Shenzhen, China Import and Export Fair (Canton Fair) Exhibition Hall and New Fortune Environmental Protection Co., Ltd., Yamen Jiangmen. Students were able to broaden their horizons and interact with representatives from the universities and corporations.



# 校友會

## MIM ALUMNI ASSOCIATION

澳門管理學院校友會於2016年正式成立，以促進管院與校友間的聯繫及加強校友間的交流為宗旨，共同推進母校的發展。第二屆會員大會、監事會及理事會於本年順利換屆。

MIMAA (MIM Alumni Association) was established in 2016. It aims to provide a good communication channel between MIM and its alumni so to build a well-knit network among MIM alumni, and to contribute to future development of their alma mater. The 2<sup>nd</sup> MIMAA had successfully transited.

# 學生會

## STUDENT UNION

澳門管理學院學生會於2002年成立，創辦目的是為了促進及提升本地與鄰近地區相關機構之學術文化交流，加強學生與校方之間的聯繫，舉辦及參與學術研討會及其它文化、康樂及社會活動和加強學生之間的關係，建立團隊精神。本院學生會的成員均為在職人士，需要兼顧工作、家庭及學業，但他們也積極籌備及參與各項活動。

MIM Student Union was established in 2002. It aims to strengthen the bond between MIM and her students, as well as organize seminars and other activities to enhance the relationship among students so as to arrive at a better team spirit. Most of the members are working adults. Although they have to take care of their jobs, families and studies, they are still very keen on organizing and attending events and activities.

# 專業課題工作坊

## THEMATIC WORKSHOPS

為讓管理人獲取更多更新的管理專業知識及技能，澳門管理學院提供各專業課題的工作坊，參加者主要來自本澳多間公私營機構，本年參與人數共205人。

With the aim to introduce updated management knowledge and skills to local managers, MIM organized various thematic workshops with different topics. A total of 205 participants from public and private organizations attended our workshops.

## 課題名稱 TOPICS

管理軟實力 — 巧用同理心  
Managing Soft Power – How to Use Empathy

網絡行銷大時代  
Internet Marketing Era

職場說「不」的藝術  
The Art of Saying “No” in the Workplace

財富管理之區塊鏈的行業應用及經濟價值  
Wealth Management – Industrial Application and Economic Value

壓力及情緒管理  
Stress and Emotional Management

如何應對刁難顧客  
How to Deal with Difficult Customers

大灣區 — 一種新的人力資源管理方法  
GBA – A New Approach to Human Resource Management

人力資源管理與專業發展規劃  
Human Resource Management and Professional Development Planning

提升澳門Y世代勞動力小貼士  
Tips for Upgrading Macao’s Generation Y Workforce

處境溝通工作坊  
Situational Communication Workshop

提高職場協商及交涉能力  
Improving Your Negotiation Skills

督導管理技巧之「管理，管您」  
Supervisory Management Skills

\*以上工作坊由澳門基金會資助  
The workshops above were sponsored by Macao Foundation



# 證書與持續進修課程

## PROFESSIONAL CERTIFICATE PROGRAMS

澳門管理學院根據不同專業領域的需要，舉辦了各類專業範疇課程，為行政管理人員提供獲取專業資格或專業知識的機會，提升其競爭力和工作效益。同時，管院亦提供各類博雅班，以推動澳門市民終身學習的風氣。

In response to the training needs of different professions, MIM organized professional programs with an aim to advance the skills and knowledge of all participants. Meanwhile, a variety of leisure courses were provided to encourage lifelong learning and enhance quality of life for Macao citizens.

### 「澳門註冊會計師/專業會計員」課程 Courses for Macao CPA Public Examination

1. 商法典  
Macao Commercial Law
2. 成本會計  
Cost Accounting
3. 一般會計  
General Accounting
4. 稅務知識  
Taxation

### 博雅及興趣課程 Leisure Courses

1. 葡萄酒知識及品酒技巧基礎課程  
Basic Wine Knowledge and Wine Tasting
2. 葡萄酒知識及品酒技巧進階課程  
Advanced Wine Knowledge and Wine Tasting
3. 藝術項目管理  
Project Management in Arts
4. 中醫之穴位按摩  
Acupoint Massage of Chinese Medicine
5. 中醫養生保健班之體質食療課程  
Physique Diet Course for TCM Health Care

### 設施管理課程 Facility Management

1. 工程範疇風險管理  
Engineering Category Risk Management
2. 招標過程及審批程序  
Bidding Process and Approval Procedures
3. 建築工程時間管理及延誤處理  
Construction Project Time Management and Delay Handling
4. 建築工地交通事故 — 成因分析、危害識別及安全措施  
Site Traffic Accidents and Preventive Measures
5. 設施管理之公共安全及危機管理  
FM – Public Safety and Crisis Management
6. 建築安全措施  
Building Safety Measures
7. 地基工程施工技術  
Foundation Construction Technology
8. 建築工程項目風險管理  
Risk Management of Construction Projects
9. 建築工程成本計劃與執行  
Construction Cost Planning and Execution

### 公共行政課程 Public Administration Courses

1. 中文公文寫作課程  
Chinese Official Document Writing
2. 公共關係及傳媒應對策略課程  
Public Relations and Media Handling Strategies
3. 公共採購實務  
Public Procurement Practices
4. 公職法律課程  
Law of Civil Servants
5. 行政程序法課程  
Administrative Procedure Law
6. 合同法實務課程  
Contract Law Practice
7. 書寫英文電郵技巧  
English Email Writing Skills
8. 專業面試技巧  
Interview Skills
9. 行政人員 Microsoft Excel 試算表應用  
Microsoft Excel Application in Workplace

### 商業和管理課程 Business Administration Courses

1. 金融市場和投資工具  
Introduction of Financial Market and Investment Tools
2. 股票投資技巧  
Stock Investment Skills
3. 信貸融資和財富管理業務相關之法律應用實務  
Legal Application of Credit Financing and Wealth Management
4. 大數據企業應用及策略分析  
Big Data in Business Applications and Strategic Analysis
5. 投資產品選擇及應用  
Investment Tools Selection and Application
6. 退休策劃DIY  
Retirement Planning
7. 活動司儀技巧  
Master of Ceremony Skills
8. 實用英漢翻譯課程  
Practical English – Chinese Translation Course

## 為建築師及工程師而設的持續進修計劃培訓

### CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD) WORKSHOPS FOR ARCHITECTS AND ENGINEERS

為協助本澳合資格的建築師及工程師在提升專業知識和技術水平的同時能獲得相應規定的持續進修認可時數，管院特別邀請香港資深的業界導師舉辦了下列不同主題的工作坊：

In order to upgrade the professional knowledge and skills of Macao registered architects and engineers and obtain the required CPD training hours, MIM invited experienced speakers from Hong Kong to deliver the following workshops:

## 工作坊主題 TOPICS

1. 招標過程及審批程序  
Bidding Procedures and Approval Process
2. 建築工程時間管理及延誤處理  
Time Management and Delayed Procedures in Construction Projects
3. 建築工地交通事故 — 成因分析、危害識別及安全措施  
Traffic Accidents on Construction Sites: Causes Analysis, Hazard Identification and Safety Measures
4. 建築安全措施  
Safety Measures for Construction Projects
5. 地基工程施工技術  
Foundation Engineering
6. 建築工程項目風險管理  
Risk Control for Construction Projects
7. 建築工程成本計劃與執行  
Cost Planning and Execution for Construction Projects

## 與本澳業界合辦培訓課程

### TRAINING PROGRAMS CO-ORGANIZED WITH DIFFERENT ENTITIES

管院今年繼續與本澳不同業界合辦特定行業的在職培訓，提升行內人員質素。培訓形式設有團隊建設、工作坊、課程、講座、交流活動等。

MIM has continuously cooperated with different industries in Macao to organize various tailor-made and target-oriented trainings. The training programs include team building, workshops, courses, seminars and study visits etc.

#### 1. 與澳門餐飲業聯合商會合辦「2019年度澳門餐飲業在職培訓計劃」 "Food and Beverage (FNB) Training Program 2019" Jointly Organized with the United Association of Food and Beverage Merchants of Macao (UAFBMM)

管院連續19年在旅遊局的資助下，與澳門餐飲業聯合商會合作舉辦不同類型的培訓課程，從而提升餐飲從業員的專業和服務水平，當中包括不同主題的培訓課程、餐飲業專題講座及教學光碟製作等。本年度受惠從業員達1,451人。

Supported by the funding of Macao Government Tourism Office, MIM, together with UAFBMM, organized the 19<sup>th</sup> intake of training program to the local workforce. The training program included various courses, seminars and the production of educational DVDs etc., in order to enhance the knowledge and upgrade the service quality of the participants. A total of 1,451 participants benefited from the program.

## 課程名稱 TOPICS

- |  |   |
|--|---|
| 1. 餐飲服務英語初階班 (共2班)<br>Basic English for Food and Beverages (2 classes) | 7. 食肆工作間危機與衝突管理<br>Crisis and Conflicts Management for Restaurants  |
| 2. 星級顧客服務<br>Exceptional Customer Service                              | 8. 餐飲業顧客溝通與聆聽技巧<br>Communication Skills with Customers  |
| 3. 洋酒及葡萄酒基本知識及銷售技巧<br>Basic Wine Knowledge and Selling Technique       | 9. 建立卓越工作團體<br>Building a Highly Efficient Team   |
| 4. 輕鬆面對刁難客人<br>Dealing with Difficult Customers                        | 10. 講座：食品安全及環境衛生基礎<br>Seminar: Food Safety and Hygienic Working Environment                                     |
| 5. 前線督導技巧<br>Supervising Skills for Frontline Staff                    | 11. 講座：「EQ情緒管理」<br>Seminar: EQ Management   |
| 6. 如何利用網絡宣傳餐飲產品<br>How to Use Online Platforms for Promotion           | 12. 教學光碟創作及分享會：「澳門特式美食認知」<br>Educational DVD Production and Sharing: "Get to Know the Special Cuisine in Macau" |

## 2. 與澳門電力股份有限公司合辦「澳電綜合培訓課程 2018 – 2019」 CEM Integrated Training Program 2018 – 2019

由管院為澳門電力股份有限公司量身訂制的「綜合培訓課程」，自2004年開辦至今已第八屆，本屆共有20名表現出色且具晉升潛力的員工參與。此課程旨在為澳電的年青工程師及部門主任提供系統化的管理課程，發掘員工潛能，提升營運效率及競爭力，從而更好地應對當前及未來的挑戰，為員工將來晉身管理人員行列作好準備。

MIM had tailor-made a training program for CEM since 2004. This program is especially designed for young employees and officers of CEM to upgrade their management skills and scope to prepare them for higher-level roles. The program of this year reached the eighth batch and a total of 20 potential staff attended. Through this structured training program, participants developed managerial competencies in order to face the current and future challenges; improved their operational efficiencies and eventually well prepared for job mobility in the future.

## 3. 與澳門自來水股份有限公司合辦第一屆「人才發展計劃」 The Macao Water Supply Company Limited – “Talent Development Program” (1<sup>st</sup> intake)

「人才發展計劃」是由管院為切合澳門自來水股份有限公司的需要所訂制的一系列課程。計劃中共有25名主任級員工參與。課程旨在為員工建立未來領袖的身份，發展歸屬感、責任感及主動積極的心態，提升工作效率及帶領團隊的技巧；為未來的挑戰作好準備。

MIM had tailored-made a talent development program for The Macao Water Supply Company Limited. A total of 25 supervisory staff joined the program. The program helps participants to establish the identity of future leaders, develop their sense of belonging, responsibility and positive attitude, increase their efficiency and leadership so that they can be prepared for future challenges.

### 課程名稱 TOPICS

- |  |   |
|--|---|
| 1. 督導角色及有效溝通<br>Role of the Supervisor and Effective Communication | 6. 工作表現的管理與積極性提升<br>Performance Management and Motivation |
| 2. 致勝談判<br>Winning Negotiation                                     | 7. 解決問題及決策技巧<br>Problem Solving and Decision Making       |
| 3. 團隊建設<br>Adventurous Team Building                               | 8. 說服演說技巧<br>Persuasive Presentation                      |
| 4. 財務管理<br>Financial Management                                    | 9. 服務管理<br>Managing Service                               |
| 5. 面試技巧<br>Selection Interviewing Skills                           |   |

### 課程名稱 TOPICS

- |   |  |
|---|--|
| 1. 團隊建設<br>Team Building  | 7. 督導技巧<br>Supervisory Skills            |
| 2. 壓力管理<br>Stress Management                                    | 8. 高效教練技巧<br>Effective Coaching Skills   |
| 3. 時間管理及優先處理安排<br>Time Management and Priority Setting          | 9. 衝突管理<br>Managing Conflicts            |
| 4. 領導溝通技巧<br>Leadership Communication Skills                    | 10. 公開演說技巧<br>Presentation Skills        |
| 5. 有效解決問題及決策能力<br>Effective Problem Solving and Decision Making | 11. 終極任務匯報<br>Final Project Presentation |
| 6. 項目管理<br>Project Management                                   |  |

#### 4. 與銀河娛樂集團合辦「銀娛青少年成就計劃 2018 – 2019」 “GEG Youth Achievement Program 2018 – 2019” Co-Organized with Galaxy Entertainment Group

「銀娛青少年成就計劃」由澳門管理專業協會及銀河娛樂集團合辦，自2011年至今已舉辦至第八屆，本屆共吸引480名18至29歲澳門青少年參與。此計劃秉承「自我認識」、「關懷社會」、「事業發展」三大理念。此外，2019年更加入了瞭解大灣區的元素，讓學員抓緊國家發展的機遇，助其一展所長，邁向事業目標，從而「超越自我，成就非凡」。

The “GEG Youth Achievement Program” is jointly organized by Macau Management Association and Galaxy Entertainment Group since 2011. The program has come to eighth batch and attracted 480 local teenagers between the ages of 18 to 29. The program is centered on three key elements: “Self Awareness”, “Community Care” and “Career Development”. The program also allow participants to explore the Greater Bay Area, so that participants can grasp the development opportunity in Mainland China.



## 活動及實地考察 ACTIVITIES AND FIELD TRIPS

1. 自我認識及團隊建設體驗營  
Self Awareness and Team Building Camps
2. 商務禮儀工作坊  
Workshop: Business Etiquette
3. 品牌的建立及發展工作坊  
Workshop: Successful Brand Building Process
4. 公開演說技巧  
Workshop: Public Speaking and Presentation Skills
5. 大數據的認識及應用  
Workshop: Understanding Big Data and its Applications
6. 人工智能的認識及應用  
Workshop: What is AI? Get to Know Artificial Intelligence and its Applications
7. 區塊鏈的認識及應用  
Workshop: Block Chain, Everything You Need to Know
8. 金融科技的認識及應用  
Workshop: What is FinTech? Get to Know Financial Technology
9. 大灣區考察團: 佛山工業設計考察  
Greater Bay Area Field Trip – Foshan
10. 大灣區考察團: 廣州文化傳承考察  
Greater Bay Area Field Trip – Guangzhou
11. 大灣區考察團: 深圳高新科技考察  
Greater Bay Area Field Trip – Shenzhen
12. 終極任務簡介及聯歡聚餐  
Final Project Briefing and Gathering Lunch
13. 終極任務比賽  
Final Project Competition
14. 亞洲城市遊學之旅 – 上海及杭州  
Asian City Study Tour – Shanghai and Hangzhou
15. 慶祝澳門回歸20週年「銀娛青少年與旅遊局局長真情對話」  
Celebration of the 20<sup>th</sup> Anniversary of Macao's Return to the Motherland “Director of Macao Government Tourism Office Dialogue with GEG YAP”
16. 慶祝澳門回歸20週年「銀娛青少年與貿促局主席真情對話」  
Celebration of the 20<sup>th</sup> Anniversary of Macao's Return to the Motherland “President of the Macao Trade and Investment Promotion Institute Dialogue with GEG YAP”





## 企業內部培訓課程

### IN-HOUSE TRAINING PROGRAMS

管院亦致力為澳門各大公私營機構籌辦內部培訓，以切合各機構的實際工作需要。本年度為20個機構提供54個課程，合共114班。

The in-house training programs are customized to cope with the needs of different public or private organizations and their employees. This year, MIM provided a total of 54 programs for 20 organizations with a total of 114 classes.

機構名稱 Organization	培訓課程名稱 Topics
市政署 IAM	九型人格與工作 Enneagram and Work
市政署 IAM	逆境智商 Adversity Quotient (AQ)
市政署 IAM	說服技巧 Persuasion and Influencing Skills
市政署 IAM	人際溝通與衝突管理課程 Interpersonal Communication and Conflict Management
市政署 IAM	壓力及情緒管理 Stress and Emotion Management
市政署 IAM	策略思維 Strategic Thinking
市政署 IAM	職場說不的藝術 The Art of Saying 'No' in the Workplace
市政署 IAM	工序革新 Process Innovation
市政署 IAM	危機應變行動計劃統籌及協調課程 Crisis Response Action Plan and Coordination
市政署 IAM	使命感成就卓越團隊 Achieving an Excellent Team
市政署 IAM	職場調解實務 Steps in Mediating Workplace Conflicts

機構名稱 Organization	培訓課程名稱 Topics
行政公職局 SAFP	英文電郵書寫技巧課程 English Email Writing Skills
行政公職局 SAFP	公務人員的素質與形象 Quality and Image Optimization of Public Servants
行政公職局 SAFP	人際關係與溝通技巧課程 Human Relationship and Communications Skills
行政公職局 SAFP	時間管理 Time Management
行政公職局 SAFP	前線服務人員接待技巧工作坊 Receptionist Skills Training for Frontline Staffs
行政公職局 SAFP	績效管理入門 Introduction to Performance Management
行政公職局 SAFP	公共關係導論與實務 Introduction to Public Relations
行政公職局 SAFP	英語會話課程 — 行政範疇 English Conversation for Administration
澳門大豐銀行 Tai Fung Bank	正面思維及有效溝通工作坊 Positive Thinking and Efficient Communication Skills
澳門大豐銀行 Tai Fung Bank	新晉初級督導人員能力提升培訓 Skills and Competencies Development for Junior Supervisors
澳門大豐銀行 Tai Fung Bank	新晉經理能力提升課程 Skills and Competencies Development for New Managers
澳門大豐銀行 Tai Fung Bank	團隊建設 Team Building
大西洋銀行 BNU	提升說服技巧 Influencing Skills
大西洋銀行 BNU	商業致勝談判技巧 Sales and Business Negotiation
太陽城集團 Suncity Group	高端客戶銷售及電話行銷技巧 Telesales Tips on Approaching VIPs

機構名稱 Organization	培訓課程名稱 Topics
鏡湖醫院 Kiang Wu Hospital	讚賞式領導術 Appreciation in Leadership
鏡湖醫院 Kiang Wu Hospital	前線人員化解衝突及危機應變 Crisis Management and Communications for Frontline
鏡湖醫院 Kiang Wu Hospital	領導心理學 The Psychology of Leadership
鏡湖醫院 Kiang Wu Hospital	壓力及情緒管理 Stress and Emotion Management
中國太平保險(澳門) China Taiping Insurance (Macau) Company Ltd.	行政人員品酒及社交禮儀工作坊 Wine Tasting and Business Etiquette
中國銀行澳門分行 BOC Macau	行政人員品酒及社交禮儀工作坊 Wine Tasting and Business Etiquette
澳門城市大學 City University of Macau	專業前線服務接待技巧培訓 Professional Customer Service for Frontline Staff
澳門大學 University of Macau	財務管理的概念及實務 Financial Management and Application
澳門電力股份有限公司 CEM	商務禮儀 Business Etiquette
澳門電力股份有限公司 CEM	項目管理 Project Management
澳門電力股份有限公司 CEM	團隊建設 Team Building
澳門體育局 Macau Sports Bureau	接待技巧—公職人員素質及形象課程 Quality and Image Optimization of Public Servants
澳門海關 Macao Customs Service	公共關係及傳媒應對策略課程 Public Relations and Media Skills Training
澳門海關 Macao Customs Service	培訓師培訓課程 Train the Trainer
澳門新福利公共巴士有限公司 Transmac	專業車長服務技巧提升 Excellent Customer Service Skills for Drivers

機構名稱 Organization	培訓課程名稱 Topics
澳門懲教管理局 MCSB	團隊建設 Team Building
澳門懲教管理局 MCSB	協調指揮及監督管理工作 Supervision & Control
澳門懲教管理局 MCSB	高效能人士的七個習慣 The 7 Habits of Highly Effective People
澳門懲教管理局 MCSB	社交技巧與禮儀 Social Skills and Etiquette
澳門懲教管理局 MCSB	保安設施管理及風險評估 Facility Management and Risk Assessment
澳門懲教管理局 MCSB	警長級或以上: 社交技巧與禮儀 Social Skills and Etiquette
澳門懲教管理局 MCSB	演說技巧 Public Speech and Presentation Skills
澳門商業銀行 BCM	電話營銷技巧精進課程 Telemarketing Skills Training
澳門自來水有限公司 The Macao Water Supply Company Ltd.	評估技巧工作坊 Appraisals Skills Workshop
華僑永亨銀行 OCBC WING HANG	演說及匯報技巧 Public Speech and Presentation Skills
天網資訊科技(澳門)有限公司 Netcraft Information Technology (Macau) Co. Ltd.	管理提升工作坊 Workshop on Managerial Essentials
天網資訊科技(澳門)有限公司 Netcraft Information Technology (Macau) Co. Ltd.	DiSC 人格分析 + DiSC 領導力發展 DiSC: Assessment and Leadership Development
力都(澳門)有限公司 Sniper Capital (Macau) Limited	演說及匯報準備技巧 Techniques for Preparing Presentation Materials

## 澳門管理學院與五邑大學簽訂合作協議

### A COLLABORATION AGREEMENT BETWEEN MACAU INSTITUTE OF MANAGEMENT AND WUYI UNIVERSITY

管院與五邑大學於1月23日假澳門陸軍俱樂部舉行《澳門管理學院與五邑大學設施管理專業模組人才培養專項合作協議》簽署儀式。儀式在管協會長崔世昌先生、理事長劉永誠先生、五邑大學黨委書記張焜先生見證下，由管院校董會副主席莫志偉先生和五邑大學黨委副書記李靄康先生代表雙方簽署。

雙方決定在五邑大學經濟管理學院合作開辦設施管理專業模組，旨在充分整合雙方教育資源，管院把已成熟的設施管理專業引入五邑大學，為粵港澳大灣區培養兼具理論和實務技能，同時具有國際認證的設施管理專業人才，為大灣區教育發展與合作開闢新路徑。

MIM and Wuyi University signed a Collaboration Agreement on Facility Management (FM) Professional Module Talent Training Project on January 23. The agreement was signed at the Macau Military Club by Mr. Alex Mok, Vice-President of MIM Board of Directors, and Mr. Li Aikang, Deputy Party Secretary of Wuyi University. Mr. Chui Sai Cheong, President of MMA, Mr. Tommy Lau, Council Chairman of MMA and Mr. Zhang Kun, Party Secretary of Wuyi University attended the signing ceremony.

MIM and Wuyi University decided to jointly launch a Facility Management Professional Module at Wuyi University, aiming to fully integrate the educational resources of both parties. MIM introduced its mature Facility Management Specialty to Wuyi University in order to cultivate Facility Management talents, opening up a new path for education development and cooperation in the Greater Bay Area.



## 澳門管理學院與鏡湖醫院簽署 服務提升計劃合作協議

### THE SIGNING CEREMONY OF THE SERVICE ENHANCEMENT PROGRAM BETWEEN MACAU INSTITUTE OF MANAGEMENT AND KIANG WU HOSPITAL

管院與鏡湖醫院於1月25日假鏡湖醫院霍英東專科大樓舉行服務提升計劃合作協議簽署儀式。在鏡湖慈善會主席兼管協名譽會長廖澤雲先生、鏡湖慈善會兼管協理事長劉永誠先生、管院校董會主席謝思訓先生見證下，鏡湖醫院院長馬學章博士、管院校長鄭慶雲博士簽署合作協議。

管院特為鏡湖醫院的醫護技術前線人員及管理團隊，度身定制了涵蓋各個不同管理和服務範疇的課程，以提高前線人員的綜合服務品質，建立良好的醫護關係。

Kiang Wu Hospital and MIM had signed a collaboration agreement on January 25 at Kiang Wu Hospital Dr. Henry Y.T. Fok Specialist Medical Centre. Dr. Ma Hok Cheung, Director of Kiang Wu Hospital, and Dr. Cheng Hing Wan, President of MIM had signed the collaboration agreement under the witness of Mr. Liu Chak Wan, President of Kiang Wu Hospital Charitable Association and Honorary President of MMA, Mr. Tommy Lau, Council Chairman of Kiang Wu Hospital Charitable Association and MMA, and Mr. Paul Tse, President of MIM Board of Directors.

MIM customized courses covering different management and service area for frontline staff and management team for Kiang Wu Hospital. The courses aim to improve the comprehensive service quality of frontline personnel, and establish a good doctor-nurse relationship.

## 澳門管理學院與國際設施管理協會 簽署戰略合作伙伴關係協議

### A STRATEGIC PARTNERSHIP AGREEMENT BETWEEN MACAU INSTITUTE OF MANAGEMENT AND INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION

管院與國際設施管理協會於2月27日假澳門陸軍俱樂部舉行合作協議簽署儀式，達成戰略合作伙伴關係協議，並由管院校董會主席謝思訓先生和國際設施管理協會環球董事會主席田國恒先生代表簽署。出席嘉賓包括：高等教育局局長蘇朝暉先生、勞工事務局局長黃志雄先生、管協理事長劉永誠先生、顧問委員會委員廖僊芸先生、管院校董會副主席莫志偉先生及院長鄭慶雲先生等。

雙方藉此建立更緊密的合作關係，引進高質素的國際專業培訓模式，支持私營企業及公營部門提供更高效率、更安全及更環保的設施管理專業服務。

MIM had signed a Strategic Partnership Agreement with International Facility Management Association (IFMA) on February 27 at the Macau Military Club by Mr. Paul Tse, President of MIM Board of Directors, and Mr. Graham Tier, Global Chair of IFMA.

Mr. Sou Chio Fai, Director of the Macao Higher Education Bureau; Mr. Wong Chi Hong, Director of the Labour Affairs Bureau; Mr. Tommy Lau, Council Chairman of MMA; Mr. Liu Hei Wan, Advisory Board Member of MMA; Mr. Alex Mok, Vice-President of MIM Board of Directors; Mr. Cheng Hing Wan, President of MIM attended the signing ceremony.

MIM and IFMA agreed to build a closer co-operative relationship to support the public and private sectors in Macao to deliver Facility Management services more effectively, efficiently, and with greater safety and environmental friendliness.



管 理  
服 務  
MANAGEMENT SERVICES

# 專題講座

## THEMATIC SEMINARS

為推動管理學實踐及應用，由澳門基金會及澳門特別行政區政府旅遊局資助，澳門管理專業協會於2019年舉辦了多個不同專題的大型研討會及講座，包括：

Sponsored by Macao Foundation and Macao Government Tourism Office, MMA organized a number of seminars and talks in 2019 to disseminate the most updated management knowledge:

- ◆ 慶祝澳門回歸二十週年暨澳門管理專業協會週年管理研討會 — 「灣區人才流動新趨勢和管理策略」  
Celebration of the 20<sup>th</sup> Anniversary of Macao's Return to the Motherland – 2019 MMA Annual Management Conference: "New Trends and Management Strategies of Talent Flow in the Greater Bay Area"
- ◆ 2019 澳門管理學院年度管理論壇 — 「大數據時代人力資源面對的挑戰」  
2019 MIM Annual Management Forum: "Human Resources Challenges in the Age of Big Data"
- ◆ 「建立留人留『心』的企業文化」講座  
HR Seminar: Development of Positive Culture for Corporation
- ◆ 「管理有道 — 妙用同理心」講座  
Use of Empathy in Supervision
- ◆ 「新零售管理 — O2O年代，服務體驗整合?對衡?」講座  
The New Era of Retail – The Integration of Customer Experience in O2O Market
- ◆ 「設施管理的當前趨勢」講座  
Trends in Facility Management
- ◆ 「督導管理之『管理，管你?』」講座  
Supervisory Management Skills
- ◆ 「建築資訊模型(BIM)在建築工程項目的廣泛應用」講座  
The Application of Building Information Model (BIM) in Construction Projects
- ◆ 「食品安全及環境衛生基礎」講座  
Seminar: Food Safety and Hygienic Working Environment
- ◆ 「EQ情緒管理」講座  
Seminar: EQ Management



## 慶祝澳門回歸二十週年暨澳門管理專業協會週年管理研討會

### 2019 MMA ANNUAL MANAGEMENT CONFERENCE

由本會主辦、澳門基金會資助的「慶祝澳門回歸二十週年暨澳門管理專業協會週年管理研討會 — 灣區人才流動新趨勢和管理策略」於10月14日假澳門旅遊塔會展娛樂中心舉行。出席的嘉賓分別有中央人民政府駐澳門特別行政區聯絡辦公室經濟部副部長級助理張建華女士，管協理事長劉永誠先生、副會長梁華權先生、副理事長兼名譽司庫包敬燾先生，副理事長莫志偉先生、吳皆妍女士、鄭堅立先生等。我們有幸邀請到來自港澳的四名傑出講者嘉賓為我們深入探討對人才的管理。研討會當天吸引了過百名來自不同企業的管理人士參加。

In celebration of the 20<sup>th</sup> Anniversary of Macao's Return to the Motherland, MMA had organized the 2019 Annual Management Conference on October 14 at Macau Tower Convention & Entertainment Centre, theming "New Trends and Management Strategies of Talent Flow in the Greater Bay Area", which was sponsored by Macao Foundation. In attendance were Ms. Zhang Jianhua, Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the Macao S.A.R.; Mr. Tommy Lau, Council Chairman of MMA; Mr. Bernie Leong, Vice-President of MMA; Mr. Raymond Bao, Council Vice-Chairman and Honorary Treasurer of MMA; Mr. Alex Mok, Ms. Catherine Ng and Mr. Keegan Cheang, Council Vice-Chairmen of MMA. 4 prominent speakers from Macao and Hong Kong were invited to share their experiences and raise valuable insights regarding Talent Management Strategies. Over a hundred of participants from various industries such as banking, finance, hospitality, government departments and public service attended the conference.

**港澳傑出講者嘉賓:**  
Prominent Speakers from Hong Kong and Macao:

**蘇朝暉先生**

高等教育局局長  
人才發展委員會秘書長

**Mr. Sou Chio Fai**

Director of the Macao Higher Education Bureau  
Secretary-General of the Talents Development Committee

**黃錦沛太平紳士**

馬思人才及商務顧問有限公司常務董事

**Mr. Wong Kam Pui**

Founder and Managing Director of RESOLUTIONS HR & Business Consultancy Company Limited

**陳子堅先生**

天貓海外—香港及澳門區負責人

**Mr. CK Chan**

Head of Hong Kong & Macao, Tmall World

**梁國強先生**

美國輝瑞科研製藥有限公司香港區總經理

**Mr. Stephen Leung**

Country Manager of Pfizer Hong Kong



# 世界管理挑戰賽

## GLOBAL MANAGEMENT CHALLENGE

「世界管理挑戰賽」於1980年起源於歐洲，是一項全球性的線上策略性管理比賽，並為一年一度的國際賽事。這項世界性比賽旨在於全球範圍內提高現代化企業管理水準及促進各國企業管理技術的規範化。隊伍將在設定的電腦軟件當中管理一家已上市模擬公司，以獲取最佳投資表現為目標。國際上有不少院校已將其作為培養工商管理碩士的教材，許多大型企業亦將其作為選拔、培訓、考核和評估企業管理人員的重要工具。該項比賽至今全球已有超過三十個國家和地區參賽，包括：

Started in Europe in 1980, Global Management Challenge (GMC) is today's largest worldwide on-line strategy and management annual competition. GMC aims to improve modern corporate management standards, promote normalization and standardization of corporate management techniques across countries. Teams are required to manage a stock listed company, making decisions for 5 financial quarters, aiming to achieve the best investment performance. Many education institutions have used this competition as a teaching tool in foster Master of Business Administration, and many large corporations also use it as an important tool for selecting, training, assessing and evaluating corporate managers. Nowadays, there are over 30 countries/regions participating in GMC. They are:

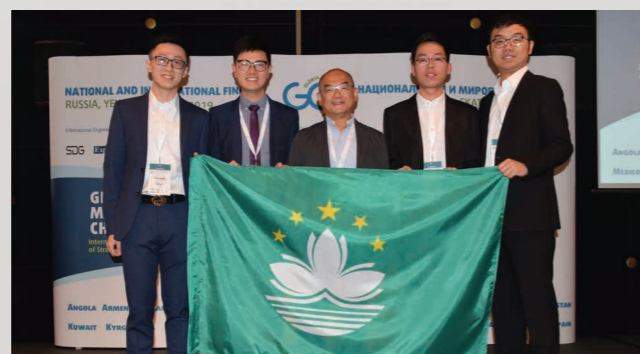


	國家/地區 Countries/Regions
歐洲 Europe	捷克共和國、愛沙尼亞、希臘、拉脫維亞、立陶宛、波蘭、葡萄牙、羅馬尼亞、俄羅斯、斯洛伐克、西班牙 Czech Republic, Estonia, Greece, Latvia, Lithuania, Poland, Portugal, Romania, Russia, Slovak Republic, Spain
大洋洲 Oceania	澳洲、新西蘭 Australia, New Zealand
美洲 America	巴西、加拿大、墨西哥、巴拿馬 Brazil, Canada, Mexico, Panama
非洲 Africa	安哥拉、貝南、喀麥隆、加納、科特迪瓦、肯雅、尼日利亞、塞內加爾、多哥 Angola, Benin, Cameroon, Ghana, Ivory Coast, Kenya, Nigeria, Senegal, Togo
亞洲 Asia	印度、澳門特別行政區、中國 India, Macao S.A.R., People's Republic of China
中東 Middle East	伊朗、科威特、黎巴嫩、卡塔爾、沙特阿拉伯、阿拉伯聯合酋長國 Iran, Kuwait, Lebanon, Qatar, Saudi Arabia, United Arab Emirates

本年度澳門區共有178隊參賽隊伍，當中包括158隊學生隊及20隊混合隊及企業隊。他們主要來自澳門大學、澳門科技大學、澳門旅遊學院、澳門城市大學、中國銀行澳門分行、大豐銀行、大西洋銀行、澳門電力股份有限公司、金沙中國有限公司、佳景集團等。

There were total of 178 teams participated in this year's competition, 158 student teams and 20 corporate and mixed teams. They are mostly from University of Macau, Macau University of Science and Technology, Macao Institute for Tourism Studies, City University of Macau, Bank of China (Macao Branch), Tai Fung Bank, Banco Nacional Ultramarino, Companhia de Electricidade de Macau S.A., Sands China Ltd., Future Bright Group etc.

「2018年度世界管理挑戰賽」國際總決賽已於7月4-6日在俄羅斯葉卡捷琳堡舉行。經過兩天的激烈角逐，澳門代表隊奪得第四名，香港隊則奪得第六名，俄羅斯、葡萄牙及科特迪瓦代表隊分別奪得冠、亞和季軍。



The International Final 2018 of Global Management Challenge was held in Yekaterinburg, Russia in July 4-6. After two-day intense competitions, Macao claimed the honor of World 4<sup>th</sup> Place, and Hong Kong won the 6<sup>th</sup> Place. Russia, Portugal and Ivory Coast crowned the Champion, 1<sup>st</sup> Runner-up and 2<sup>nd</sup> Runner-up respectively.


	活動日程 Timeline	舉辦日期 Date
1.	「2018世界管理挑戰賽」國際總決賽 — 俄羅斯 Global Management Challenge 2018 International Final, Russia	04-06/07/2019
2.	「2019年澳門區世界管理挑戰賽」共收到178隊來自學界及工商界人士報名參加 178 Teams registered in the Global Management Challenge 2019 (Macao)	11/10/2019
3.	「2019年澳門區世界管理挑戰賽」第一回合淘汰賽 Global Management Challenge 2019 (Macao) – First Round Elimination	18/10/2019
4.	「2019年澳門區世界管理挑戰賽」第二回合淘汰賽 Global Management Challenge 2019 (Macao) – Second Round Elimination	27/11/2019
5.	「2019年世界管理挑戰賽」澳門區總決賽 Global Management Challenge 2019 – Macao Regional Final	11/01/2020

### 特別鳴謝是次澳門區賽事贊助商： SPECIAL THANKS TO THE FOLLOWING SPONSORS OF THIS COMPETITION IN MACAO REGION:

冠名贊助：  
Title Sponsor:  中國銀行 BANK OF CHINA

贊助機構：  
Sponsors:

協辦機構：  
Special Cooperation:  澳門日報  TDM 澳廣視  澳門管理人雜誌

官方指定流動媒體伙伴：  
Official Mobile Media Partner:  mome media & marketing

# 顧問服務

## CONSULTANCY SERVICES

為使企業能面對各種挑戰及達致其營運目標，使用顧問服務是其中一項直接、低成本及高效益之方法。有見及此，本會將通過深入瞭解機構現在的營運狀況及發展目標，從其專業顧問資料庫內提供最合適之顧問，為個別行業釐定工作程序守則、規範，以提供策略性改善建議及解決問題之有效方案。

In addition to training courses, MMA also provides Consultancy Services aiming to assist organizations in solving their management problems. Based on the current business operating situation and clients' development goals, our consultancy team offers a series of well-considered suggestions which may include operational guidelines and industry good practices, business process reengineering, refined marketing strategies and suitable staff development programs.

### 本年度本會提供的顧問服務包括： Key Consultancy Services in 2019 Include:

- ◆ 澳門市民就業流動性調查2019（由澳門基金會資助）  
Survey on Labor Mobility of Macau Citizens 2019 (Sponsored by Macao Foundation)
- ◆ 為澳門特別行政區政府能源發展辦公室提供公共部門及機構能源效益評估計劃 – 第五階段工作服務  
Energy Performance Evaluation for Workplaces of Public Sectors and Institutions – Fifth phase



# 會員服務

## MEMBERSHIP SERVICES





本會對於推動管理學的發展一向不遺餘力，社會各界對管理資訊的需求和重視程度亦與日俱增。2019年度本會會籍共426個，人數共549人。

Following the increasing demand of management training in Macao, more organizations are interested in becoming MMA members over the years. In 2019, we had 426 registered members (549 individuals).

各會籍數目詳情見下表：

Statistics of membership 2019 is listed in the following table:

類別 Categories	2019年會籍 No. of Members in 2019
特邀會員 Charter Member	34 (105人/persons)
團體會員 Corporate Member	54 (106人/persons)
名譽會員 Life Member	29
個人會員 Full Member	71
普通會員 Associate Member	238
總數 Total	426 (549人/persons)

## 35週年會慶晚宴 35<sup>TH</sup> ANNIVERSARY DINNER

澳門管理專業協會自1984年成立至今已35年，今年正值新中國成立70週年，以及澳門回歸20週年，意義非凡。本會於4月16日假澳門美高梅宴會廳舉行35週年會慶晚宴。週年晚宴上，時任行政長官崔世安先生、夫人霍慧芬女士、全國政協副主席何厚鏞先生、中聯辦副主任姚堅先生、時任外交部駐澳特派員公署署理特派員王冬女士、時任立法會主席賀一誠先生、時任經濟財政司司長梁維特先生、保安司司長黃少澤先生、時任社會文化司司長譚俊榮先生及議員代表、各業界人士均有出席。崔世昌會長表示，本會將繼續以管理專業導航，抱持幹勁和熱情，為澳出謀獻策。

適逢《澳門管理人雜誌》於2019年踏入第20個年頭，為紀念雜誌創辦20週年，本會特意为雜誌進行全新改版，並於會上進行改版儀式。

The year 2019 was a remarkable year in which it marked the 35<sup>th</sup> Anniversary of MMA since its establishment in 1984, which also happened to be the 70<sup>th</sup> Anniversary of the founding of New China and the 20<sup>th</sup> Anniversary of Macao's Return to the Motherland. MMA hosted its 35<sup>th</sup> Anniversary Dinner on April 16 at the Grand Ballroom of MGM Macau. We had the honor of having Mr. Chui Sai On, the then Chief Executive of Macao S.A.R. and Mrs. Chui; Mr. Ho Hau Wa, Vice-Chairman of the Chinese People's Political Consultative Conference; Mr. Yao Jian, Deputy Director of Liaison Office of the Central People's Government in the Macao S.A.R.; Ms. Wang Dong, the then Acting Commissioner of The Commissioner's Office of the Ministry of Foreign Affairs of the People's Republic of China in the Macao S.A.R.; Mr. Ho Iat Seng, the then President of the Legislative Assembly; Mr. Leong Vai Tac, the then Secretary for Economy and Finance of Macao S.A.R.; Mr. Wong Sio Chak, Secretary for Security of Macao S.A.R.; Mr. Tam Chon Weng, the then Secretary for Social Affairs and Culture of Macao S.A.R. and the Legislative Assembly members as our Guests of Honor. Mr. Chui Sai Cheong stated that with the support and trust from various sectors, MMA have gradually seeking breakthrough and pursuing innovation in steady growth for Macao's sustainable development.

2019 also marked the 20<sup>th</sup> Anniversary of the establishment of the "Macau Manager Magazine". To celebrate this special occasion, we had redesigned a brand new cover for the magazine and the unveiling ceremony was being hosted during the dinner.



## 35週年會員大會 及 慶祝澳門回歸二十週年 暨澳門管理專業協會第十八屆理監事就職晚宴

35<sup>TH</sup> ANNUAL GENERAL MEETING & THE CELEBRATION OF THE 20<sup>TH</sup> ANNIVERSARY OF MACAO'S RETURN TO THE MOTHERLAND CUM THE INAUGURATION DINNER OF THE 18<sup>TH</sup> COUNCIL

本會於10月14日晚舉行「慶祝澳門回歸二十週年暨澳門管理專業協會第十八屆理監事就職晚宴」，活動假旅遊塔會展娛樂中心四樓舉行。外交部駐澳特派員公署公共外交及新聞部副主任朱婷女士、管協名譽會長廖澤雲先生、會長崔世昌先生、理事長劉永誠先生、監事長徐偉坤先生、副會長黃如楷先生、梁華權先生、鄧君明先生、謝思訓先生等出席。協會第十八屆理監事會成員在會員大會中選出，理事長劉永誠先生表示，相信隨着新成員加入後，定能使會務越辦越好。

The Celebration of the 20<sup>th</sup> Anniversary of Macao's Return to the Motherland cum the Inauguration Dinner of the 18<sup>th</sup> Council was successfully held on October 14 at 4/F Macau Tower Convention & Entertainment Center. Ms. Zhu Ting, Deputy Director of the Department of Information and Public Diplomacy of the Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao S.A.R.; Mr. Liu Chak Wan, Honorary President of MMA; Mr. Chui Sai Cheong, President of MMA; Mr. Tommy Lau, Council Chairman of MMA; Mr. Tsui Wai Kwan, Supervisory Board Chairman of MMA; Mr. Eddie Wong, Mr. Bernie Leong, Mr. Jose Tang, Mr. Paul Tse, Vice-Presidents of MMA attended the celebration. The Management Board of the 18<sup>th</sup> Council of MMA was being elected during the Annual General Meeting.



## 人力資源工作者俱樂部

HUMAN RESOURCES PROFESSIONALS CLUB

本會屬下的人力資源工作者俱樂部由2005年成立至今已擁有超過150名會員，成員來自各個政府部門、工商社團及從事人力資源工作之人士。每年不定期舉辦人力資源交流活動及專題講座等。

Established by MMA in 2005, HR Professionals Club has recruited over 150 members who are currently HR practitioners from different government departments, public institutions and private enterprises. In 2019, the following activities were organized:

月份 Month	活動項目 Events
4月 April	專題講座：「建立留人留「心」的企業文化」 HR Seminar: Development of Positive Culture for Corporation
7月 July	人力資源工作者訪港交流學習團：拜訪港鐵學院及輝瑞科研製藥有限公司 HR Professionals Club: Study Visit to HK MTR Academy and Pfizer HK

\*以上活動由澳門基金會資助  
The activities above were sponsored by Macao Foundation

# 年青行政人員俱樂部

## YOUNG MANAGERS' CLUB

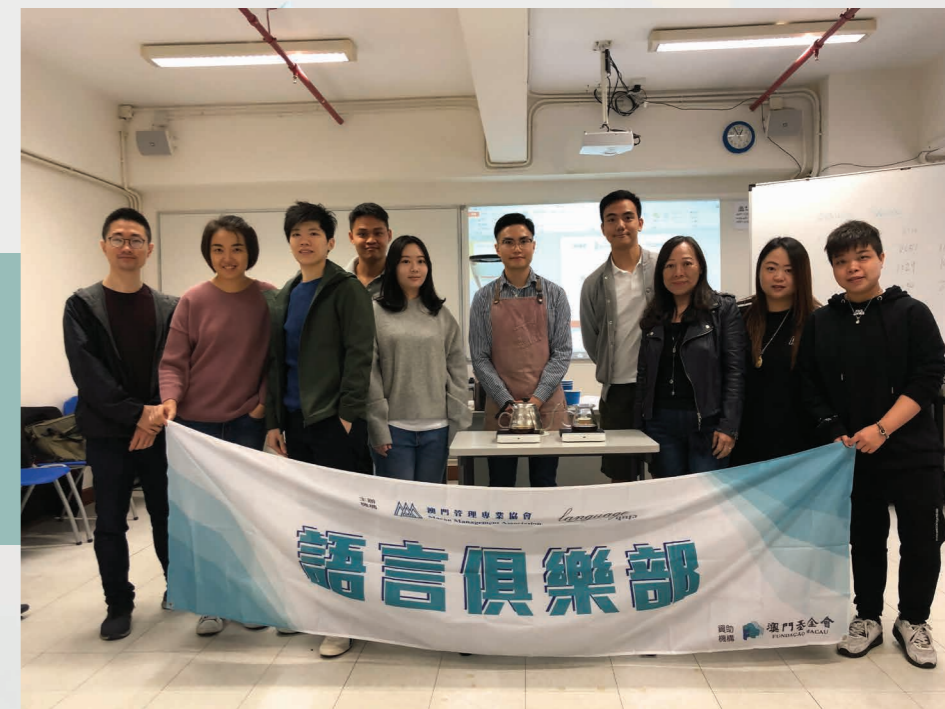
本會屬下的年青行政人員俱樂部成立於1996年，是以在本澳年青行政人員中推動管理學的理論及應用為宗旨，同時為年青會員提供相互交流的平台，助其擴展專業知識並提升專業技能。2019年共舉辦了兩項活動，詳情如下：

The Young Managers' Club (YMC) is one of the MMA special interest groups established in 1996. The club promotes the principle and practices of management in Macao. YMC has been organizing different activities specially designed for the young executive members to develop their professional knowledge. In 2019, we had organized the following activities:

月份 Month	活動項目 Events
7月 July	行政人員品酒及社交禮儀工作坊 Wine Tasting & Social Etiquette Workshop
9月 September	北京影視管理考察團 Beijing Film Entertainment Industry Study Visit

\*以上活動由澳門基金會資助

The activities above were sponsored by Macao Foundation



# 語言俱樂部

## LANGUAGE CLUB

本會屬下的語言俱樂部成立於2004年，旨在營造一個舒適及無拘無束的環境，讓會員及學院學生輕鬆使用英語交談，從而推動英語的普及和應用。俱樂部不定期舉行聚會，由專業英語導師帶領，並設有不同主題以提升學員的英語會話及表達能力。2019年舉辦了以下活動：

To promote the practice of English, MMA established Language Club in 2004 as a service for free for our members. This club aims to create a platform for members to enhance language ability through gatherings and by encouraging members to listen and speak in foreign languages in a relaxing environment. We had invited a native English-speaking tutor as the host of the short-term English courses, guiding our members to learn daily English through games, discussion and debate. In 2019, we had organized the following activities:

月份 Month	活動項目 Events
5月 – 9月 May – September	短期英語課程 Short-Term English Courses
12月 December	英文體驗學習之精品咖啡工作坊 English Learning Experience – Coffee Workshop

\*以上活動由澳門基金會資助

The activities above were sponsored by Macao Foundation

# 圖書館

## LIBRARY

本年度圖書館繼續增加大量管理及會計類別的新書籍，並已在學生活動室位置增設了書架，擺放雜誌及書籍等，方便學生在課餘時間閱讀。近年，借書率亦不斷提升，成績理想，其中以學位課程學生借閱圖書數目較多。

未來一年，圖書館館藏會繼續逐步更新，館內資源將更易流通。由於每年都會增加館藏，故此每年12月會繼續進行盤點工作，註銷一定數量的舊書，並重新部署書籍位置。另外，將定期更新圖書館網頁，以便更有效地傳遞館訊，加快與圖書館使用者的聯繫與溝通。

A substantial number of books on Management and Accountancy were added to our Library. Also we have made our reading materials more accessible, in the hope of promoting a good habit of reading among our students. In recent years, there is an increasing number of borrowers and the majority of them are degree program students.

In the upcoming year, we aim to bring in more variety of books and simplify the online borrowing process. A library auditing will be held in December every year, some damaged or post-dated reading materials will be relocated or donated for better use.



# 出版刊物

## PUBLICATION

# 《澳門管理人雜誌》

## MACAU MANAGER MAGAZINE

由本會出版、澳門基金會資助的中文季刊《澳門管理人雜誌》已踏入第20個年頭。多年來我們秉持著創刊理念，與澳門特別行政區政府一起成長；聚焦全城熱點，為讀者帶來最新的管理資訊，並從管理學的角度探討不同的社會經濟民生問題。我們不斷追求革新，力求內容豐富多元化，每期雜誌的內容均緊貼澳門的社會動態，深入探討時下話題，為廣大讀者提供一本優質的管理資訊雜誌。適逢出版二十週年，我們於年初舉行了雜誌改版紀念儀式，為雜誌換上新裝，其質感大大提升，為讀者帶來最佳的閱讀體驗。在2019年，我們出版了第77至80期：

Sponsored by Macao Foundation, published quarterly, Macau Manager Magazine has celebrated her 20<sup>th</sup> Anniversary in 2019. Over the past years, we continued to strengthen ourselves in order to keep up with the development of Macao. In the years ahead, we will strive to pursue our mission - introduce the latest management information to our readers; investigate different social trends from the management point of view. We believe that Macau Manager will continue her direction to be the most informative and inspiring management magazine in Macao. To celebrate this special occasion, we had redesigned a brand new cover for the magazine in order to deliver a better reading experience to our readers, and the magazine unveiling ceremony was being hosted during the 35<sup>th</sup> Anniversary Dinner. In 2019, we have published a total of 4 issues including No. 77, 78, 79 and 80.



# 聯繫

LIAISON

# 對外聯繫

## LIAISON

本會積極參與國際性交流活動，期望藉此將鄰近國家和地區的最新管理資訊帶到本澳，以讓更多的管理人受惠。

We believe in learning by exchanging. MMA has been actively participated in international exchange activities, hoping to make use of each opportunity to exchange management knowledge with neighboring regions and countries.



# 參與亞洲管理專業組織聯會於馬來西亞及澳洲理事會會議

## AAMO COUNCIL MEETINGS IN MALAYSIA AND AUSTRALIA

由澳門基金會資助，本會分別於2019年4月及10月出席了亞洲管理專業組織聯會（AAMO）在馬來西亞吉隆坡及澳洲悉尼舉行的理事會會議，與會成員分別來自澳洲、香港、印度、澳門、馬來西亞、尼泊爾、紐西蘭、巴基斯坦、菲律賓、韓國及斯里蘭卡的管理專業組織。

Sponsored by Macao Foundation, MMA attended two Council Meetings of Asian Association of Management Organisations (AAMO) in April and October 2019 in Kuala Lumpur, Malaysia and Sydney, Australia respectively. Attendees were from Management Associations of Australia, Hong Kong, India, Macao, Malaysia, Nepal, New Zealand, Pakistan, Philippines, Korea and Sri Lanka.



# 主辦亞洲管理挑戰賽

## ASIAN MANAGEMENT GAME 2019

由本會主辦、澳門基金會資助的亞洲管理挑戰賽已於9月結束。冠軍由印度企業隊奪得，而澳門混合隊及巴基斯坦企業隊分別獲得第2和第3名。參加是次賽事的國家及地區包括香港、印度、澳門、馬來西亞、巴基斯坦及菲律賓。

Sponsored by Macao Foundation, MMA had organized the Asian Management Game as one of the AAMO activities which was completed in September 2019. The Champion went to India corporate team, the 1<sup>st</sup> Runner-up and the 2<sup>nd</sup> Runner-up went to Macao mixed team and Pakistan corporate team respectively. The game had attracted competitors from Hong Kong, India, Macao, Malaysia, Pakistan and Philippines.



## 組織「亞太區年青管理人企業考察團」

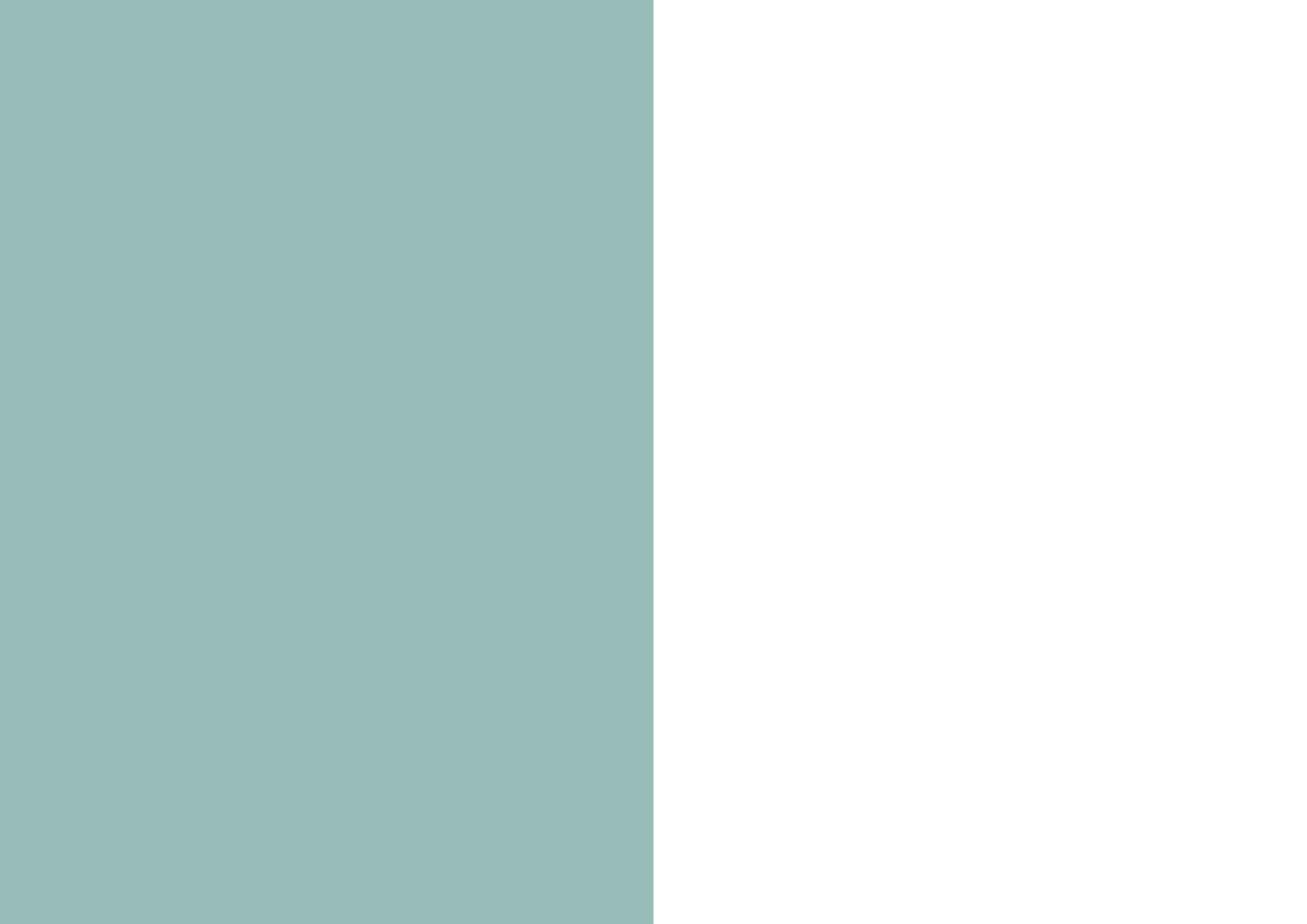
### YOUNG MANAGERS' PROGRAM: A VISIT TO MACAO AND SHENZHEN

由本會主辦、亞洲管理專業組織聯會組織及澳門基金會資助之「亞太區年青管理人企業考察團」在11月18日至22日期間於澳門及深圳參觀學習。本年考察團參訪了澳門及深圳兩地的大型企業，包括新濠博亞娛樂有限公司旗下摩珀斯酒店、前海深港合作區、目前全球最大的烘焙體驗式空間 — Beeplus超級烘焙工坊、亞太區管理軟件龍頭企業 — 金蝶國際軟件集團有限公司、國內領先的互聯網市場營銷技術平台愛點擊及以深港兩地創業團隊為主要服務對象的通天地智慧產品孵化服務有限公司。同時，更邀請到國際知名產品設計師、香港設計商會主席、葉智榮設計公司創始人葉智榮先生，以及Bee+聯合創始人戴健進先生，與參加者分別分享了其創新及創業歷程等的經驗。

是次考察團的各國代表均為來自亞洲管理專業組織聯會成員國的年青管理人，包括：澳洲、香港、印度、澳門、尼泊爾、巴基斯坦及斯里蘭卡。參加者們皆表示是次考察獲益頗豐，對澳門及深圳兩地乃至中國經濟發展及企業管理有了深入的了解，極具啟發性。

Organized by MMA and Asian Association of Management Organisations (AAMO), sponsored by Macao Foundation, the Young Managers' Program was held from November 18-22 in Macao and Shenzhen. The delegation visited large corporates of Macao and Shenzhen, including Morpheus Hotel of Melco Resorts & Entertainment Limited, Qianhai Authority, Beeplus Bakery, Kingdee International Software Group (H.K.) Limited, iClick Interactive Asia Limited and TTD Smart Products Accelerator. Meanwhile, we had invited Mr. Alan Yip, international renowned industrial designer, Chairman of the HK Designers Association, Founder of Yip Design, and Mr. David Tai, Co-Founder of Bee+, to share their experiences about innovation and entrepreneurship.

The delegation was consisted of young managers from 7 National Management Organizations from AAMO, including Australia, Hong Kong, India, Macao, Nepal, Pakistan and Sri Lanka. They stated that they had learned a lot from this delegation, and it was very inspirational.





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澳門管理專業協會  
Macau Management Association



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